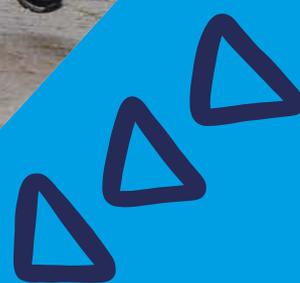


Mental  
Health  
UK



# Mental Health UK Strategy

2026–2031 — Executive summary



## Who we are

At Mental Health UK, we meet people where they are — at home, at school, and at work. We provide practical, inclusive support that fits into everyday life and helps people through the challenges that can affect mental health.

Mental Health UK is a charity in its own right, and a UK-wide alliance of four national charities (one in each nation of the UK):

- Rethink Mental Illness (England)
- Adferiad (Wales)
- Change Mental Health (Scotland)
- MindWise (Northern Ireland)

Together, we combine local knowledge with national reach — spotting challenges early, testing fresh ideas, and scaling what works so more people can get the support they need.

## Why now

Across the UK, more people than ever are struggling with their mental health, yet many people struggle to find the support that fits their lives.

- **1 in 5 young people (aged 8–25) now has a probable mental health condition**, with most starting in teenage years.
- **2.5 million working-age adults are out of work due to long-term sickness**, with more than half citing depression or anxiety.
- **Half of adults in debt also live with mental ill-health**, showing the deep link between money and mental health.

At the same time, living costs are rising, public trust in services is falling, and too many people are left to cope alone — including growing numbers who are unable to stay in work or enter the workforce because of poor mental health.

**Our strategy is a practical response to these challenges: people-focused, grounded in real life, and designed for lasting change.**

### Our vision

A future where good mental health is a shared priority, and everyone has the tools and support they need to live well and get through life's challenges.

### Our mission

We make sure people get the support they need to look after their mental health and unlock their potential — at home, at school, and at work.

## What we focus on

We build our work around the areas of life that most affect mental health:

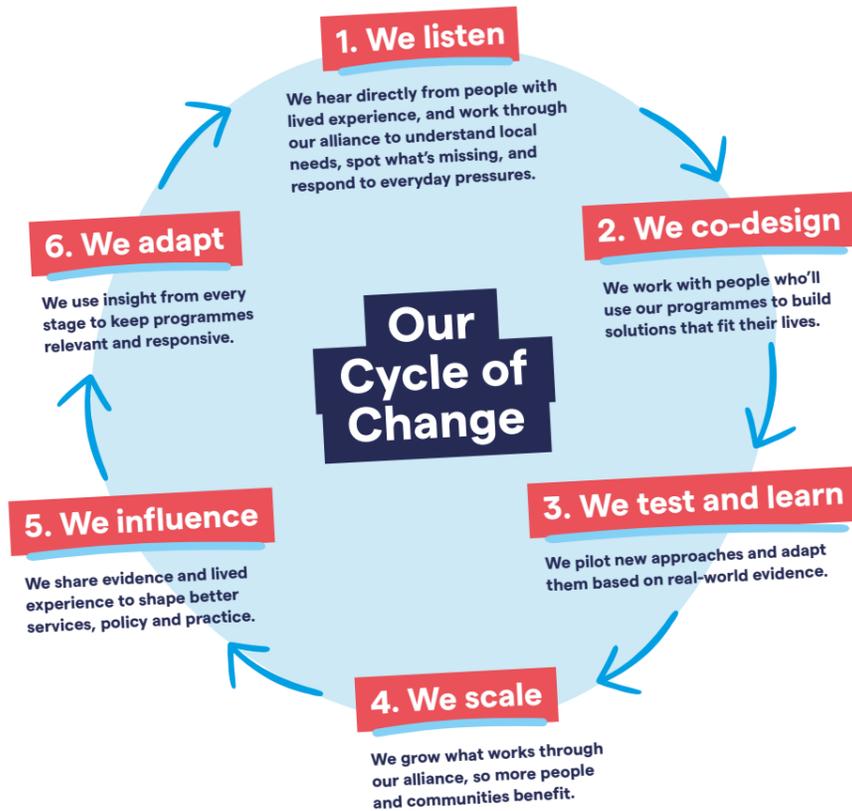
- **Money** — Trusted advice and support for people facing money worries and mental health challenges.
- **Employment** — Helping people get into work and stay in work, and supporting employers to create inclusive, mentally healthy workplaces. A growing focus is on youth employment — helping young people to prepare for, enter, and progress in work.
- **Young People** — Building resilience early and embedding mental health support in schools and youth settings.
- **Advice and Information** — Providing accessible, practical tools so people can look after their mental health before problems reach crisis.
- **Women's Mental Health** — Shaped by lived experience, across life stages including perinatal health, menopause, and unpaid care.

## Our strategic objectives

To achieve our vision, we've set four clear objectives to guide our work through 2031:

- **Innovate** — Test and grow what works, launching at least two new pilots by 2028.
- **Expand** — Reach more people, especially in underserved communities, ensuring that 1 million people each year benefit from our information, tools, and support for the duration of this strategy.
- **Influence** — Use our insights to shape policy, services, and employer practice across the UK.
- **Evolve** — Keep learning, embedding lived experience and equity into every programme.

Each objective has clear measures of success so we can track progress and hold ourselves accountable.



## How we'll deliver

To make this strategy a reality, we will:

- **Build strong partnerships with funders, employers, communities, and policymakers.**
- **Grow diverse and sustainable funding.**
- **Invest in our people, systems, and technology.**
- **Increase the role of lived experience in shaping our work.**
- **Share what we learn so others can benefit too.**

In the first year, our focus is on building strong foundations — strengthening existing programmes, deepening partnerships, building baseline data, and setting the stage for future innovation and growth.

**By 2031, Mental Health UK will be recognised as the UK's leading alliance charity for mental health.** Into Work will be scaled nationally and influencing employment support commissioning, Mental Health & Money Advice will be recognised as a gold-standard service, and our young people's programmes will be embedded in at least 25 localities with national digital reach. We will also have established new programmes in areas such as women's mental health and workplace wellbeing.

## Get in touch

**020 7840 3101**  
**info@mentalhealth-uk.org**  
**mentalhealth-uk.org**

## Our call to action

**Good mental health is not just personal — it's the foundation of strong families, thriving communities, and a productive UK.**

The cost of inaction is too high. That's why Mental Health UK stands alongside people with practical support and works with partners across the country to make sure mental health is never left to chance.

The scale of the UK's mental health challenge calls for bold, collective action. Mental Health UK is ready to deliver this strategy — but we can't do it alone.

Backed by our unique and trusted alliance — Mental Health UK alongside four national charities with deep community roots — we offer partners the opportunity to make a difference nationally while staying rooted in local needs. Whether through funding programmes, shaping policy, or co-creating new solutions, you play a vital role.

**If you share our vision, stand with us. Together we can make sure everyone has the support they need — at home, at school, and at work.**