HEALTHY MINDS BUSINESS PLAN 2022-24

Strategic Priority	1: Healthy Minds to	have the financial an	d organisational struct	ures to ensure su	ustainability			
Action	1.1: Consolidate organ	isational structure, sys	tems, services and gover	nance to improve	efficiency.			
Priority Outcome	1.1.1 A clear financial	1.1.1 A clear financial reporting and financial management process						
team, has a clearly-ou identifies resource ne any deficit.	g core / organisational utlined budget that eed, income secured and estricted funds to meet	Responsibility Chief Officer (CO) Business & Sustainability Manager (BSM) Finance Officer (FO)	TimescaleDeveloped by end Q2Operational from Q3Completed Q1 April2023Dynamic review	Resources	KPIs			
1.1.1.2 Budget deficit Actions to secure ded outlined in the fundir		Chief Officer Business & Sustainability Manager	Funding Strategy update by end Q2 (Sept 2023)					
1.1.1.3 Salaries / payr Every staff role on pa allocation from restric funds	yroll has identified	Business & Sustainability Manager Finance Officer	Completed Q1 April 2023					
1.1.1.4 Management	Accounts:	Chief Officer	Complete					

Financial summary information is available for scrutiny and approval at the Finance Sub- group in advance of Healthy Minds Board meetings. Summary to include sufficient detail of latest position on expenditure against income to enable informed decision- making.	Business & Sustainability Manager Finance Officer			
Priority outcome	1.1.2: Appropriately q	ualified and skilled team	of staff and volunteers	
Outcomes	Responsibility	Timescale	Resources	KPIs
1.1.2.1 Training Needs Analysis: Staff and volunteer training undertaken is recorded Further needs, and means to meet needs, are identified	Line Managers: Operational Managers (OM) BSM Service Managers (SM)	Q1 2023-4	 Training budget Training budget Free / discounted training accessible from various sources, incl. Calderdale MBC, West Yorks ICB & HEE BrightSafe subscription: free, accredited e-learning modules 	 100% of staff report having the skills and knowledge they need for their jobs. 50% of staff have undertaken relevant training.
1.1.2.2 Staff reviews: Reviews (appraisal) are conducted annually Probation reviews are completed as required	Line Managers: CO OM BSM SM	Ongoing <mark>Report on %</mark> completed reviews by end Q1 (June 2023)		 100% of staff have received a documented appraisal in the last 12 months

				• 100% of new staff receive review at 3 months from commencement
 1.1.2.3 Staff Wellbeing: Healthy Minds is an exemplar employer, with staff wellbeing a visible and meaningful priority. Wellbeing audit identifies any areas for improvement 	CO Line Managers	Ongoing Wellbeing Audit report to Board by end Q2 (Sept 2023)	CWS project development lead	 Wellbeing audit is completed Staff surveys
1.1.2.4 Volunteers: Volunteers are valued and supported to both maintain and develop their roles	OM Volunteer Coordinator	Ongoing		 Volunteer recruitment & retention 100% volunteers report high levels of satisfaction Feedback / I- statements
Priority outcome	1.1.3: Management	team with necessary skill	s and capacity	1
Outcomes	Responsibility	Timescale	Resources	KPIs
1.1.3.1 Capacity There is sufficient management capacity for organisational and operational needs	CO BSM	Ongoing	Management Team: Chief Officer 2 x OM BSM Service Managers	
1.1.3.2 Skills All staff with line management responsibility have completed reviews.	CO OM	Ongoing	West Yorks ICB coaching offers King's Fund Network	100% have documented annual reviews

