



MORAY
WELLBEING
HUB

2022-2025 STRATEGY

MORAY
wellbeing
HUB

HOPE FOR THE
FUTURE

**" I LOVED BEING ABLE TO DO
SOMETHING WITH OTHERS,
SHOWING HOPE AND THAT
NO-ONE IS ALONE "**



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WHO WE ARE

A COLLECTIVE OF PEOPLE FROM THE
COMMUNITY OF MORAY WHO HAVE
EXPERIENCED CHALLENGES IN OUR OWN
MENTAL HEALTH AND WELLBEING AT
SOME POINT IN OUR LIVES AND WANT
TO MAKE A POSITIVE CHANGE.



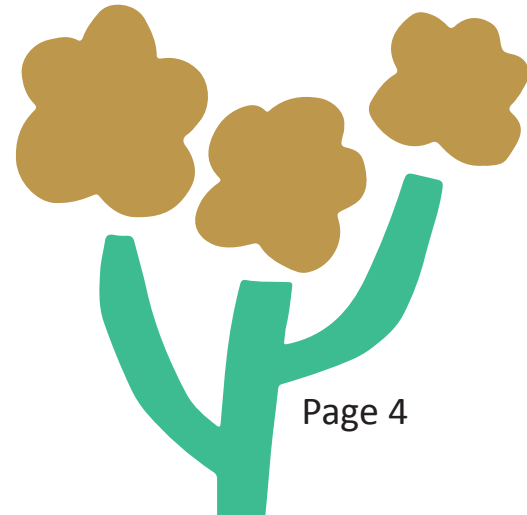


WE BELIEVE IN THE VALUE OF C.H.I.M.E.

CONNECTION HOPE IDENTITY
MEANING EMPOWERMENT

(LEAMY ET AL. 2011)

IN PROMOTING POSITIVE MENTAL
WELLBEING FOR ALL.



OUR VISION

We believe everyone should have the power to live hopeful and connected lives as valued members of our community.

OUR MISSION

We operate for the benefit of the Moray community as a social movement of Wellbeing Champions, and as a Social Enterprise which invests in our community's mental health.

We focus on individuals' strengths, empower people to overcome challenges, and act as a catalyst for positive change in mental wellbeing.

In all that we do, we combine innovation, lived experience, and a strong evidence base, to ensure our work reflects the needs of the Moray community as a gold standard in peer led action.

OUR VALUES

CHIME **AUTHENTICITY** **CURIOSITY** **COURAGE**
COMPASSION **DIVERSITY** **CATALYSTS FOR CHANGE** **FUN**



CHIME

Connection Hope Identity Meaning Empowerment

We acknowledge the value social connection and connected communities bring to mental wellbeing.

We mindfully select a hopeful viewpoint, focus on opportunities rather than barriers, whilst also taking a pragmatic approach to make best use of current resources.

We believe we are stronger as a collective, and we value the contributions others can bring.

We acknowledge that positive mental wellbeing will look different for everyone, and we promote every individual defining this for themselves.

We value self-leadership and strive to do all that we can to provide people with what they need to take control of their own wellbeing.

AUTHENTICITY

We bring our whole selves and make a commitment not to hide due to self-imposed or societal stigmas. We believe that real connection can only occur when we are our authentic selves.

CURIOSITY

We are committed to continuous learning, and we listen to others with an open mind. We seek out new experiences to benefit us and others, and are not afraid to try something new.

COURAGE

We are willing to be vulnerable as well as challenge ourselves and others in order tackle the stigma surrounding mental health and improve wellbeing for all. We create safe spaces where people can build their self-confidence and strengthen their own courage.

COMPASSION

We treat others with compassion at all times. We recognise the value of self-compassion in supporting our own wellbeing, and strive to be as compassionate with ourselves as we are with others.



DIVERSITY

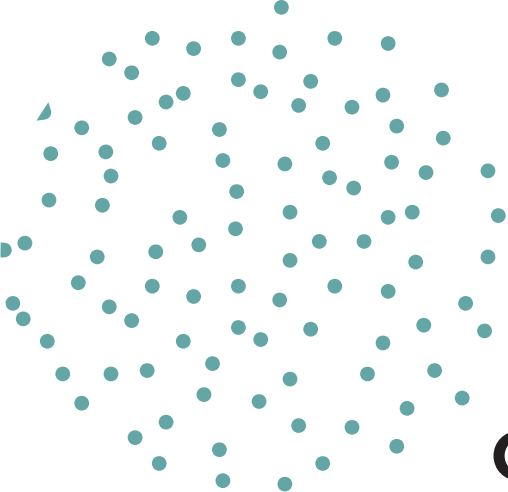
We believe that diversity brings strength to any group of people, and that every individual has value. We do not believe in the traditional medical model's deficit-based view of mental health and disability. Instead, we focus on individual strengths, strive to reduce barriers, and work to overcome challenges.

