



Business Plan 2020-2024

Support after Suicide Partnership

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Vision and Organisation



Vision and Mission

Vision

Everyone bereaved or affected by suicide is offered timely and appropriate support

Mission

Anyone impacted by suicide is offered excellent support from an understanding community, and local services which are proud to be part of a SASP-led national network.

Our Values



Connective

We are a network that brings people together around a shared vision

We provide opportunities for people to connect to others in the field, to strengthen their organisations and networks

Collaborative

We facilitate and encourage organisations to work together towards our vision.

We provide opportunities for organisations to learn from each other and share best practice, and be part of the wider conversation across sectors

Inclusive

We believe *anyone* impacted by suicide should be offered timely and appropriate support; with regard to age, race, sexual orientation, income, background, the way they are impacted, or any other personal factor

We welcome organisations big and small, who share our values, to work with us to achieve our vision. We put lived experience at the heart of our work.

Progressive

We actively guide and encourage people and organisations to grow on their journey to be the best they can be

We drive change in UK policy and infrastructure to raise the profile and awareness of how to support people impacted by suicide

Supportive

We give people the resources to provide excellent services, and support them on their journey to quality practice

We are available to give formal and informal guidance and support, from top-level strategy to day to day challenges

Our Behaviours



Communication

All of our interactions come from a place of respect; we are mindful of the approaches we take, and the ways we communicate, and experiences of others.

Connection

We are a team who can come together to support each other, and work in an environment that feels safe, welcoming, and considerate of each other.

Appreciation

We appreciate the diversity of our internal and wider team for our different backgrounds, skills, and knowledge. We celebrate our individuality and open mindedness. We respect each other's views and values.

Vitality

We approach our work with passion, energy, and drive. Our ambitions are brave and we work creatively to achieve our vision



Work



Pillars of our work

Growing a strong Membership organisation

Members are proud to be part of SASP as it adds value to members' lives by making them better and easier, and encourages them to be the best they can be

Increasing the Support Capacity

There is capacity for everyone to be offered timely and appropriate support, which is sustainable and has the capacity for growth

Setting the standard

Our network is at the forefront of best practice and current thinking. There is a universal understanding of the need for suicide bereavement support, and what excellence looks like, through successful measurement and evaluation, which provides robust frameworks which enable services to know where they are on their journey to excellence at any point in time, and how SASP might support this journey

Campaigning for greater awareness and appropriate responses to a death by suicide

Infrastructure in the UK is fit-for-purpose to provide or signpost to appropriate support, and there is a universally appropriate response to people bereaved by suicide



Enablers to our pillars of our work

We are a strong organisation

SASP is a proactive organisation, at the forefront of the field. Its activity comes from a strong foundation, which is well resourced for its work, and led by a team of happy, healthy, well informed people who are passionate about its work

Education and Training

We have a comprehensive offer of education and training which underpins national understanding of suicide bereavement

Compelling Case for Support

There is a strong, clear social and economic case for the need for support following impact by suicide, which is widely known and adopted by policy and change leads

Our Goals



Building a strong membership of connected organisations

Members are proud to be part of SASP as it adds value to members' lives by making them better and easier, and encourages them to be the best they can be

- Members and supporters are engaged with SASP activities
- SASP is a connected network of members and supporters across the UK
- Members reflect - and benefit from - SASP's principles
- SASP supports the work of our members, providing national oversight and drives policy and practice change on their behalf

Increasing the Support Capacity

There is capacity for everyone to be offered timely and appropriate support, which is sustainable and has the capacity for growth

- Services have the capacity to meet demand and provide excellent support, which can expand and meet demand
- There is timely and appropriate support offered in every area of the country for anyone impacted by suicide, implemented by 2024, through the NHS Long Term Plan.
- There is a central point of information and signposting for those impacted by suicide, and those providing services



Our Goals

Setting the standard for support

Our network is at the forefront of best practice and current thinking. There is a universal understanding of the need for suicide bereavement support, and what excellence looks like, through successful measurement and evaluation, which provides robust frameworks which enable services to know where they are on their journey to excellence at any point in time, and how SASP might support this journey

- SASP is seen as an organisation at the forefront of good practice, current thinking, and excellence. We are a "horizon organisation"
- Our network finds good value in following SASP's standards and frameworks
- Services are sustainable and recognised as core services by commissioners
- We are able to support services to reach the national standard
- Our members' organisations are seen as key parts of the community

Campaigning for greater awareness and appropriate responses to a death by suicide

Infrastructure in the UK is fit-for-purpose to provide or signpost to appropriate support, and there is a universally appropriate response to people bereaved by suicide

- Awareness of the needs of someone impacted by suicide is 10% higher
- Major employers in the UK have a policy around bereavement by traumatic death
- The 5 biggest employers in the UK (NHS England, British Army/MoD, DWP, HMRC, MoJ) have appropriate responses to a bereavement by suicide and adopt best practices of support
- The public know where to access support and information when they encounter suicide through the media, whenever there is content relating to suicide.



Enablers to our Goals

Strong Organisation

SASP is a proactive organisation, at the forefront of the field. Its activity comes from a strong foundation, which is well equipped for its work, and led by a team of happy, healthy, well informed people who are passionate about its work

- We are fully resourced to meet the demands of our ambition
- We have excellent Leadership
- There is strong research to support our work

Education and Training

We have a comprehensive offer of education and training, which underpins national understanding of suicide bereavement

- Our education offer facilitates self-learning and improvement
- There is a public understanding of; The need for suicide bereavement support, How to informally provide support to someone impacted, The support offer across the UK, and support is needed

Compelling Case for support

All of our activities are underpinned by a compelling case for the need for support



Key activity 2020-2021 (i)

Summer 2020

Work with Samaritans to develop a fundraising plan and begin action (see paper *Fundraising*)

Kick off the Education offer, stages 1 and 2

Scope and framework of Measurement and Evaluation project

Review of our organisation structure and membership, and appoint a refreshed Leadership Team

We have reviewed how we connect with our members and partners

Begin to work with media to promote SASP resources for the public (with Samaritans?)

By end of 2020

Training and education hub will be on the Central Hub website

Measurement and evaluation tool will be on the Central Hub website

We have outcomes for the first round of funding bids, submitted in summer 2020

We are in a position to recruit a project manager

We have begun a campaign of awareness, and have identified partnerships for reaching major employers

We have updated our compelling case to reflect progress in research and current thinking



Activity 2020-2021 (ii)

By end of financial year 2020/21

Recruitment of a project manager is complete, or near to completion

There is real time surveillance in most - if not all - of England

Media outlets and major news platforms (BBC, SKY News, ITV, etc). Have a boiler plate for SASP and HIAH on triggering content, and signpost to SASP in their 'get support' sections

We have influence on the traumatic bereavement policies of the 5 major employers

We have a pilot for the measurement and evaluation framework

Check that some of the work we'd like to do is reflected in the business plan. For eg. connecting people UK wide with SOBss, and all of Sue's work priorities.

Different streams to fundraising... IG, T&G etc. All will take specialist capacity.