CPD / training needs and opportunities are identified and put into action			Lloyds Enhance Programme	
1.1.3.3 HR Responsibilities All staff with line management responsibility are aware of HR systems and support	CO OM	Ongoing	Croner HR consultancy BrightHR system	
Priority Outcome	1.1.4: Strategy and Buunderstood by all	usiness Plan and support	ing Operational Plan is o	communicated and
Outcomes 1.1.4.1 Communication i. Strategy, Business Plan and Operational Plan available to all staff (Sharepoint) ii. Briefing sessions are held to communicate Strategy iii. Strategy is publicly available on HM website 1.1.4.2 Service Operational Plans Each service has an Operational Plan outlining priorities and actions, linking with HM Strategy / BP	Responsibility CO OM SM Service teams	TimescaleSeptember 2022i.CompletedMarch 2023ii.CompletedMarch 2023iii.To action Q1	Resources	 KPIs 100% services have completed OPs Org. audit spot- check: 3 OPs
Priority Outcome	1.1.5: Effective gover	nance which reflects the	Charity Governance Coo	
Outcomes 1.1.5.1 Board has completed assessment and identified required actions	Responsibility Chair	Timescale Q1-Q2 2023	Resources Initial Trustee assessment via Forms	KPIs
1.1.5.2 Board Sub-Groups undertake more detailed work on identified actions, reporting and making recommendations to the board Sub-Groups are held in a timely manner, in advance of board meetings	Sub-Group Chairs: Finance Development Staff / HR (ad hoc)	Ongoing	Board Administrator EE: 5 hours per month	

Priority Outcome	-	.6: A set of organisational policies which are up-to-date, practical and reflect legal uirements and good practice			
Outcomes 1.1.6.1 Policy register	Responsibility CO BSM	Timescale Register completed by start Q3	Resources	 KPIs Annual schedule 	
Plan for review and approval of policies Policy reviews standing item in CO Board reports	BSIVI	Review timescales set by register		 of due policy updates Annual review shows that policies are up- to-date 	
Action	1.2: Maintain a "liv strategic actions to	ve" Funding Strategy and a	iction plan, identifying fu	Inding priorities and	
Priority Outcome	1.2.1: Continue to explore income generation opportunities to supplement grant funding and provide more unrestricted funds to increase capacity and flexibility and combat financial volatility and instability.				
Outcomes	Responsibility	Timescale	Resources	KPIs	
 1.2.1.1 Funding Strategy outlines possibilities for commercial fundraising model that supports our charitable aims: Generate trading income from Healthy Minds' experience and expertise as a leading local organisation: Consultancy: Calderdale Wellbeing Services – workplace wellbeing 'standard' and support Training: 	CO BSM	Funding Strategy update by end Q2 (Sept 2023)	 CWS project development lead Lloyds Enhance programme includes trading & sustainability course; Skills exchange Relationships with corporate partners to test / scope ideas 	Income generated vs. Resources expended: % return 2020-21: earned income = 1% overall HM income 2021-22: 1.3% 2022-23: TBC	

 Delivering EHWB training to system partners and commercial businesses Time Out: Bespoke and enhanced training offer for schools, commissioned by schools in addition to the general TO / Open Minds Partnership offer. Other trading opportunities that may arise 1.2.1.2 Active donor fundraising model includes: Corporate fundraising & sponsorship Membership subscriptions Community giving and fundraising Legacy-giving Priority Outcome 	_	age with the mental hea		-
	-	d commissioning that ar		
Outcomes	Responsibility	Timescale	Resources	KPIs
1.2.2.1 Commissioning / contracts	CO BSM	Ongoing	Funding Strategy Chief Officer / SMT	Increase in service contracts.

Services are commissioned rather than grant- funded			capacity to enable engagement: backfill resource via HPoC	2020-21 govt. Grants = 38% overall income 2021-22: Contracts = 23% Grants = 51% 74% overall income
1.2.2.2 Vision & Values Healthy Minds' Vision and Values are communicated, understood and upheld	BSM	Ongoing	Marketing & Communications Officer	
Strategic Priority		•	ces and deliver project	s that most
Action	effectively meet the needs of the population 2.1: Understand the needs for services and projects through local consultation and analysi of published research.			
Priority Outcome	-	-	trate that there is evider agement, consultation ar	
Outcomes	Responsibility	Timescale	Resources	KPIs
2.1.1.1 Case for Support All services have a case for support that clearly identifies needs met	CO OM BSM	By end Q1 2023-24		100% have compliant case for support
2.1.1.2 Healthy Minds Forum Healthy Minds Forum is revived as an active means to gather experiences & insights	BSM	By Q4 (Jan 2023) Achieved Meetings ongoing	Membership & Engagement Coordinator	 Forum activity: Meetings Events Engagement (attendance, response rates)
2.1.1.3 Healthy Minds Membership Active membership base reflecting Calderdale community, providing engagement opportunities to identify needs and co-produce solutions <i>see also 2.2.1 below</i>	BSM	Membership launch Q4 Jan-Mar 2023; Ongoing	Membership & Engagement Coordinator	 Membership numbers Demographics Engagement activity & feedback

