



# Guernsey Mind Strategy 2026-2030





## **About Guernsey Mind**

Guernsey Mind is an independent local mental health charity registered in Guernsey, providing mental health and well-being services, support and advice, delivering training to individuals, organisations and businesses, and campaigning to increase understanding about the importance of mental health and stigma. We are affiliated with national Mind but we rely on our own resources to provide local services for everyone, tailored to our local population.

We've been supporting the people of the Bailiwick with their mental health for nearly 50 years and will celebrate our half centenary in 2027.



Guernsey and Alderney Wellbeing Survey 2023

**12.1%**

identified with low mental health

**34.9%**

intensely socially lonely

**35.6%**

experienced significant stress in last year

## The Mental Health Landscape and the Bailiwick context

The Bailiwick of Guernsey is home to an increasingly diverse range of communities, and Islanders range from the most affluent to those struggling to cope on a day-to-day basis. A key component of our strategy development has been looking at local and national data to inform us about increasing levels of need in our local community and to steer our journey over the next five years.

Data from the **Guernsey and Alderney Wellbeing Survey 2023** (published October 2024) tells us that:

- **12.1%** of respondents identified with low mental health, a figure that rises to **26.8%** amongst those aged 16-24. **No females** indicated with high mental wellbeing status
- **34.9%** are intensely socially lonely (missing a wider social network)
- **35.6%** had experienced a significant amount of stress in the past year

In addition, the **Guernsey Mortality Trends 2024 Report** states that the age-standardised rate for suicide and injury of undetermined intent for Guernsey is 8.7\* per 100,000. This is lower than England and Wales (11.4 per 100,000 for 2023) and higher than Jersey (7 per 100,000 for 2021 - 2023).

\*Provisional number

We also know that several factors in the communities we serve continue to impact on people’s mental wellbeing.

This is illustrated in the statements taken from the Guernsey Quality of Life Report 2025.

The Guernsey Community Foundation said in the foreword to the report:

“So what did we, as a Foundation, learn about our community? The headline observations are presented in references to the relevant data. If you’re after a sense of Guernsey, being poor has a significantly detrimental effect on virtually every aspect of your life... from your happiness to your life expectancy, your stress levels to your sense of belonging. Work-life balance, mental health, loneliness, experience of public services, hope for the future – in Guernsey, virtually everything is tied to your ability to make ends meet.”

