



Strategic Plan 2018 – 2023



A World of Wellbeing
#WoW

Mission, vision and values

Vision: A World of Wellbeing

Mission: Pioneering life-changing mental health and wellbeing services

Values:



BEHAVING WITH INTEGRITY

We are trustworthy, open and honest.



EMBRACING INDIVIDUALITY

We accept people as their authentic selves, respecting diversity and acknowledging disadvantage.



VALUING PEOPLE

With service users at the heart of everything we do we support our employees, volunteers and trustees to be the best they can be.



TAKING PRIDE IN WHAT WE DO

We are committed to doing things better and give it everything we've got.



ACHIEVING EXCELLENCE

We embrace new thinking to deliver quality, safe, effective and responsive services.

Developments since our last plan

FINANCIAL TURNOVER

2012/13
£6.6m



2017/18
£8.4m

STAFF MEMBERS

2012/13
171



2017/18
232

SERVICE USERS*

2012/13
1,500



2017/18
1,865

* figures are based on data from our service user snapshot reports taken on 31st October.

NEW SERVICES

- **Accommodation Gateway** – supports appropriate move-on from acute wards
- **CLEAR** – recovery-focused mental health service in Kirklees
- **Connect Well** – social prescribing service in Leeds which navigates people to relevant services and support groups
- **Kirklees Dementia Hub** – community activity, awareness raising and information & advice sessions
- **Recovery Centre** – community based rehabilitation
- **Stronger Families** – mental health support for families
- **Walker House** – residential independent living support in Leeds
- **WYFI** – navigation for people with multiple needs
- **York Families and Housing Support** – responsive 'whole-family' approach to housing support in York
- **Young Dementia Leeds** – support service for those living with younger-onset dementia (under 65 years), and their carers

NEW ACCREDITATIONS

- We have maintained Sunday Times Top 100 and Best Companies
- Investors in People Champion
- Customer Service Excellence (CSE)
- Inclusive Top 50 UK employer
- Stonewall Diversity Champion
- Investing in Volunteers

NEW INITIATIVES

- **Bright Ideas Fund** – Community Links funds new ideas to support recovery which are co-produced by employees and service users
- **Embracing social media** – we are active on Twitter and Facebook with 5 Twitter accounts and 4 Facebook pages

A word cloud featuring various positive adjectives in different colors and orientations. The words include: Open, Hope, Inspiring, Forward-thinking, Positive, Supportive, Quality, Holistic, Values, Progressive, Inclusive, Creative, Friendly, Innovative, Reliable, Compassionate, and Passionate. The words are arranged in a dynamic, overlapping layout, with 'Supportive' and 'Quality' being prominent in the center.

SERVICES held consultations with their service users to obtain feedback on key questions and distributed feedback postcards within their services.

Service user postcard feedback

What would you like CL to achieve in the next 5 years?

“

I would like CL to grow and be accessible to a greater number of people who need help, then covering more subjects and most of all achieve more funding to advance the project.

Clear service user

”

“

Longer time for users if needed; more hostels; more awareness about mental issues.

Residential service user

”

We surveyed our **STAKEHOLDERS** and **PARTNERS** via an online survey. This survey gave stakeholders the opportunity to feedback on our key strengths as well as a wider view of the mental health sector, how we can improve outcomes and what they think the main challenges will be over the next 5 years.

Innovative Values
Positive Engagement
Approach Partnership
Co-production Quality
Reputation Established Focus
Range Knowledge Independent
Expertise Service



EMPLOYEES voted for their favourite vision and got the opportunity to comment on the main themes via an online survey.

The final plan was approved by our Board of Trustees in December 2017.



As part of the process we have developed a set of key strategic impacts to help us measure our progress towards our goals on our new strategic plan.

The 3 themes:



FOR EVERYONE

1. For Everyone

We will work with people as individuals to offer the right support at the right stage on their unique life journey. Our services will span prevention, early intervention and recovery and will integrate physical and mental health. Our services will be relevant and accessible to our diverse communities.

Goals

- We will take a holistic approach and inspire people to maintain good mental health and wellbeing
- We will provide support for people at the earliest opportunity
- We will never give up on people's dreams
- Our services will reach and be relevant to our diverse communities



GROWING TOGETHER

2. Growing Together

We will draw on the strengths of our employees, service users and communities to change lives. We will build a wider range of partnerships to expand our reach and reflect how everything is connected to our mental health and wellbeing.

Goals

- Our services will be co-produced with service users at the heart
- We will embed asset based community development approaches
- We will establish enterprising joint ventures and partnerships to deliver our goals
- As we grow, our employees will feel connected to the organisation



LEADING THE WAY

3. Leading the Way

We will be at the forefront of the transformation of health and wellbeing services.

We will inspire people to be bold and brave in order to meet new challenges. We will innovate and deliver high quality services. We will measure our impact and demonstrate our effectiveness.

Goals

- We will demonstrate that we are well led and deliver high quality services
- We will pioneer innovative approaches to mental health and wellbeing support
- We will inspire people to be bold and brave, creating leaders at every level
- We will enhance our influence by showcasing our impact and expertise



**Our mission is to pioneer life-changing
mental health and wellbeing services.**



COMMUNITY LINKS (NORTHERN LTD)

3 Limewood Way

Leeds

LS14 1AB

Tel: 0113 273 9660

Email: info@commlinks.co.uk

www.commlinks.co.uk



www.facebook.com/CommunityLinks



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