



VISYON STRATEGY

2019 - 2022

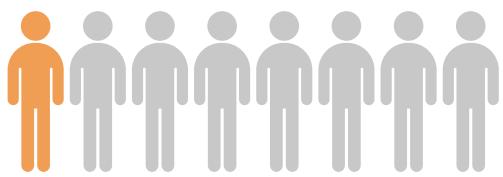


INTRODUCTION

2019 marked the 25th year of Visyon providing support for children and young people. From initially serving only the local community in Congleton, we now provide critical services and support across Cheshire East and Staffordshire Moorlands. The environment that our children and young people (CYP) now live in is both more connected and more isolated than it was in 1994, and the pressures on their mental health and emotional wellbeing are as great as they ever were, if not greater.

Nationally, one in eight 5-19 year olds assessed had at least one mental health disorder (NHS Digital 'Mental Health of Children and Young People in England, 2017). In Cheshire East, 24,300 of those aged between 0 and 24 years have a mental health disorder (Living Well Cheshire East, 2017). Around fifty per cent of mental illness in adults is believed to present before the age of 15 and subsequently attract excess costs of somewhere between £11k and £60k annually per person (Murphy and Fonagy, 2013). Supporting the mental health of children and young people is morally, socially, and economically necessary.

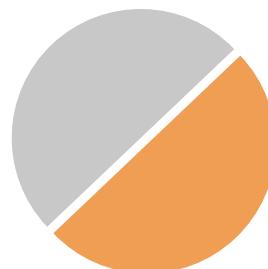
Equally, the Voluntary Sector is a very different environment to that in 1994, and for a grass roots charity like Visyon to survive, it has to think and act differently while staying true to the purpose and values that drive it. This document lays out Visyon's strategic priorities to 2022, addressing the current situation and helping prepare the charity for the future.



ONE IN EIGHT
5-19 YEAR OLDS ASSESSED
HAD AT LEAST ONE
**MENTAL HEALTH
DISORDER**

24300

0-24 YEAR OLDS
IN CHESHIRE EAST
HAVE A MENTAL
HEALTH DISORDER



50%
OF ADULT MENTAL
ILLNESS PRESENT
BEFORE 15 AND
COULD ATTRACT COSTS OF UP TO
£60K ANNUALLY
PER PERSON

VISYON'S GUIDING PRINCIPLES

PURPOSE: Provide a safe place for children and young people to access the information and support they need to help them manage their own mental health and emotional wellbeing.	VISION: All children and young people are able to talk openly about their mental health and emotional needs, have access to appropriate support locally when they need it, and develop strategies to build resilience for them and their families for the future.	MISSION: Provide tailored packages of support within the local community, in a safe and non-judgmental environment, and seeks to influence policy makers to ensure the voice of lived experience is heard.
--	---	--

VISYON VALUES

- 1 COMPASSIONATE:**
Visyon listens to and values the lived experience of children/young people and helps identify individualised strategies and solutions.
- 2 NON-JUDGEMENTAL:**
Visyon provides a safe environment where children/young people and their families can speak openly and can access a range of services.
- 3 SUPPORTIVE:**
Visyon understand the challenges faced by young people and helps build resilience.
- 4 EFFECTIVE:**
Visyon is solutions focused and works with the child/young person to achieve the outcomes that matter to them.
- 5 CREATIVE:**
Visyon is innovative and believes in continuous improvement and actively seeks opportunities to develop new services and approaches to support.
- 6 PASSIONATE:**
Visyon fights for better support for young people's mental and emotional health.

STRATEGIC THEMES 2019-22



THEME 1: INCREASE IMPACT

Help more young people within our existing reach.

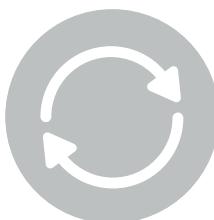
Visyon is rooted in the community, and feedback from our stakeholders has confirmed that the priority for Visyon is to strengthen our delivery in our established geography. Therefore we will increase our impact, look at opportunities to add value through multi-disciplinary working, develop strategic routes to access, and ensure a consistent experience for all service users irrelevant of which services they access.



THEME 2: DEVELOP A LOUDER LOCAL VOICE

Tell more people what we do, the impact we have, and increase our ability to influence.

Visyon is at the centre of local services for young people's mental health and emotional wellbeing, and is in a unique position to be able to educate and drive positive change. To achieve this we need to have the right conversations and the right relationships, at the right time and in the right forum. Visyon will develop more mechanisms to influence service provision, help those that drive policy and funding for services to better understand young people's needs across the region, and promote the best models of support available, built on sound research and a robust evidence base.



THEME 3: IMPROVED SUSTAINABILITY

Secure the longevity of Visyon.

All charities and third sector organisations are competing for funding, whether from the kindness of benefactors and donors or from contractual arrangements to deliver agreed services. To enable Visyon to deliver increased impact and a louder voice, we need to have a sustainable funding model to secure our future. Visyon will continue to gratefully welcome financial support from all existing supporters, while developing a more diverse funding model to enable us to plan longer-term our delivery of vital services to the community.



OUR UNIQUE CAPABILITIES

Our stakeholder conversations tell us that our next steps are not about growing and extending our service portfolio for the sake of it. Instead, we have identified a number of 'enabling capabilities' that together will help us to:

- Be distinctive across all our services
 - Protect and strengthen our current distinctiveness
 - Build and extend our services in a sustainable way in the future



CONSISTENT VISYON EXPERIENCE

We want a clear and consistent experience for all the young people we help. To achieve this all Visyon locations should immediately feel safe and welcoming for clients and have a consistent look and feel, and facilitate open conversation and wider engagement with services. We will utilise our multi-disciplinarily services to ensure a holistic solution is offered to each young person that accesses our services.

COLLABORATION

As well as increasing our internal collaboration, we will make the most of our relationships with other voluntary bodies, the community, and statutory services for the benefit of our clients. We will achieve this by creating the necessary space to become a more naturally-collaborative organisation, putting infrastructure in place to encourage and facilitate greater sharing of information, tools, methods and learning internally, and project planning around maximising impact, use of resources and expertise.

RELATIONSHIP MANAGEMENT

Working as part of a broader community of voluntary and professional support services in the field of mental health, we have a responsibility to act as a voice for those we serve, who too often go unheard. To this end, we will have a 'Louder Local Voice' and manage our key external relationships more proactively. Beyond this, we will identify opportunities to contribute to and influence policy, services and priorities both locally and on a national stage and establish robust mechanisms for young people to contribute their voice to local policy and service development.

SUSTAINABILITY

Underpinning all of this is the need for Visyon to be more sustainable as an organisation. To achieve this we will develop a more diverse funding model that allows a focus on longer term investment and service planning, reducing the need for participation in short term funding applications. This will be enabled by a fully integrated team structure that adds value to the work each team delivers, identifying opportunities for multi-disciplinary working where teams are delivering different services in the same environment.