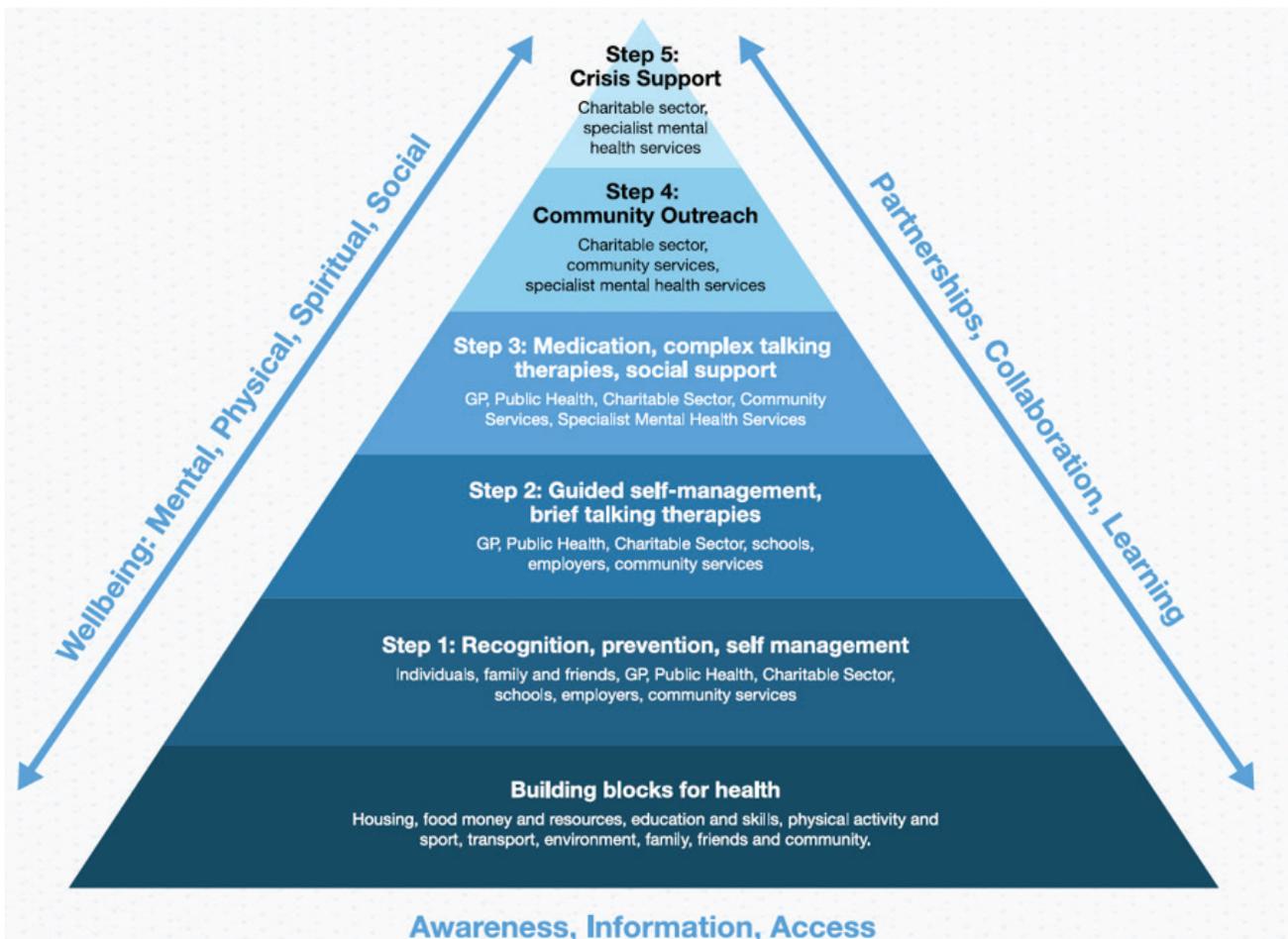
They go on to say that in relation to young people:

“Low self-esteem, bullying, poor mental health, anxiety about the future... they are growing up in an Island that is different to the one that their parents and grandparents grew up in, and... the extent to which many of them are struggling does not appear to be fully and widely appreciated.”

See the report at [foundation.gg](https://foundation.gg) for full details.

Against this backdrop of rising need, a greater complexity of mental health, and the wider social determinants of health, our strategy seeks to strengthen our existing services and build on them to address these challenges with priorities including:

- Continuing to provide core services for individuals, groups and workplaces, concentrating our efforts on prevention and early intervention
- Building capacity to widen our reach and develop all our services as needs dictate
- Developing our partnership working with the States of Guernsey and with other charitable organisations to provide collaborative solutions.
- Build on existing work highlighted in Guernsey’s Mental Health and Wellbeing Strategy with particular focus around:
  - suicide prevention
  - isolation
  - appropriate interventions for young people
  - peer support
- Seeking to provide services which are accessible to all our communities
- Aiming to provide services that are sustainable and where necessary develop and diversify into appropriate additional funding streams



## Model of Mental Health and Wellbeing

This model has been developed as part of the Bailiwick Mental Health and Wellbeing Strategy to illustrate the various steps of support available on the Island. Guernsey Mind collaborated closely with Mental Health Services in its development. The model is an important tool that clarifies our organisational position within the overall pathway and informs the way we shape our strategy and develop the support we offer in response to identified needs.

Our primary areas of focus are awareness, early intervention, and supported self-help, allowing us to contribute to:

**Step 1:** Recognition, prevention, and self-management

**Step 2:** Guided self-management

**Step 3:** Social support

**Step 4:** Community outreach



## Purpose, vision and values 2026-2030

### Our Purpose

We work with our Bailiwick community to help prevent poor mental health and to promote positive mental wellbeing. We provide innovative services and campaign to raise mental health awareness, enabling access to a range of services for anyone who needs them.