				demonstrates value
2.1.1.4 Research HM-led research on health inequalities & identified actions	CO BSM		 Rethink / Lloyds investment (Spotlight) Spotlight Project Manager Potential Leeds / Huddersfield University student placements £25K research fund CCG / ICB 	 Spotlight-funded project evaluations demonstrate value and evidence for interventions targeting inequality Research reports are completed and findings communicated
Action		es which meet the needs o inequalities, aligning with	• • •	
Priority Outcome	2.2.1: Meaningful,	ongoing engagement via a	representative and active	ve membership base
Outcomes	Responsibility	Timescale	Resources	KPIs
2.2.1.1 Healthy Minds Membership Active membership base reflecting Calderdale community, providing engagement opportunities to identify needs and co-produce solutions	BSM	Membership launch Q4 Jan-Mar 2023; Ongoing	 Membership & Engagement Coordinator Communications Officer 	 Membership numbers Demographics Engagement activity & feedback demonstrates value
Priority Outcome	2.2.2: Healthy Min workstreams	ds is represented as appro	priate in local, regional a	nd national strategic

Outcomes	Responsibility	Timescale	Resources	KPIs
2.2.2.1 Connectivity	All	Ongoing	HPOC reimburses	
Representation on, and input to, relevant,			VCS for strategic	
strategic working groups, e.g.:			involvement: £1000	
Calderdale MH innovation Hub			annual for WY VCS	
West Yorks ICB MH Programme Board			Chairing	
• Community MH Transformation steering				
groups – Calderdale and West Yorks			CCP £6000 22-23 for	
WY VCSE MH Group			CO strategic	
High Intensity User Group			involvement in	
Calderdale Hoarding Panel			Calderdale	
Suicide Prevention Network				
• Public Places and Suicides Working Group				
Neighbourhood networks & Community				
Forums				
Open Minds Partnership				
This list is not exhaustive and other				
opportunities should be followed as				
appropriate				
See also 4.3 below				
Priority Outcome	2.2.1 Services deliv	vered to stated timescales, o	costs and quality	
Outcomes	Responsibility	Timescale	Resources	KPIs
2.2.1.1	OM	Quarterly	Databases	Reports are
Services have up-to-date reports that meet	SM			compliant and
funders' requirements				submitted on time
Priority Outcome	2.2.2 Services have	capacity to better meet de	emand	
Outcomes	Responsibility	Timescale	Resources	KPIs
2.2.2.1 Service Operational Plans	OM	<mark>Ops plans available</mark>	Service / funding	100% services have
Operational plans clearly identify outputs and	SM	<mark>on Sharepoint by end</mark>	agreements set out	Operational Plans
outcomes		<mark>Q1 (June 2023)</mark>	expected outputs /	
			outcomes	

2.2.2.2 Service Budgets Services are suitably resourced to achieve realistic outputs and outcomes See 1.1.1 above	CO BSM Finance Officer	Ongoing	Funding Strategy	
2.2.2.3 Demand / Capacity Levels of demand are recorded and reviewed in line with capacity to identify further service needs	OM	Quarterly	Databases Quarterly reports	Operational Plans contain detail of actions identified
Action		ods of delivery that in alongside in-person	ncrease reach and access, incl activities.	uding online and
Priority Outcome	2.3.1: Healthy Minds' programmes actively respond to people's preferences with a blended offer of in-person and remote / online activity appropriate to purpose			
Outcomes	Responsibility	Timescale	Resources	KPIs
2.3.1.1 Programme Delivery Healthy Minds offers a range of contact methods Service use is actively monitored to ensure effectiveness	OM SM	Ongoing	Databases Quarterly reports	Service engagement
Strategic Priority	Priority 3: Health demonstrable im		n and further develop quali	ty services with
Action	3.1: Continue to de and community fee	• •	es and tools to capture and a	nalyse, service data
Priority Outcome	3.1.1: Analyse data and carry out periodic reviews to ensure Healthy Minds can evidence how it is growing, developing and achieving its aims.			
Outcomes	Responsibility	Timescale	Resources	KPIs
3.1.1.1 Each service has a functional database that is up to date	BSM OM SM	Ongoing	Service databases are in use	Database analyses Service quarterly reports

