

# The Cellar Trust strategy 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 in partnership to give people the support they need with their mental health, so that they can live positively and independently, and build their own brighter future.

## 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 a new therapy service for The Cellar Trust

We will further develop our training and digital offer

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

## Our Key Principles

We will reach more people and make it as easy as we can for them 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 Values

**Respect Hope Dedication Continuous improvement Partnership**