CATALYSTS FOR CHANGE

We look for ways to reframe challenges to make positive change in ourselves and others. We are always looking for opportunities to promote individual and societal change which improves wellbeing for all.

FUN

We love what we do and look for ways to bring human enjoyment into all of our work. We recognise the value to wellbeing that joy and laughter can bring.



OUR CURRENT STRUCTURE AND WAYS OF WORKING

Established in 2016, Moray Wellbeing Hub has been growing year on year, in a space occupied by no other in our Moray community. Early strategy decisions, such as that to form as a Community Interest Company, have served us well, but we are now at a time and size where it is important to formalise our goals and objectives. The world has seen many changes in the last few years, and as a result, the conversation about mental health wellbeing, as well as people's connection to one another and their community, is more important than ever.

Still keeping CHIME at the heart of everything we do, our Vision, Mission and Strategy has had a refocus, to ensure we are as relevant as ever in the lived experience recovery space, and have the right structures to do the best work possible.

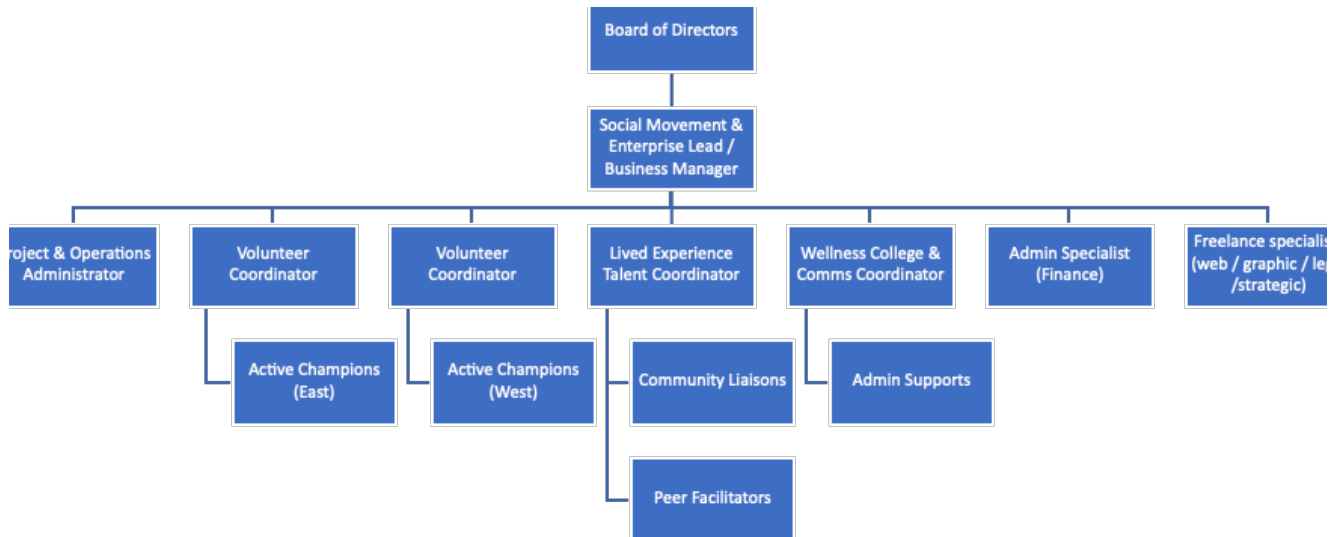
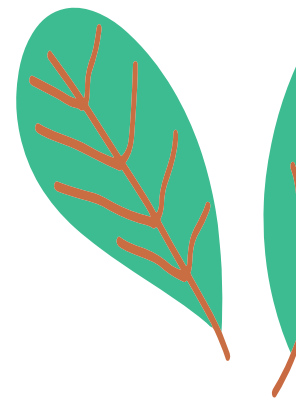
In the following pages we will revisit our achievements and learnings to date, backed up by the words of the very people we are here to hold space for. We give a brief demonstration of our current structure with an overview of financial and human capital. On the last page you can find an outline of our 2022-2025 strategic objectives.

