

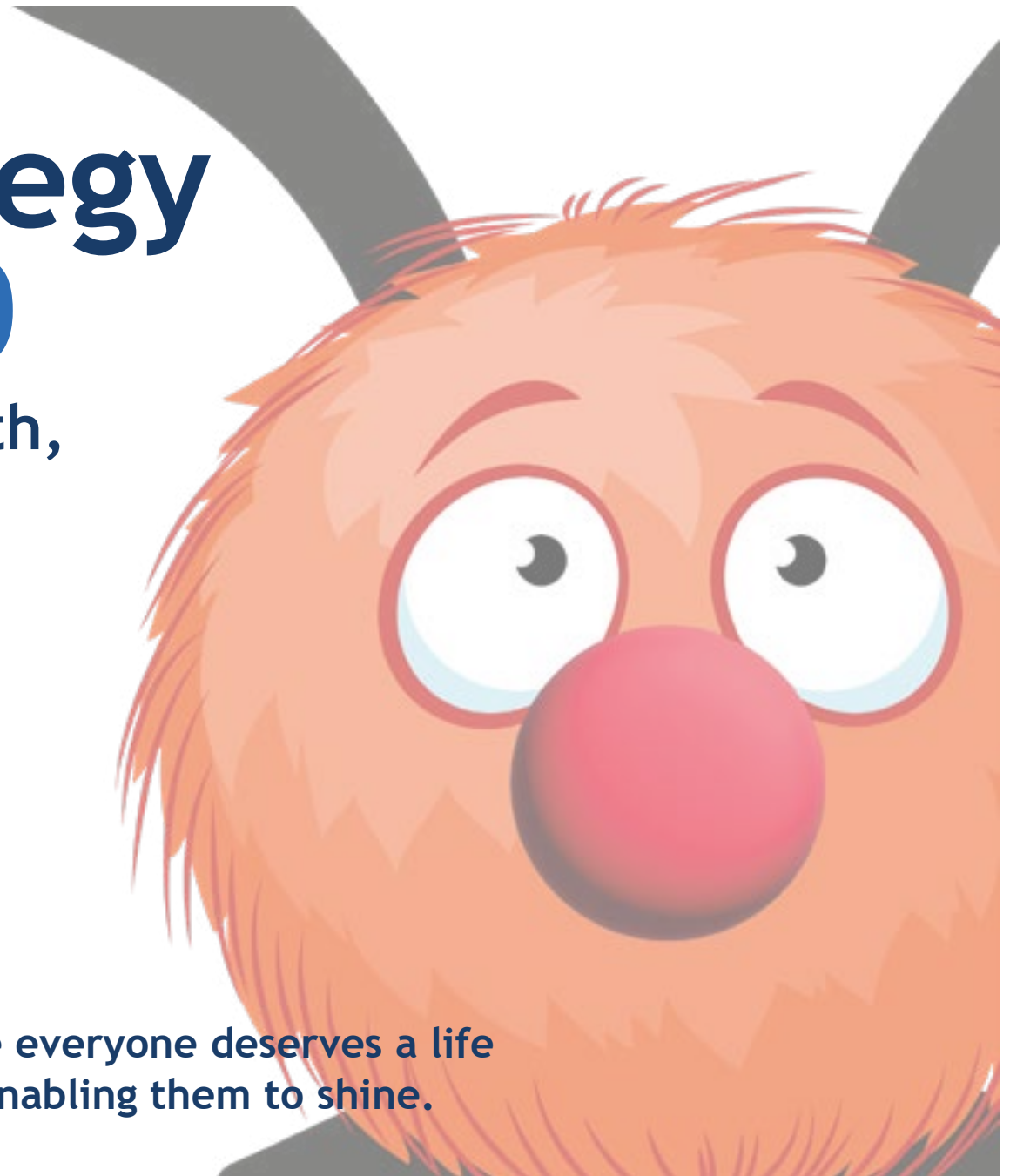
Shine Strategy 2025-2030

Supporting mental health,
dementia, learning
disabilities, and autism.



Shine

We believe everyone deserves a life
of value, enabling them to shine.

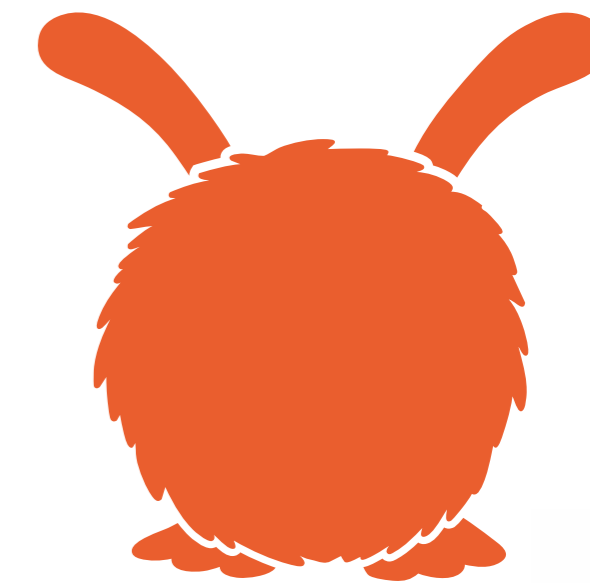




“We believe everyone deserves a life of value, enabling them to Shine.”

