



blue smile

Happier children - Brighter futures

Strategy 2021-2023

Contents

Our vision and mission

Our three proposed strategic objectives

1. To deliver an excellent mental health service, underpinned by evidence and research, to meet children's mental health needs most effectively
2. To increase reach through additional services which impact the whole school community
3. To grow as a strong, stable and sustainable organisation



blue smile

Happier children - Brighter futures



VISION

A world where happier children
have brighter futures

MISSION

To transform the mental health
and life chances of children across
Cambridgeshire

1

To deliver an excellent mental health service, underpinned by evidence and research, to meet children's mental health needs most effectively

Deliver our original Partner School service

We will do this by:

- Working with nine schools across Cambridgeshire to embed a Blue Smile team
- Providing a full-service offering arts-based 1:1 therapy and mentoring through a combination of qualified therapists, trainee therapists and mentors
- Building on our telephone and virtual support incorporating learning from the pandemic into best practice

Deliver and expand our Outreach service

We will do this by:

- Working with individual schools to provide 1:1 therapy for children most in need
- Ensuring more schools can access our Outreach service by monitoring and reviewing subsidies to schools to offer best value

Provide evaluation and research to maintain our high standards and enhance understanding of children's mental health and practice

We will do this by:

- Developing the right tools and best practices for data collection and monitoring
- Measuring outcomes and impact at pupil, school, and service level
- Updating and maintaining our case for support
- Embedding learning from evaluation into future service development

2

To increase reach through additional services which impact the whole school community

Reach more children through our tailored Menu of Services

We will do this by:

- Delivering pupil group work, including the “Managing Change” pilot, evaluating and reporting on impact
- Developing and delivering whole class workshops and measuring impact
- Offering whole school assemblies, both in-person and virtually to improve accessibility

Work with school teams to build confidence around mental health and wellbeing

We will do this by:

- Offering mentoring to teachers to support them in their roles
- Ensuring excellent communication with Partner School heads to evidence the value of Blue Smile
- Working with governing bodies to demonstrate the impact of Blue Smile at the individual school level

Work with the wider community around the child

We will do this by:

- Supporting parents and carers to understand and promote their children’s emotional wellbeing
- Investigating the feasibility of supporting Blue Smile children with transition to secondary school

Support a mental health workforce that can help children and young people

We will do this by:

- Working with the Faculty of Education to provide placements for students undertaking the Postgraduate Diploma in Child and Adolescent Psychotherapeutic Counselling
- Recruiting, onboarding and supporting qualified therapists with the right skills and experience to deliver our work
- Providing a regular programme of training and supervision for therapists delivering for Blue Smile

Ensure a sustainable financial base with diverse income streams

We will do this by:

- Strengthening our financial systems and capacity
- Developing and delivering a fundraising strategy that includes income from community, corporate and trusts & foundations
- Developing a clear stewardship programme for each fundraising strand including appropriate reporting
- Laying the foundations for a legacy programme

Create, maintain and develop opportunities for collaboration

We will do this by:

- Collaborating with the Fullscope consortium of organisations supporting the mental health and wellbeing of children and young people in Cambridgeshire and Peterborough
- Working with Cambridge University Faculty of Education on research collaborations
- Critically assessing opportunities to partner with other local organisations and charities

Focus on our technology

We will do this by:

- Migrating our clinical records to a new cloud-based system
- Updating our website to showcase our services externally
- Reviewing our GDPR compliance to ensure we continue with best practice
- Leveraging our investment in Office 365

Build trust and a culture that embraces working as one team

We will do this by:

- Reviewing communications and marketing to strengthen our service, reputation and supporter base
- Focusing on staff wellbeing and development
- Developing volunteering opportunities to build capacity
- Investing in Board relationships and development to ensure good governance

VISION

A world where happier children have brighter futures

MISSION

To transform the mental health and life chances of children across Cambridgeshire

STRATEGIC OBJECTIVE 1

To deliver an excellent mental health service, underpinned by evidence and research, to meet children's mental health needs most effectively

STRATEGIC OBJECTIVE 2

To increase reach through additional services which impact the whole school community

STRATEGIC OBJECTIVE 3

To grow as a strong, stable and sustainable organisation