We hold a more detailed breakdown of our 2022-2025 objectives and how we plan to meet these in a separate document. These were created, not to fundamentally change anything we do, but to provide strength and focus in 5 key areas - leading on mental health and wellbeing in Moray; expanding our focus on peer support and mentoring; securing our revenue streams; strengthening internal processes; and ensuring accessibility of mental wellbeing support for all in Moray.

We are very excited about this renewed focus and are prepared to concentrate on the realities of implementation with our fantastic team. This document will live, breathe and evolve as we adapt, evaluate and reflect to increase the mental wealth of Moray.

Once the first annual report on objectives achieved is completed, we aim to circulate the major learnings from year one to key stakeholders.

MWH DELIVERY TEAM STRUCTURE





CHAMPIONS

These are social movement members, and anyone of the community of Moray who has experienced crisis or challenge in their mental health, and wants to make change, is welcomed to join. We will support our members by connecting them with regular in-person and online tools, resourcing them with training and expenses, and supporting them with a delivery team they can rely on for debriefing and mentoring. It is their feedback that has shaped this project - they want a strong structure to support them to take a range of actions, small and larger.

DELIVERY TEAM

These Champions are paid or formal volunteers who use professional skills alongside their peer-skills training to facilitate project and business activities. As part of our commitment to employability, we look to progress interested Champions to roles here. This has resulted in some team members working weekly, akin to 'staff' in roles that include administration, and others working more flexibly ad hoc, such as peer-facilitators with skills to deliver specific courses.

DELIVERY TEAM ROLE DESCRIPTIONS

SOCIAL MOVEMENT & ENTERPRISE LEAD

Oversight and responsibility of all human resources, finances, and communications of Moray Wellbeing Hub.

BUSINESS MANAGER

Leadership role responsible for strengthening the social enterprise aspect of Moray Wellbeing Hub.

PROJECT & OPERATIONS ADMINISTRATOR

Supports internal communications, record keeping, evaluation and maintaining resources, including human, to deliver project and business objectives.

VOLUNTEER COORDINATOR

Community development role increasing our network, connecting partners and supporting community members to navigate activities and achieve their wellness goals.

LIVED EXPERIENCE TALENT COORDINATOR

Supports people to make progress towards, and maintain, formal volunteering and employment opportunities.

WELLNESS COLLEGE & COMMUNICATIONS COORDINATOR

Coordination role supports communications, relationship management, record keeping, business planning and maintaining resources.

ADMIN SPECIALIST (FINANCE)

Supporting the leadership and management roles with financial management of the organisation.



FREELANCE SPECIALISTS

Expertise for web, IT, graphic design, legal and strategic support for the organisation.

ADMIN SUPPORT

Administrative role supports communications, record keeping and maintaining resources to deliver project objectives.

COMMUNITY LIASON

Proactive community connector and supports communication with members of the community and relevant community organisations.

PEER FACILITATOR

Harnesses skills in peer-led group facilitation to deliver effective safe spaces for our course participants.

“IT WAS GOOD TO SEE

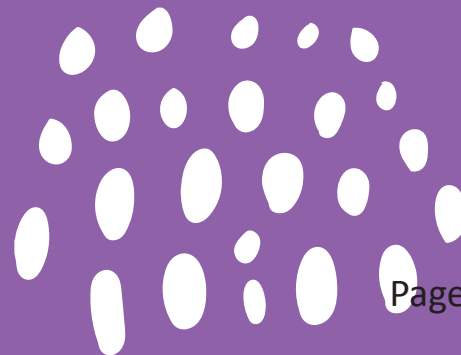
SO MANY PEOPLE AND

HEAR THEM SHARING

THEIR EXPERIENCES,

AND FOR ME TO SHARE

A BIT OF MINE”



DIRECTOR BIOGRAPHIES

AMELIA (KNOWN AS MILLIE)



Is a CIPD qualified HR professional and progression coach. “I’m passionate about taking a strengths based person-led approach, empowering people and communities to discover they have the power and knowledge to create change. I believe that everyone should have the opportunity to feel fulfilled, have meaning and feel in control of their own destiny, whilst living their own unique humanness.” Millie’s specific areas of interest and lived experience are work related mental well-being, grief & loss, perinatal infant mental health, children and young people.

