



Forward Together

The story of our
amazing partnership

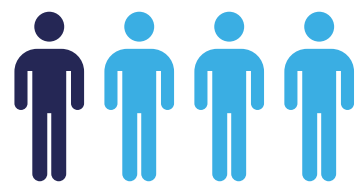
**Thank you
so much!**

This is a special dedication to all of the people at Lloyds Banking Group whose selfless passion, unwavering dedication and committed participation played such an integral part in this amazing partnership, and the positive impact it's had on so many lives.

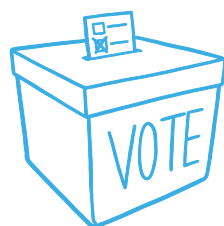
This book captures just some of the many key moments and highlights we've shared over the past six years. We hope you feel the same immense sense of pride that we do. Safe in the knowledge that our work has helped people and communities the length and breadth of the UK, and that our achievements will continue to help many more people in the future.

**Our deepest thanks from everyone at
Mental Health UK.**





1 in 4 people
experience mental
health problems



62% of
colleagues
voted for Mental
Health UK as their
charity partner



31,000
colleagues completed
mental health training

2,800+
mental health
advocates trained

8,000 +
colleagues
have learned from
Mental Health UK's
presentations on
subjects such as stress,
parenting, menopause
and resilience

What we
achieved



Clic

11,805
registered users
on Clic's online
peer support
network*



900,000
mental health
info guides
distributed to
GP surgeries &
universities*



223,000+
young people
supported*

3,000+
teachers trained*

80%
of young people
who participated
felt more
confident in their
understanding
of resilience



5,000+
received 1-2-1 support*

£22 million
in total financial gains*

2.5 million
people viewed online
info, help & support*

89% of
visitors
said they found the
online content useful

100+ Projects
launched as part of
Helping Communities Prosper

13,000 people
helped across the UK

40 face-to-face
support groups launched in
communities across the UK

*Since launch to October 2022



Brian Dow,
Chief Executive,
Mental Health UK

When I first heard the news we'd won the partnership with Lloyds Banking Group, I let slip a word which I can't write here. It came from a combination of exhilaration – we'd just won one of the most coveted partnerships in the third sector – and trepidation – could we do this? Mental Health UK was just a baby – we hadn't long formed, few knew who we were and we'd be partnering with one of the UK's oldest and biggest financial institutions.

The differences between our two organisations were many. But what I'd come to learn in the months and years that followed, is that those differences didn't really matter. Our shared passion for better mental health united us, and it's that deep commitment that's really made this partnership the success it is today.

It's passion that I've experienced first-hand, when I've met colleagues from across the Group at many times and in many situations, and each one is memorable. Whether it's pushing through the fatigue to complete another epic challenge, or showing immense personal bravery to open up about living with a mental illness. Colleagues' devotion and support has been the driving force of this partnership.

We couldn't have achieved the milestones we have without that passion, from the phenomenal £16 million in funds raised and launching Mental Health & Money Advice, to the hundreds of thousands of people living better lives thanks to Bloom, Clic and our Helping Communities Prosper programmes.

We've also opened up millions of new conversations about mental health, bringing the subject into people's homes, encouraging people to ask twice, speak up and seek support.

Our differences have become strengths that have supported one another. Our expertise has helped Lloyds Banking Group create a positive mental health culture and become a leader in workplace wellbeing. The Group's support has helped Mental Health UK grow into one of the UK's leading mental health charities.

Together, we've set an outstanding example of how powerful partnerships between the third and corporate sectors can be. While our partnership in its current form finishes, our commitment to mental health lives on in the programmes we created and the conversations that will start whenever someone reaches out to say, "I'm not OK, I need help".

One final word, or rather two – Thank You. To Lloyds Banking Group and your people – we wouldn't be here, and mental health wouldn't be where it is, without you. To everyone who played a part in this partnership, however you contributed – a heartfelt thank you, from me and all of us at Mental Health UK, for being part of this journey.



Fiona Cannon,
Group Sustainable
Business Director,
Lloyds Banking Group

What we've achieved throughout the last six years is outstanding – a true partnership on so many levels. The £16 million raised by our colleagues, through things like bake sales, and sponsored runs to choir performances and our signature challenges, is just staggering. Every single one of them mattered.

Our partnership has also inspired a real change in mindset at Lloyds Banking Group – one where we're better equipped to support colleagues maintain their mental health but also help when things aren't ok. We've come on a long way in removing the stigma around mental health and create an environment of trust and support for our people.

It's fair to say this has been one of our most successful charity partnerships to date, not just in terms of fundraising but also the impact that we've been able to make. It just goes to show what's possible when you have a common goal, and people power behind it – so to everyone that has made this partnership such a success, whatever part you've played or what it's meant to you – thank you.

