

**West London
Mental Health
Partnership
Strategy
2024-25**



Executive Summary

The West London Mental Health Partnership (WLMHP) is a collaboration between three independent Local Mind Associations (LMAs), comprising Hillingdon Mind, Mind in Harrow, and Hammersmith, Fulham, Ealing and Hounslow Mind. Our goal is to improve the lives of people facing mental health difficulties across five London boroughs, serving a population of 1.4 million by providing holistic community based mental health services.

As referenced above, there are 3 independent Mind organisations that cover the five London Boroughs within the West London Mental Health Partnership.

They are:

1. Mind in Harrow
2. Hillingdon Mind
3. Hammersmith, Fulham, Ealing and Hounslow Mind

Each operate as separate registered charities, have their own management infrastructure arrangements and are accountable to a Board of Trustees. Each Mind organisation is part of a federated network affiliated to National Mind.

Individually we provide services ranging in need and remit within our local boroughs.

The strategic direction of WLMHP is driven by the commitment to meet the mental health needs of the West London population.

By building robust relationships with key partners, including Grant providers, Local Authorities and the NHS WLMHP can provide focussed, high quality and cost-effective services.

We have created this strategy to achieve this very aim, and in creating this we have looked our local strengths, weaknesses, opportunities, and threats to align ourselves to the best position possible.

Vision, Mission & Values

Vision

To enhance the lives of individuals facing mental health difficulties across West London.

As leading providers of third sector mental health services in our respective boroughs, we are dedicated to delivering high-quality practical support services that caters to the mental health needs of our communities.

We are united in our pursuit of developing and delivering excellent mental health support, along with robust risk governance, safeguarding, suicide and self-harm prevention, and whistleblowing policies.

Collectively, we can enhance mental health services, ensuring that services are equitable between the areas we work in and make a positive impact on individuals and communities.

Mission

To deliver comprehensive mental health support seamlessly across the boroughs, focussing on prevention of mental health issues and using a non-medicalised model, in collaboration with statutory and non-statutory services.

With a well-established reputation, extensive experience, and the trust of both service users and commissioners, we are well-equipped to address the challenges faced by our communities, the NHS, and local authorities in realising their mental health aspirations.

Recognising the distinct and invaluable nature of non-medicalised mental health support and grassroots services, and in keeping with the direction of National Mind, we are committed to an approach grounded in community, empathy, and accessibility. By catering to the needs of those often overlooked by traditional services, and being in partnership with those services, we bridge critical gaps in the mental health landscape. Collaborating alongside professional mental health providers and community workers, we unlock the full potential of these services.

This approach reflects our belief that everyone's mental health journey is unique and deserves tailored, holistic support.

Guided by these principles, our mission is to empower individuals and communities to achieve optimal mental well-being. We strive to create an environment where comprehensive mental health support is easily accessible, and where every person's journey is honoured, esteemed, and bolstered.

Values

1. **Person Centred:** We deeply empathise with individuals facing mental health challenges and approach all our interactions with compassion and understanding. We uphold the highest ethical standards in all our activities, fostering trust and integrity within our community.
2. **Diversity and Inclusion:** We celebrate diversity and are committed to creating an inclusive environment that respects and values the unique backgrounds, experiences, and identities of the people we serve. We respect and consider cultural beliefs, practices, and norms to provide culturally competent care and services.
3. **Collaboration:** We believe in the power of collaboration and actively seek partnerships with like-minded organisations, stakeholders, and communities to amplify our impact. We maintain transparency in our operations, finances, and decision-making, and are accountable to our stakeholders. We foster a culture of continuous learning, evaluation, and improvement to ensure our services remain effective and responsive.
4. **Stigma Reduction:** We are dedicated to reducing the stigma surrounding mental health through education, advocacy, and awareness initiatives. We advocate for policies and initiatives that support mental health at all levels, driving positive change.

These values are at the heart of everything we do. They define our commitment to serving individuals and communities facing mental health challenges and guide us in our shared pursuit of a mentally healthier world.

Strategic Pillars



Growth



Collaboration & Partnership



Quality

Growth

We will ensure that we meet the needs of our local communities and create services that focus on prevention of mental health issues. We will provide comprehensive services focussing on things such as wellbeing, environment, housing, employment, social connections etc.

We will ensure our income is diversified so we are more sustainable, with a real focus on corporate funding as well as grants.

We will replicate services that work in individual boroughs across our partnership area consisting of: Ealing, Harrow, Hammersmith & Fulham, Hillingdon and Hounslow.

Collaboration & Partnership

We will jointly bid for opportunities as a partnership for the benefit of service users and funders. We will work with our commissioners and influence where we can, to ensure service users have their needs met by us as a partnership. We will involve those with lived experience, recognising they are experts by experience, to create services that go beyond a clinical setting.

Quality

We will mutually benefit from shared learning and expertise across our patch.

We will identify opportunities to expand reach and impact.

We will ensure our services are accessible and culturally sensitive ensuring relevancy and effectiveness, ultimately providing mental health support to all and using data to drive our growth decisions.

We will ensure we evidence our success and impact and ensure that we establish ourselves as *the* mental health provider across our boroughs.

Growth plan

There are key areas for growth that we wish to consider as a partnership based on our identified local need

Our growth strategy is three pronged with a focus on grants, statutory funding and corporate funding.

Grants

Key need we want to meet through grants include:

- Veterans Services
- Advocacy Services
- Poverty Services
- Advice and Guidance Services
- SMI – Counselling Services bridging the gap between IAPT and SMI services
- Out of Rehab – Addiction Aftercare
- Hospital discharge service.
- Young adults leaving CAMHS
- Menopause Services

We are aiming for these services as here is where the community mental health need appears to be based on data and lived experience.

Statutory Funding

National and local mental health priorities for the NHS and local authorities are of strategic importance to WLMHP.

The NHS Long Term Plan for England, building on previous recommendations, emphasizes a more joined-up, proactive, and differentiated approach to mental health services. To achieve this vision, the NHS has pledged increased funding for mental health, shorter waiting times, improved access to perinatal services, expansion of IAPT services, and better emergency mental health care. The impact of the Covid-19 pandemic on mental health services is also a critical consideration, as it has magnified existing mental health inequalities and increased the demand for support services.

Therefore, we will ensure we seek statutory funding to address these needs, focusing on prevention, where the third sector sits best. Furthermore, we will leverage our leadership position at Third Sector Together to ensure we are strategically placed to know about funding coming through.

Corporate

We will strengthen our relationship with corporates across our patch to seek unrestricted funding, providing us the flexibility to devise projects that meet needs. This may be done through corporate fundraising or workplace wellbeing training to corporate HR departments.