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### Our Vision

A society that has a positive attitude towards mental health and is supportive of improving wellbeing across our community

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### Our Values

- **We put people first** – we respect and care for each other and the diverse communities where we live and work
- **We're stronger together** – working with our partners and people with lived experience of mental health problems and their support networks. We embrace different points of view and work together to overcome our challenges
- **We listen, we learn, we act** – we listen carefully to make sure we really understand what people are saying and actively look for opportunities to learn and grow so we can do better for the people that need us
- **We speak up for what's right** – we speak out against stigma and discrimination in mental health, supporting others to do the same
- **We strive for better mental health** – we look out for each other's mental health and we're always looking for ways to build a better future for mental health using data, information and research to inform our decisions

# How we will achieve our vision

## Excellence:

### We will provide high quality, effective, evidence-based services

- Create and deliver high-quality, innovative, accessible and evidence-based services which meet the changing needs of local people, and that provide proactive support for people with mild to moderate mental health difficulties
- Continue to develop our understanding of client experiences and engagement through outcome measures, feedback and evaluation to inform future service development
- Ensure that the voices of a range of people with lived experience become more influential in our service design, delivery and governance
- Build partnerships with service providers and community groups, ensuring that people are connected



Guernsey Mind joined forces with Samaritans Guernsey for the 80th Liberation Day parade

to the right support for them in a timely way

- Consistently meet the requirements of external quality marks including Mind's Quality Standard

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## Engagement:

### We will continue to connect with the local community and other organisations to maximise the reach and impact of Guernsey Mind

- Raise the awareness of Guernsey Mind, including by sharing stories and successes, to increase the reach, diversity and inclusion within our services and to support our financial sustainability
- Promote increased awareness and understanding of mental health issues and positive mental wellbeing through our marketing, training, outreach and social media/media activity and challenge and reduce any stigma or discrimination that surrounds mental ill-health and suicide
- Develop engagement through an informed approach to social and news media to reach new and diverse audiences
- Ensure our website continues to develop, staying up to date and relevant, alongside offline communication routes to maximise accessibility

- Build upon our relationships with local organisations and community groups, particularly those working with under-served and under-represented communities
- Utilise and strengthen our links with other local Minds to a greater effect to inform our work, making the most of our membership of the Mind Federation and harness opportunities for joint working and fund raising
- Continue to proactively engage with government through involvement in strategic partnerships to influence the development of local mental health policy which encourages independence, enhances quality of life and promotes a preventative and early intervention approach for our community
- Take a leading role in representing mental health and the charitable sector in our local health and social care systems. Continue to provide a strong voice for mental health within our community
- Develop and deliver our Workplace Partnership and training offerings to equip businesses (public and private sectors), individuals, other organisations and community groups with skills and knowledge regarding mental health, and to generate income
- Respond to any emerging and ongoing health, economic and social needs
- Learn from models of best practice across and beyond the Bailiwick, including through partnership working with other local Minds as appropriate and develop targeted services that meet the needs of the people in our community
- Continue to raise our profile and demonstrate our worth and value to prospective partner organisations

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## Development:

### **We will continually review our services and develop new services as required to meet the needs of the Bailiwick**

- Develop effective partnerships to deliver integrated and appropriate services with our partners. Engage local health and social care services to explore opportunities for partnerships to enable us to most effectively improve mental health in our community

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## Our People:

### **We will invest in our people - our staff, volunteers and directors - to enable us to achieve our purpose**

- Work closely with all staff and volunteers and directors to enable us to create a consistent positive experience for all, ensuring internal communication is clear and effective
- Promote and protect staff wellbeing, considering the uniqueness of the support, recognition, flexibility and involvement required for everyone
- Encourage an inclusive, learning culture that enables sharing, collaboration and development across all parts of the organisation



Our annual Sunrise Walk of Hope raises awareness about support available for those affected by suicide