Our 6 year journey

2017

A vote for mental health

Colleagues vote to support mental health through a charity partnership with Mental Health UK.

The journey begins

Our partnership launches with the aim of raising £4 million in 2 years to create a new mental health and money advice service.



Growing understanding

Lloyds Banking Group launches Mental Health E-Learning, helping their team understand more about mental health. Over 22,000 people take part in that first year.



A pioneering service

Mental Health & Money Advice launches. It's the first UK-wide service to help people better understand and manage mental health and money problems.

Fundraising gets off to a flying start with colleagues raising well over £1 million.

Fourtitude

In the first Signature Challenge of the partnership, colleagues take on a demanding 4-day fundraiser that includes climbing, cycling and a half marathon. They raise over £300,000.



Targets smashed

Colleagues raise a whopping £4.8 million in the first year alone – more than doubling the £2 million annual target.

Walk the Talk begins

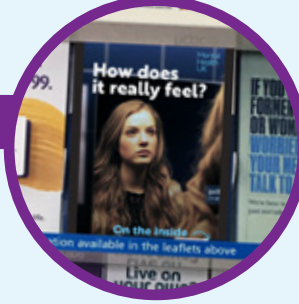
35 colleagues take on a challenging trek along the Great Wall of China, while in the UK, thousands more take part in local walks. In total, more than 6,000 colleagues raise over £600,000.



£8.6 million
Colleagues more than double the 2 year fundraising target.

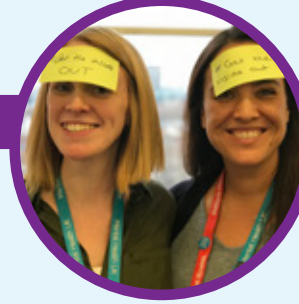
A mental health guide for all

Fundraising enables Mental Health UK to publish a guide to help people spot the signs and symptoms of mental health problems, and know where to seek help.



#Gettheinsideout

Lloyds Bank and Mental Health UK launch #GetTheInsideOut. The campaign includes a TV ad featuring celebrities, colleagues and members of the public, and aims to encourage people to talk about mental health.



2018

Culture Change

Mental Health UK Ambassadors Jonny Benjamin and Neil Laybourn share their mental health stories. Senior leaders at Lloyds Banking Group also open up about their mental health, helping to create a new culture of openness among the team.



More support

Fundraising helps Mental Health UK open 40 new support groups. It also doubles the capacity of core mental health services in the four nations.

+ 1 year

With mental health striking a chord with colleagues and customers, Lloyds Banking Group extends the partnership.

2019

Mental Health Advocates Launches

The programme, created with Mental Health UK, aims to train 2,500 colleagues as Advocates raising awareness of mental health, encouraging conversation and signposting to support.



Walk the Talk continues

70 colleagues trek to Angkor Wat in Cambodia, while hundreds more keep walking and talking in the UK - raising a joint total of over £500,000.

Bloom

Bloom launches

The UK-wide programme supports young people's mental health resilience, and gives 14 to 18-year-olds resources to look after their mental health through life's changes.



+ 2 years

The partnership is extended for 2 more years, with a fundraising commitment in 2020 and 2021 to support the future of Bloom.

£10.9 million raised

The total funds raised by colleagues and customers.

The journey continues...

2020

Covid-19 pandemic

The world changes in the blink of an eye with the arrival of the Covid-19 pandemic. With restrictions affecting people's wellbeing, mental health is thrust into the spotlight.



By our side

With a growing demand for help, the Group extends their support to Mental Health UK, including more investment in Mental Health & Money Advice and making Clic available across the UK.



Support when it's needed most

Young people's mental health is particularly tested by restrictions. Bloom continues to support them, as well as teachers through virtual delivery and new resources.



Unwavering commitment

Colleagues' support for Mental Health UK is unwavering, with hundreds signing up to virtual fundraisers, including a virtual Walk the Talk that raises over £50,000.



£13.2 million raised

In spite of the year's challenges, Lloyds Banking Group's people continue to pull together, raising over £2 million to bring the overall total to £13.2 million since the partnership began.

Epic Adventures

Hundreds of colleagues take to the earth and sky in a series of treks and sky dives raising £100,000.



2800 Advocates
With our help, the Group smashes its target of training 2,500 Advocates.

Moonshot

In the most ambitious Walk the Talk, colleagues attempt to cover 384,400 km to the moon! Racking up the steps virtually through physical and mindful activity, they raise over £18,000.



Giving back to colleagues

Mental Health UK launches Bloom for Parents and Carers workshops. 300 colleagues sign up to learn how to support their children's mental health.