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Who Are We?

Shine Lincolnshire was founded in 2011, after the ‘Great Expectations’ event brought together mental health organisations across Lincolnshire to discuss the need for a more collaborative, accessible, and comprehensive support system. The event generated momentum for creating a network of services, which led to the formation of Shine. A key moment at the event was a personal promise written inside the sun shape (this was used as a sign of hope). Somebody wrote “Shine at what I do”, this laid the foundation for the Shine brand and continues to inspire our mission.

Since 2021, Shine has experienced significant growth, expanding from just 1 to 19 staff members across Lincolnshire and has broadened its remit to include peer support, training, grant administration, and wider system leadership. In 2024, Shine relocated to Horncastle, establishing a central office and a community wellbeing hub named Bert House, marking a key milestone. The workforce has since grown to 35, and in 2025, Shine is preparing for further expansion into Greater Lincolnshire and neighbouring counties, strengthening its regional presence and strategic partnerships

Our Purpose

We believe everyone deserves a life of value, enabling them to Shine.

We aim to create an inclusive society where individuals living with mental health challenges, dementia, learning disabilities and autism are empowered to live fulfilling lives and reach their full potential.



Our Mission

To connect people and communities by promoting health, wellbeing, independence, and choice.

We will create, connect, and deliver services that are accessible, person-centred, and aligned with individual needs and aspirations. Our work aims to improve the quality of life for individuals with mental health challenges, dementia, learning disabilities, and autism (MHD/LDA) through targeted support, community engagement, training, and innovative solutions. We are committed to building an environment of understanding, accessibility, and meaningful integration.



Our Vision

To be a leading organisation for mental health and wellbeing, driving innovation and excellence in all we do.



Shine Strategy 2025-2030

Our Values

Passion

We take immense pride in what we do. We care deeply about our staff, customers and the communities in which we work.

Kindness

We believe everyone should be treated with respect, dignity and compassion.

Excellence

We are committed to giving our all, we want Shine and the communities we work in to be the best they can be.

Innovation

We understand the only constant is change, we strive to identify new opportunities.

Collaboration

We believe everything is possible if we work together. We actively encourage a partnership approach in all our work.

Integrity

We operate with full transparency and are open, honest and fair in all we do.



Strategic Priorities

Over the next 5 years we will focus on the following strategic priorities:

Promote prevention and early intervention for MHDLLDA*.

Support individuals of all ages with MHDLLDA to protect their mental health and wellbeing.

Reduce health inequalities within our communities.

Support the growth and resilience of the VCFSE* sector collaborating and amplifying their work.

Shine to be a strong, sustainable organisation, driven by empowered people and strong governance

Champion the VCSFE sector as a key partner in health and care transformation in line with national and local plans and priorities.

*Mental Health, Dementia, Learning Disability and Autism (MHDLLDA)

* Voluntary, Community, Faith, and Social Enterprise (VCFSE)



Strategic Priorities

How will we deliver our priorities?

Promote prevention and early intervention for MHDLLA:

- Deliver targeted awareness campaigns to reduce stigma, improve understanding of mental health and related conditions, and encourage people to access support early.
- Partner with schools, workplaces, and community groups to embed understanding, inclusion, and early identification of MHDLLA needs.
- Provide accessible and trauma-informed training across sectors to build a confident, prevention-focused workforce.
- Promote access to both statutory and community-based services, ensuring individuals and families are aware of the full range of support available.
- Support local systems to embed early intervention as a core principle in service design, with a focus on co-production and community engagement.



Support individuals of all ages with MHDLLA to protect their mental health and wellbeing:

- Provide inclusive, accessible, and age-appropriate services that reflect the diverse needs of individuals with MHDLLA.
- Co-produce services in partnership with individuals, families, and communities to ensure relevance, dignity, and personal choice.
- Empower people to actively participate in decisions about their care and the services that affect their lives.
- Strengthen peer support networks to enable shared experiences, mutual support, and community connection.
- Deliver inclusive social, cultural, and recreational opportunities through community-led and peer-based initiatives.
- Advocate for equitable policies, sustainable funding, and greater recognition of the needs of people with MHDLLA.
- Promote welcoming, inclusive environments where individuals feel safe, valued, and able to contribute to community life.
- Embed trauma-informed, strengths-based approaches across all services and interactions.