CHRIS



Has been a Director since the inception of MWH, coming from a background of management in manufacturing industry.

“Having an acute mental health crisis led me to MWH as a course participant then as a volunteer and peer, and Director. The chance to help run the organisation I love is a continual source of joy and strength.”

HEIDI



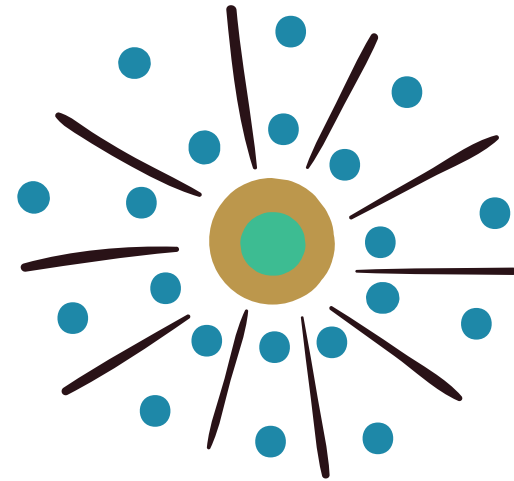
Founding Director Heidi brings a 20 year background of mental health training, consultancy and development work to her role.

“Being part of team of peers who strive collaboratively to make meaningful change is inspiring and supportive for my own wellbeing. As a neurodivergent human who has living experiences of navigating support for mental health and long-term conditions, it’s great to feel part of the change.”

JOEL



Joel has been a champion at the Moray Wellbeing Hub from 2016 and started his career path when he founded the Moray College Student Peer Support Group with support from Hub members. He has since had an extensive experience working in Peer Support and delivering Mental Health training, driven by his enthusiasm to provide people with greater awareness of mental health and confidence to support others. As an individual who enjoys mediating discussions, he is always looking for different perspectives to find new methods and solutions to practical problems or ongoing issues in his local community. Now living in Forres with his wife, when he isn’t running around the town for his physical and mental wellbeing, he will be pursuing his passion of writing fiction.



WHO ARE OUR STAKEHOLDERS?

CHAMPIONS: Social movement members who pledge their energies and lived experience as a resource.

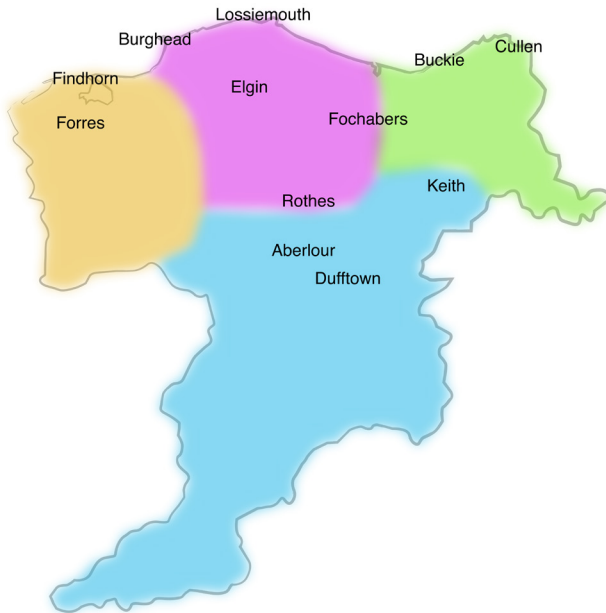
BENEFICIARIES: Participants in our activities and their close network, such as family, who also benefit from our work.

SUPPORTERS: Partners both as organisations and as community leaders, local, national and international, who wish to promote access to our resources. They are often signed up to our mailing list and encounter our in topic forums or community events.

FINANCIAL OVERVIEW

Breakdown	Increase %	2021-22	2020-21	2019-20	2018-19	2017-18
SE	-29.46	£6,765.00	£9,590.40	£8,711.00	£8,106.14	£1,300.00
SE Restricted	255.58	£27,734.29	£7,799.71	£0.00	£0.00	£0.00
Grant Funding	37.52	£176,904.29	£128,641.40	£137,786.39	£55,750.67	£27,717.00
Donations	-43.66	£1,268.58	£2,251.57	£70.00	£616.43	£120.00
Reclaimed Expenses	-81.46	£828.56	£4,468.83	/	/	/
Turnover	39.81	£213,500.72	£152,709.21	£146,567.39	£64,473.24	£29,137.00