2021

Starting the year with kindness

After a challenging and uncertain time, looking after mental health continues to be important. We start the year with a Celebration of Kindness, showing kindness to ourselves and others.

Mental Health & Money Advice service wins Debt Advice Provider of the Year at the CCS Awards.

+ 1 year

With a high demand for mental health support, Lloyds Banking Group extends the partnership for one more year to deliver key mental health services across the UK.

The partnership's fundraising grand total now stands at an amazing £14.4 million.

2022

Epic Year

We launch our Epic Year of fundraising. Lloyds Banking Group's people get involved in a series of challenges, from a virtual March Around the World to outdoor adventures.



Defy the Odds

70 colleagues take part in one of five Defy the Odds challenges (postponed from 2020); these include a cycle challenge, two gruelling treks, and two intense survival expeditions. Together, they raise nearly £400,000.



Helping Communities Prosper

To date, fundraising has supported more than 120 projects and local services across the UK, helping over 13,000 people through the Helping Communities Prosper programme.



Epic Extreme

27 colleagues smash the last Signature Challenge of the partnership – Epic Extreme. They push through five days of trekking as they conquer several Scottish hills (known as 'munros') and raise over £61,000.

We hit our £16 million fundraising milestone!

After six years, the fundraising partnership comes to an end, but our passionate commitment to mental health is stronger than ever.

Fundraising partnership ends ...but the journey continues

Lloyds Banking Group and Mental Health UK will always be by each other's side when it comes to mental health. We'll continue working together in other ways to support people so they can live their best possible lives.



over
16
million
raised
(wow!)

Putting the fun into fundraising

Lloyds Banking Group's people are at the heart of our partnership, with their passion to make a difference in mental health. Their mandate started this journey, when they voted overwhelmingly to make Mental Health UK their charity partner. In the first year alone, colleagues smashed the £2 million target to raise an incredible £4.8 million, showing clearly just how much this cause means to them.

In the years that followed, their unwavering commitment saw them fundraise with great passion year after year, even enthusiastically embracing virtual fundraising during the pandemic. Along the way, people have had a huge amount of fun; from dress up days and danceathons, to some really unusual ideas, like a branch bootcamp or even a rubber duck hunt. Whatever the fundraiser, the creativity and spirit of colleagues always shines through.

In total, Lloyds Banking Group colleagues have raised a whopping £16 million in essential funds that have benefitted millions of people's mental health through challenging stigma, raising awareness and providing support.

A heartfelt thank you



At Mental Health UK, we can't thank our friends at Lloyds Banking Group enough. How ever you've been part of this journey, whether you've raised £5 or £15,000, it's mattered a great deal.

We appreciate every single contribution, from the cakes baked and marathons run, to the treks conquered, cycles ridden and hampers raffled. We're grateful for every time you reached out to someone to ask them, "Are you OK?" and then asked again. For every time you bravely opened up to share your story, every signpost to information. Every challenge you took on, every conversation you've had about mental health, every penny you've raised – it's made a difference, and we cannot say thank you enough.

By each other's side

There's so much to feel proud of. Together we've helped so many people with their mental health including, we hope, you.

And we also hope you'll continue the journey, by looking after your own mental health and supporting those around you. We'll always have a part to play in striving for better mental health in society, and in that, Lloyds Banking Group and Mental Health UK will always be by each other's side.



"We've had a great week supporting Mental Health Awareness Week. Within our pool, we've shared so much including what loneliness means and how to signpost support. We had a non-uniform day to raise awareness of the campaign and this afternoon we have a quiz. What has been amazing to hear and see is how my colleagues now check-in with one another by asking 'How are you?' twice. This enables colleagues to open up with honest conversations, allowing us to support each other when needed and creating a strong team bond."

Branch colleague



"Walk the Talk has given me the opportunity to understand my own mental health better. I now feel I don't have to be OK on days when I'm not...Walk the Talk has given me the confidence to talk."

Walk the Talk trekker

Rising to the challenge

Across the years of our partnership, colleagues have taken on fundraising challenges that have really pushed the limits of their perseverance. Gruelling Signature Challenges have seen colleagues conquer four days of adventure in Fourtitude and smash treks in Cambodia and on the Great Wall of China. They've Defied the Odds in treks, cycle and survival expeditions, and triumphed in the Highlands on Epic Extreme.

But it's not just about the Signature Challenges. Colleagues have also pushed themselves physically and mentally in lots of smaller, more personal ways. From running their first marathon, to completing their fifth ultra-marathon; from peloton challenges, to facing their fears with an epic skydive.

And they've done amazing things outside of physical challenges – with Challenge 100 and Race to the Boardroom, people grew their seed funds into thousands of pounds for Mental Health UK; while with Sing and On Song, people tapped into their musical talent to raise money.