- Continually invest in the development and training of our people, enabling them to reach their potential
- Constantly look for opportunities to engage our supporters and the wider public with our work through fundraising, service development and volunteering
- Offer equality of access to our services, jobs and opportunities making sure that our environment is inclusive
- Make sure that our support is truly inclusive. We want everyone to feel welcome and supported by our services



Guernsey Mind Team defib training

## Sustainability:

**We will maintain a reliable and flexible infrastructure that is fit for purpose and supports the current and future needs of the organisation, including longer term financial viability**

- Work closely with supporters, grant givers, donors, and clients to develop and maintain a sustainable funding model
- Continue to work in partnership with the States of Guernsey to develop commissioned services, and in partnership as appropriate with local Minds to develop funding opportunities
- Upskill our staff to ensure they feel confident using the technology they need to be as effective as possible, embracing the benefits of emerging technologies as appropriate
- Make the best use of our premises to provide flexible spaces for services and staff, and consider our environmental impact and the health and safety of everyone who accesses our services
- Ensure that we achieve best value with all our resources, reviewing purchasing arrangements where appropriate

- Keep our central functions under constant review, ensuring that they are resourced appropriately and structured to meet the needs of our services
- Ensure we have the infrastructure to support our strategy, including an appropriately skilled workforce, required funding, governance, technology and policies to support success
- Demonstrate quality and impact through our risk and governance procedures and our approach to learning and evaluation

## Is anyone better off? How will we measure our success?

This strategy will be supported by an annual Operations Plan which contains the detailed plans and metrics we use each year to measure our success and show our progress towards our goals. As an organisation with people at the heart of what we do, ultimately it will be those who access our support who will provide the best measure of success, in terms of how they feel about us and the quality and availability of the help they have received.

## Our Services

Having identified our overall strategy and how we will achieve our vision to promote positive attitudes towards mental health and support improved wellbeing across our community, we will continue to develop the services we offer at Guernsey Mind.

Our services are organised under three key areas: **Workplace and Wellbeing, Support, Awareness and Events.**

<p><b>Workplace &amp; Wellbeing</b></p> <p><b>Workplace support</b></p> <ul style="list-style-type: none"> <li>• Workplace Partnership</li> <li>• WorkWell Pathways</li> </ul> <p><b>Training</b></p> <ul style="list-style-type: none"> <li>• Mental Health Awareness</li> <li>• Manager Training &amp; Listening Skills</li> <li>• Bespoke Workplace Training</li> <li>• Mental Health First Aid</li> <li>• Suicide First Aid</li> </ul>	<p><b>Support</b></p> <ul style="list-style-type: none"> <li>• One-to-one sessions</li> <li>• Supported Self-help</li> <li>• Support groups</li> <li>• Signposting services</li> <li>• Community Choir</li> </ul>	<p><b>Awareness &amp; Events</b></p> <ul style="list-style-type: none"> <li>• Community events to promote mental health awareness</li> <li>• Media and Social Media campaigns</li> <li>• Website, materials and campaigns with details of support</li> </ul>
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## Supported Self-help

**Supported Self-Help** is a free programme for adults experiencing mild to moderate mental health difficulties.

It provides structured one-to-one support, offering practical tools to help individuals understand their feelings and manage stress, anxiety, and low mood.

Following an initial assessment, practitioners agree a personalised plan and select from eight workbooks designed to build everyday coping strategies.

Participants can access up to five further sessions—face-to-face, by phone, or online—supported by additional resources such as thought diaries, mindfulness exercises, or guidance on understanding emotions. The programme concludes with a review of progress and next steps.

## Workplace Partnership and WorkWell

The **Workplace Partnership** offers employers a practical framework to understand workforce wellbeing, strengthen organisational culture, and connect staff with timely mental health support.

It begins with a confidential wellbeing survey, followed by a comprehensive report, tailored guidance, access to resources and direct support, training discounts, and opportunities to engage with wellbeing events. Packages are adapted to organisational size and needs.

Alongside this, the **WorkWell** programme provides early-intervention one-to-one support through 13 structured pathways and user-friendly workbooks that help build resilience, confidence, and capability across workplaces in the Bailiwick.



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