WHERE WE OPERATE



“ I STRUGGLE TO

MEET NEW

PEOPLE BUT

COMING ALONG

TODAY HAS

GIVEN ME

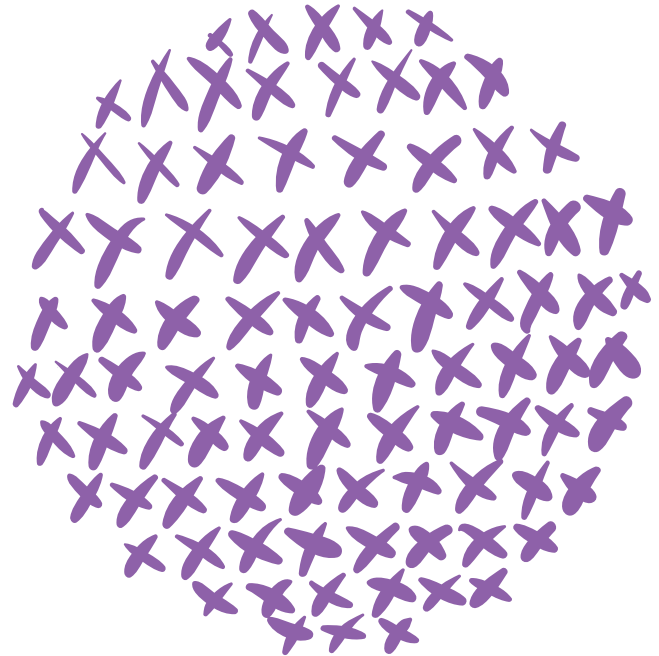
CONFIDENCE “

WHAT WE HAVE ACHIEVED SO FAR AND WHAT WE HAVE LEARNED...



- We have created a brand-new Social Movement and have enabled over 300 Moray citizens to become Champions of that movement.
- We have become embedded in local Health & Social Care at strategic level as partners and are a go to resource for collective voice in planning.
- We have facilitated over 500 sessions for both the community of Moray and for commercial customers.
- We transferred our training and outreach online within only a few days of the Covid lockdowns starting, to ensure we were there for when the people of Moray needed us most.
- We have learned that there is a strong appetite for self-help and formal training among the citizens of Moray. However we need to keep up momentum, with face-to-face meetings, trainings and gatherings because if we do not, people tend to drift away from engaging with us. This has been unavoidable during the lockdowns, and now requires immediate attention.
- We have positively impacted thousands of people in Moray, through our Champions as well as the businesses and organisations that we engage with.

- We have provided an employability approach for people in recovery of mental health issues as peers. We have learned that peer mentoring is key for success in this approach.
- We were granted LEADER funding, and successfully carried out all outcomes for this large project. The administration of this alone shows us that we can deal with a high level of administration in a professional and competent manner.
- We have created income from delivering to businesses as trainers and consultants. We know this could grow but we have learned that we do not want to compete with partners who deliver similar products. Instead, we would like to provide choice as a best use of resources for everyone. We do this by striving for collaborative partnerships with clear agreements in place to make best use of shared resources.



WHAT WORKS...

Delivery of our products is most successful when it is as meaningful to the customer as possible - as local as possible, delivered by peers as close to them in experience, following their values.

Our balance of lived experience and evidence-based approaches is powerful and effective.

“LIVED EXPERIENCE

IS CRUCIAL TO RECOVERY,

YOU WANT TO BE ABLE TO RELATE,

NOT FEEL LIKE THERE IS A HIERACHY

WITH NO UNDERSTANDING OF DECISIONS

BEING MADE FOR YOU“

WHAT COULD BE BETTER...

On some occasions, people have confused us with traditional 'services' that focus on transactions rather than relationships. We have found it challenging to convey the relationship-based resource and organic nature of our work in ways that 'sell' what we can do through different media in a concise manner. They often have to experience what we provide first to know if what we do is something they believe would be beneficial to them. This is occasionally exacerbated by some people getting an inaccurate impression of Moray Wellbeing Hub and passing on incorrect information to their peers. So, at times, individuals can mistake us for the local mental health services commissioned by Health and Social Care.

Available funding can vary, which is a risk for any organisation whose primary means of income is funding such as donations and grants. We would like to strengthen our social enterprise arm to create more unrestricted funds which can be put back into doing work in our local communities, and to support the sustainability of Moray Wellbeing Hub CIC as a community resource.