Strategic Priorities

Support the growth and resilience of the Voluntary, Community, Faith, and Social Enterprise Sector (VCFSE), collaborating and amplifying their work:

- Strengthen VCFSE infrastructure by supporting the implementation of the new VCFSE Strategy and its five priorities, in partnership with the MHDLLA Alliance Executive.
- Develop accessible and high-quality training programmes for VCFSE professionals, enhancing their capacity to support individuals with MHDLLA.
- Champion the formal inclusion of VCFSE organisations as strategic partners in local and system-level planning, commissioning, and governance.
- Build sustainable multi-agency collaborations across health, social care, housing, employment, and skills to integrate VCFSE services into system pathways.
- Champion investment in shared tools, digital platforms, and data-sharing mechanisms that enhance coordination, build capacity, and increase the visibility of VCFSE contributions across the system.
- Promote and participate in cross-sector research to inform innovation and evidence-based approaches to MHDLLA care.
- Engage with local businesses, funders, and public sector leaders to encourage long-term investment in the sector and maximise community impact through social value.

Reduce health inequalities:

- Strengthen our understanding of the barriers and challenges experienced by underserved and marginalised communities through lived experience, data, and insight.
- Expand inclusive outreach and engagement to co-design and deliver culturally appropriate, targeted services.
- Address co-occurring conditions, such as mental health, autism, and learning disabilities, through integrated, cross-sector initiatives.
- Build strong, data-informed partnerships with local authorities, healthcare providers, and system leaders to coordinate efforts and share responsibility for tackling inequalities.
- Advocate for equity-focused investment, policy, and commissioning that prioritise prevention and addresses the wider determinants of health.



Strategic Priorities

Shine to be a strong, sustainable organisation, with strong governance:

- Invest in staff and volunteer development through high-quality training and leadership programmes that support long-term sustainability.
- Cultivate a culture grounded in empathy, compassion, inclusion, and continuous professional growth.
- Maintain robust financial oversight and diversify income through grants, contracts, partnerships, and traded services.
- Strengthen governance through clear performance frameworks, regular board development, and accountability structures.
- Expand public, philanthropic, and corporate fundraising initiatives to increase financial resilience.
- Proactively seek partnership opportunities that generate impact and create new business development pathways for Shine.
- Use horizon scanning to anticipate future trends, risks, and opportunities that may affect the organisation and the wider sector.
- Regularly review and adapt strategic objectives in response to emerging insights, ensuring agility and relevance over time.



Champion the VCFSE sector as a key partner in health and care transformation in line with both national and local plans and priorities:

In line with the NHS Long Term Plan, along with opportunities that arise from Devolution and Local Government Reorganisation, Shine recognises the vital role of the VCFSE sector as an essential strategic partner in delivering health and care services. We will:

- Collaborate with Integrated Care Systems (ICS) and Place Boards to embed VCFSE representation in system-level planning and delivery, ensuring our sector is seen as a co-equal partner.
- Work with NHS and Local Authority commissioners to develop sustainable funding models for VCFSE services, particularly those that support prevention, social prescribing, mental health, and community-based care.
- Strengthen the role of VCFSE in population health management, contributing to system-wide goals on reducing health inequalities.
- Actively support NHS ambitions to diversify and expand personalised care, including social prescribing and community connectors.
- Use the NHS LTP framework to evaluate our impact, supporting system outcomes and demonstrating value for money.
- Ensure Shine is recognised by statutory services as the leading vibrant, financially sustainable charity that embraces partnership system working.

Looking Ahead



Looking ahead to 2030

By 2030, Shine aims to have significantly expanded its reach, delivered high-quality and person-centred support services, reduced stigma around MHD/LDA, and strengthened the infrastructure of the VCFSE sector. Our ambition is to help build a resilient, collaborative system that enables people and communities to thrive. Through this work, we are laying a strong foundation for sustained impact and future growth beyond 2030. We remain committed to continuous learning and improvement, grounded in co-production and responsive to the evolving needs of the MHD/LDA community.

This strategy is intentionally flexible and adaptive, recognising the dynamic landscape of health, care, and community services. Ongoing dialogue with stakeholders will ensure we remain aligned with emerging challenges, insights, and opportunities across the system.

To ensure the strategy remains relevant and responsive to emerging needs we will:

- Conduct annual reviews to monitor progress, evaluate impact, and adapt objectives in response to emerging challenges and opportunities.
- Actively engage staff, service users, partners, and stakeholders in shaping the strategy through regular feedback, insight, and co-production.
- Use data, lived experience, and horizon scanning to inform strategic decisions and ensure relevance in a changing policy and commissioning landscape.



Connecting people with the services and support to most effectively meet their needs.

Join us to make a difference

We invite individuals, businesses, and communities to support Shine's mission.

Together, we can create a brighter future.

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