

2024 to 2029



MindWell

Strategy Overview

MindWell is the go-to online source for adult mental health and wellbeing support in Leeds.

Our purpose

We want to remove the barriers to accessing mental health and wellbeing support in Leeds – focusing on helping those who need it most.

- We're here to make sure everyone knows where to find the help they need when they need it.
- We're here so everyone has the best tools and information for caring for their mental health and wellbeing, whatever their needs.
- We're here to listen and to encourage open conversations about mental health.

Our vision

MindWell is a vital part of the project to make Leeds a mentally healthy and caring city.

Our values

We care

Everything we do is geared towards helping people.

We have integrity

People can trust MindWell.

We value community

Good mental health is a human right.

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Strategic aims

- **Quality** – Quality information reflecting the latest mental health and wellbeing advice, designed with those who use it
- **Making it easy** – Easy to browse. Easy to understand. Easy to find something or someone to help.
- **Inclusion** – Information that is available to all. Meeting health and digital literacy, accessibility and cultural needs.
- **Working together** – Bridging the digital and real-world divide. Tackling digital exclusion and developing links with communities and organisations supporting people on the ground.
- **Prevention and recovery** – Supporting people throughout their lives, acknowledging the impact of trauma while believing recovery is possible. Always compassionate, non-judgemental and trauma-informed.
- **Infrastructure and growth** – Developing a sustainable, expanding and financially secure organisation that integrates with other systems in Leeds.

The next 12 months: 2024-2025

MindWell

Implement PIF Tick process

We will finalise a new PIF-Tick accredited content development process and achieve PIF-Tick status on 10% of our existing content.

Refresh website content

We will update and refresh 30% of our existing content with a focus on improving user experience and tailoring our content to the needs of our audience.

Develop sustainable directory

We will explore, develop and embed a more sustainable method of keeping our directory of services up-to-date.

Launch volunteer programme

We will launch a new volunteer programme to increase capacity and help achieve our goal of removing the barriers to accessing mental health and wellbeing support in Leeds - focused on helping those who need it most.

Develop product roadmap

We will develop the product roadmap outlining the vision and direction of MindWell, including technical improvements, interoperability opportunities and innovations such as the MindWell Personalisation Tool (MPT).