What makes us unique in Moray is that we are run by, and for, local people with lived experience of challenges in our mental health. We need to make sure the support we provide and our ways of working reflects this.

We have grown rapidly, so we need to review our ways of working, such as communication, IT, and HR, to make this growth sustainable

Our organisation is very neurodiverse; however, we could do more to promote diversity and inclusion for people from other minorities.

WHAT PEOPLE SAY ABOUT US...



WHAT OUR CHAMPIONS SAY...

“Having felt a connection, I feel I can be more open about my feelings and that it’s also ok to take some time out for myself.”

“I feel inspired by the culture that MWH is creating, and I enjoy the learning this gives me.”



“Sometimes other people at school say I’m weird, but I just ignore them because I’m proud to be a young champion, helping people to be more positive.”



“I never did anything in my community before the course, but now I feel like I have something to offer and am looking forward to getting more involved.”

WHAT OUR ORGANISATIONS THAT HAVE GONE THROUGH OUR TRAINING SAY...

“It felt important to be a main voice regarding wellbeing, and be listened to, about reminding ourselves to take a strengths-based approach to Covid response. Seeing people as potential resources and not just ‘vulnerable’, and when acknowledged that many people found this unique approach of the Hub to be empowering for all.”



“I think everyone needed these events more than we realised. They have meant that new people have been able to get out and meet people or see people over zoom that they may see in the community here. They’ve kept up other friendships that have been built before. And reminded us that we are all in this together.”



WHAT OTHER STAKEHOLDERS SAY

“I’ve waited so long for something like this to happen, so I’m really eager to be involved. There needs to be much more attention around the strengths of neurodivergent people.”

“Feeling hopeful, partnership in great place and admin support working well.”

“Having information gets the conversation going and, as with me, you have the lightbulb moment and that could help others.”

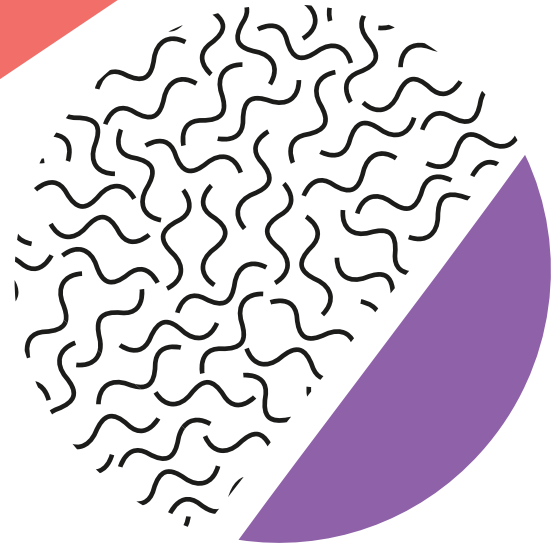
“Impressed by the volume and quality of work.” MRR Partner



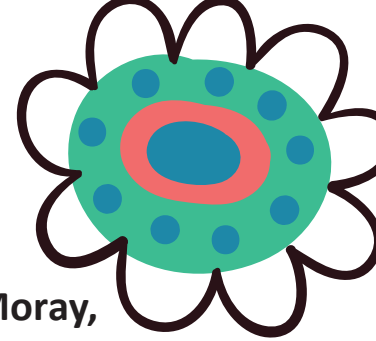
“IT IS REASSURING TO KNOW THAT THERE ARE
THESE SYSTEMS I CAN USE DURING CRISIS -
I WISH THAT I COULD HAVE USED THESE
IN THE PAST, BUT NOW I KNOW THESE RESOURCES,
THEY HELP ME TO ADAPT TO CHALLENGES.
I CAN NOW USE AND ALSO ADVERTISE THEM
TO OTHERS AND BE THE POSITIVE DIFFERENCE
TO PEOPLE THAT I KNOW.

THANK YOU“

OUR STRATEGIC OBJECTIVES FOR 2022 - 2025



WE WILL PROVIDE HOPE FOR THE FUTURE BY:



- **Being at the forefront of mental health and wellbeing in Moray, and advocate for lived experience leadership.**
- **Growing and strengthening our peer support and mentoring offerings.**
- **Increasing and diversifying our business revenue streams.**
- **Streamlining and strengthening our internal processes.**
- **Ensuring that mental wellbeing support in Moray is assessible to all.**

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