



**Open Learn: Learning Space audio transcript**

**K303\_1: Managing to meet service users' needs**

**A Meeting of Minds: Video clip 3**

**Lynette Clark**

Securing the funds to sustain a diverse range of projects in a responsive way is a constant challenge for Jane as a manager.

**Jane Reast**

We are, in business terms of course, now actually a small to medium size enterprise. We are social entrepreneurs. I lead that social entrepreneurship. There was a time when I felt rather uncomfortable about that, but not anymore. If it means that, through my knowledge skills and experience ... that I can be a route to the loot for people to ... for us to get what it is that we need and want, to maintain and sustain our organisation, then that's good enough for me.

**Lynette Clark**

The key has been to develop strategic collaborations with other organisations. Redcar and Cleveland Mind are now embracing more formal partnerships with social services, health and the voluntary sector.

A bus poster campaign to raise mental health awareness is the fruit of one of these joint ventures.

**Pam Bunce**

*That's great. I think it's great.*

**Jane Reast**

*Do you like it?*

**Pam Bunce**

*I do. I like the colours as well. I think it says exactly what we want it to.*

**Sue Reeves**

*If you imagine that you're in the car and you're looking at that, it's just a simple message, which gets across really quickly I feel. Really clear.*

**Ian Holliday**

*If you think how many times you sit in traffic behind a bus, it's a message that will get across.*

**Pam Bunce**

*I do think that people do read messages on buses, and the fact that we've put a message around mental health promotion is really, really important.*



**Jane Reast**

*We've managed to convey that it's a local partnership, and it's linking to the national agenda.*

**Jane Reast**

Partnerships now are the only game in town. It interests me hugely in terms of the fact that there is now a requirement to partner. The directive to partner in is not helpful. People need to want to partner, to want to engage together, to realise that it's relevant for some collective shared aspiration or experience, that everybody can gain something from it.

**Jane Reast**

*Okay I think we need to decide what it is we actually want to achieve from this today, yeah.*

**Everyone**

Yes

**Jane Reast**

*We've got the action plan here, and I'm suggesting that we need to now break this down, decide next steps, and who does what.*

**Ian Holliday**

*We have to submit them, first of all, to the chief executives of all the partner agencies.*

**Sue Reeve**

*I think this is just so exciting, that we're moving it forward in this way now, don't you?*

**Pam Bunce**

*Yes, I'm really pleased that mental health promotion is on the agenda but, when we're competing for funding, you know, what priority will this be given, and that really is a matter of concern.*

**Jane Reast**

*I hear what you're saying Pam. I think it's highly significant that people who are members of the local strategic partnership actually turned out to the bus poster launch. If that isn't them putting mental health promotion up the agenda, then I don't know what is.*

**Pam Bunce**

Having a shared vision means that, as a group, as a partnership, you can move forward, and you can do more for your target group than you can do in isolation.

**Sue Reeves**

And I think, at the end of the day, we mustn't forget that the reason that we are working together isn't for ourselves, it's for the people who actually require services - those service users, those carers whose views are really, really important and have to be taken on board.



**Ian Holliday**

It's a difficult task, and I do feel it needs somebody with the sort of commitment and drive to actually bring those, those agencies together to break down some of the existing cultural and professional boundaries that do exist.

**Jane Reast**

Partnerships also need leaders.

---

**This clip comes from the OU K303 DVD 'Managing Care'  
The original video is a BBC production for the Open University.  
Copyright © 2006 The Open University**

---