Database analysis is set to generate statistical data that meets the reporting requirements of each service			Data Officer is currently a voluntary post – this is a risk	
3.1.1.2 Strategic and operational decisions are based on clear impact information.	CO BSM OM	Ongoing Impact Report to DSG by end Q2 (Sept 2023)		 Service cases for support include impact evidence Proposals and records of board decisions contain impact information.
3.1.1.3 Thorough review process assessing service data and local insight against agreed outcomes and identified local need.	CO BSM OM	Ongoing		Service quarterly reports
3.1.1.4 Annual 'census' of service use gathers insights that inform actions	BSM OM	January 2023	Previous census exercises	Findings are analysed and published with identified actions
3.1.1.5 Relevant quality marks / standards demonstrate that Healthy Minds is a responsible and safe organisation	CO BSM	Ongoing Update on QFH review readiness by end Q3	 Quality for Health & Wellbeing Level 2 (2021) GSK Impact Award 2019 Fundraising Regulator 2022 	Quality standards are obtained and renewed as necessary
Priority Outcome	3.1.3: Demonstrate that Healthy Minds can, and does, provide solutions which ease demand on public Mental Health services			
Outcomes	Responsibility	Timescale	Resources	KPIs

 3.1.3.1 HM Services HM services with "system" links develop evidence that shows effect on demand for public services: Safespace Link CHW Team 	OM SM	Quarterly	 Databases System intelligence / data 	 Quantitative data: Diversion from public services e.g. A&E, YAS, IHBTT Qualitative: Feedback Case studies
3.1.3.2 External SROI evaluation Renewed SROI evaluation demonstrates social value of HM services	CO BSM	TBC	 No resource identified CHWT pilot is evaluated externally Prior involvement with Enriched Consulting 	
3.1.3.3 Data Analysis Analysis of our findings against local, regional and national trends demonstrates effectiveness and informs strategy	CO BSM	Ongoing	Data Officer Membership & Engagement	Results of analysis
Strategic Priority	-	y Minds to maintair IH provider in Calde	n a high profile as a trusted rdale	, reputable,
Action	4.1: Maintain a res	sourced Marketing and	d Communications plan to:	
Priority Outcome	4.1.1: Increase brand awareness and raise our business profile			
Outcomes	Responsibility	Timescale	Resources	KPIs
4.1.1.1 Publicity Healthy Minds' service offer is communicated widely with up-to-date details	OM SM	Ongoing	Website Newsletter Social media	Service offers are current

4.1.1.2 Brand 'Style guide' to ensure consistent branding across all communications	Marketing & Communications Officer BSM Marketing & Communications Officer	Q3		Guidance is available and communications comply	
4.1.1.3 Monitoring Effectiveness of communications is assessed by available analytics e.g. website traffic, social media engagement and used to inform planning	BSM Marketing & Communications Officer	Ongoing	Platform analytics tools	Marketing & Comms reports include analysis	
4.1.1.4 Resource Dedicated marketing and comms resource is	CO BSM	Developed by end Q2 Operational from Q3			
identified	Finance Officer	Dynamic review			
See 1.1.1.1 Service Budgets					
Priority Outcome	4.1.2: Communicate the benefits and impact of Healthy Minds' services on the lives of				
	people in Calderdale.				
Outcomes	Responsibility	Timescale	Resources	KPIs	
4.1.2.1 Engagement	Marketing & Comms	Ongoing	Website	Communications	
Ensure regular engagement with community	Officer	Monthly newsletter	Newsletter	activity	
as potential service users / supporters			Social media		
See 4.1.1.1 Publicity					
4.1.2.2 Wellbeing measures are consistent	OM	Quarterly	Wellbeing measures	% response rate	
across services and information is collected	SM		Digital and paper-	Wellbeing measures	
periodically for each service as appropriate			based data collection	analyses	
4.1.2.3 A clear statement on the benefits and	BSM	Du and Q2	systems	100% services have a	
	OM	By end Q3			
impact of all services	SM			case for support that includes benefits /	
				impacts	

