

# The Cellar Trust Strategic Plan – 2022–2025



## Our Vision

To provide high-quality mental health support for people in the right place at the right time

## Our Mission

To work with partners to give people struggling with their mental health the support they need, so that they can live positively and independently, and build their own brighter future

## Our Strategic Principles

We will reach more people and make it as easy as we can for people to access our services

We will champion lived expertise and peer support

We will use our expertise to influence mental health services, policy and strategy

## Our Strategic Goals

We will improve, develop and expand our support for people on their journey into employment

We will deliver personalised support for people in emotional distress

We will develop psychological therapies within The Cellar Trust

We will continue to develop as a thriving, sustainable and impactful organisation

## Our Values

**Respect Partnership Hope Continuous improvement Dedication**