4.1.2.4 Increased number of users and donors understand the benefits of HM services. Action Priority Outcome	ongoing engageme system. 4.2.1: Active mem	Ongoing resentative membership b ent to give people a voice i bership base reflecting Cal-	n Healthy Minds and the derdale community, pro	e wider mental health	
Outcomes4.2.1.1 Revived MembershipConsultation and Coproduction of newmembership model that promotesmeaningful engagement and community'ownership' of Healthy MindsSee:2.2.1.1 Healthy Minds Membership4.3.1.1 Healthy Minds Forum	Responsibility BSM Membership & Engagement Coordinator	Timescale Membership launch Q4; Ongoing	Resources• 12 months M&E Coord role – resource agreed• Membership subscriptions income• Communications Officer	 KPIs Membership numbers Demographics Engagement activity & feedback demonstrates value 	
Action Priority Outcome	 4.3: Continue to establish Healthy Minds as a leading organisation with strategic influence, advocating for the VCSE sector on a local, regional and national level. 4.3.1: Recognition as providing a voice for mental health in Calderdale, building on Mental Health Matters and Healthy Minds Forum to profile issues and provide a voice for collective advocacy 				
Outcomes	Responsibility	Timescale	Resources	KPIs	
4.3.1.1 Healthy Minds Forum Healthy Minds Forum is revived as an active means to gather experiences & insights See 2.1.1.2 above	BSM	By Q4 (Jan 2023) Achieved	Membership & Engagement Coordinator	 Forum activity: Meetings Events Engagement (attendance, response rates) 	

4.3.1.1 MH Providers Forum	СО	By end Q4	MH Alliance now in	 Reports include insights, recommendation s and actions 	
An active Calderdale provider forum is	BSM	by end Q4			
established, convened by HM CO (as chair of	DSIVI		development via		
WY VCS MH Group)			CCP; HM CO involved		
Priority Outcome	4.3.2: Healthy Minds influences relevant strategic decision-making regionally and nationally				
	that affects Calderdale				
Outcomes	Responsibility	Timescale	Resources	KPIs	
4.3.2.1 Representation	CO	Ongoing	HPOC reimburses		
Healthy Minds is represented on relevant			strategic involvement		
strategic decision-making groups			Connections with:		
See 2.2.2.1 Connectivity			King's Fund Network		
			Lloyds Foundation		
4.3.2.2 Lived Experience	СО	Ongoing		Forum activity	
Healthy Minds represents people's lived				reports include	
experience, bringing intelligence and insights				examples and	
to inform and influence developments within				progress on strategic	
HM and more widely across the system				work	
See 4.3.1.1 Healthy Minds Forum					

Abbreviations

- BSM: Business Sustainability Manager
- CCP: Calderdale Cares Partnership. Calderdale ICB (see WY ICB), formerly Calderdale Clinical Commissioning Group (CCG)
- **CHWT**: Community Health & Wellbeing Team. Healthy Minds service, part of Calderdale's Community MH Transformation programme.
- **CO**: Chief Officer
- **CWS**: Calderdale Wellbeing Service. Healthy Minds service developed from Calderdale Cares 4 Us programme, focusing on workforce wellbeing.
- DSG: Development Sub-Group of HM Committee

- EHWB: Emotional Health & Wellbeing
- **HEE**: Health Education England
- HM: Healthy Minds
- **HPOC**: Harnessing Power of Communities. A West Yorkshire organisation funded by ICB as part of its governance arrangements to promote and support the VCSE sector, particularly in the health & social care system.
- IHBTT: Intensive Home-Based Treatment Team. NHS mental health "crisis team".
- MH: Mental Health
- **OM**: Operational Manager
- SM: Service Manager
- SROI: Social Return on Investment.
- SWYPFT: South West Yorkshire Partnership NHS Foundation Trust. Main provider of NHS MH services in Calderdale.
- VCSE: Voluntary, Community and Social Enterprise. Non-profit sector organisations including charities and community groups. Sometimes abbreviated to VCS: Voluntary & Community Sector. Healthy Minds is a VCS organisation.
- WY ICB: West Yorkshire Integrated Care Board. Regional body delivering NHS England priorities.
- WY VCS MH Group: Regional group for VCS MH providers, part of WY ICB governance. Chaired by Healthy Minds Chief Officer.
- YAS: Yorkshire Ambulance Service