One thing has always been clear, whatever the challenge, Lloyds Banking Group's people rise to it – and go beyond.



Virtual virtuosos

When Covid hit and the usual fundraising challenges were cancelled, the Lloyds Banking Group team didn't let that stop them. They found new and ingenious ways to raise money, from taking part in virtual challenges organised by Mental Health UK, to arranging their own, such as virtual quizzes and making face masks for donations.

"I want to say thank you for organising this event. I hadn't achieved 10,000 steps on any day before this month since the middle of October 2021. I have (and today will) achieve 10,000 every day since I started on March 3rd. I feel so much better in myself as a result. This process has been so good for my mental health."

Virtual challenge participant

Walk the Talk

Walk the Talk has been an iconic part of our partnership. What began as a fundraiser in 2018, became a movement and a way for people to connect, listen and learn more about their own mental health while supporting others.

Across the UK, thousands of team members organised and took part in Walk the Talk fundraisers. And during the pandemic, they didn't let social distancing stop them, as they launched virtual Walk the Talks that allowed them to still rack up the steps, connect and keep talking.

All told, more than 7,000 colleagues have taken part in a Walk the Talk, raising over £1 million between them.



"I can honestly say this was one of the best experiences of my life and would happily do it again. I think I can say I conquered my fears of flying AND heights! What a fantastic way to support a great cause and thank you for the opportunity to do so!"

Epic Skydiver



"In my 12 years with the group this is by far my greatest achievement and am so proud to have been a part of the support we have given to such a great charity! Well done and congratulations to the fantastic team who completed the trek with me, every one of us pushed ourselves and supported each other to the finish. "

Epic Extreme challenger



A pioneering service for mental health and money

When we launched our partnership back in 2017, there was a growing recognition that mental health and financial health were closely linked.

Things such as stress, anxiety and depression can seriously impact a person's ability to manage their finances, or even mean that they lose their job or can't pay their rent or mortgage. At the same time, money problems are a major cause of poor mental health and can severely affect family and relationships. It's a vicious cycle where both these issues can have a devastating effect on a person's life.

But there was no single place for people to get support on both mental health and money problems, to prevent difficulties getting out of control.

We consulted with a range of existing money advice and social welfare organisations to identify need, before launching Mental Health & Money Advice. Between us and Lloyds Banking Group, this service was the perfect fit. Lloyds Banking Group has 30 million customers and expert financial services; meanwhile, between our four founding charities, we've been supporting people with their mental health for nearly 50 years. It would become the first UK-wide service to help people better understand, manage and improve their financial and mental health.

Our service is made up of two parts. The website is free for everyone, providing information, advice and tools such as financial calculators. Written by experts and professionals, it also includes personal stories as it can help to hear from people who've been through similar experiences.





Then there's our dedicated advice line, which provides free and impartial expert advice to individuals referred directly to the service. A small but dedicated team of mental health and money advisors take on case work to provide each client with advice that meets their specific needs.

Colleagues from the Group also lent time and experience to help set up these services, making sure the website was user-friendly for everyone, and giving advice on planning and managing phone lines.

We saw a positive impact in the very first year. A 12-month assessment showed that our casework helped 1,200 people improve their wellbeing and become more confident in managing money. In fact, each client gained around £1,700 on average, making a real difference to people living across the UK. We also helped over 200,000 more with online advice and information.

"You are amazing. I could not have gotten through the last 3 months without your help. So many people had let me down in the past, but you didn't give up. This has made such a difference to my life. I was able to go out and buy a big grocery shop for a change. I can never thank you enough."

Client who received 1:1 support



2.5 million
people have used
our website for
advice and support*



£4,200
is the average amount
a person is better off
after using the service*



£22 million
has been saved for
clients who used our
specialist 1:1 support*

Alongside our work with Lloyds Banking Group, we got together with partners from different sectors in debt advice, mental health and insurance, so that our advice and information would help people most in need, and make sure we were true experts in the areas where mental health and money overlap. By 2020, as our brand and reputation grew, we also won Debt Advice Provider of the Year at the Collections and Customer Service Awards.

The support we've had from Lloyds Banking Group has meant we've been able to prove that there's a desperate need for our service, especially as we move through the cost-of-living crisis. This has led to us receiving funding from the government's Money and Pensions Service. This allows us to continue to deliver our main service, as well as an innovative scheme ('Single Point of Entry to Mental Health Crisis Breathing Space' or 'Breathing Space' for short) in England that allows people with severe mental illness to have a break from their debts and focus on their recovery.

Mental Health & Money Advice exists thanks to the incredible fundraising efforts of Lloyds Banking Group's people. Because of them, the service has given essential support to millions of people – and continues to offer help at a time when it's needed more than ever.



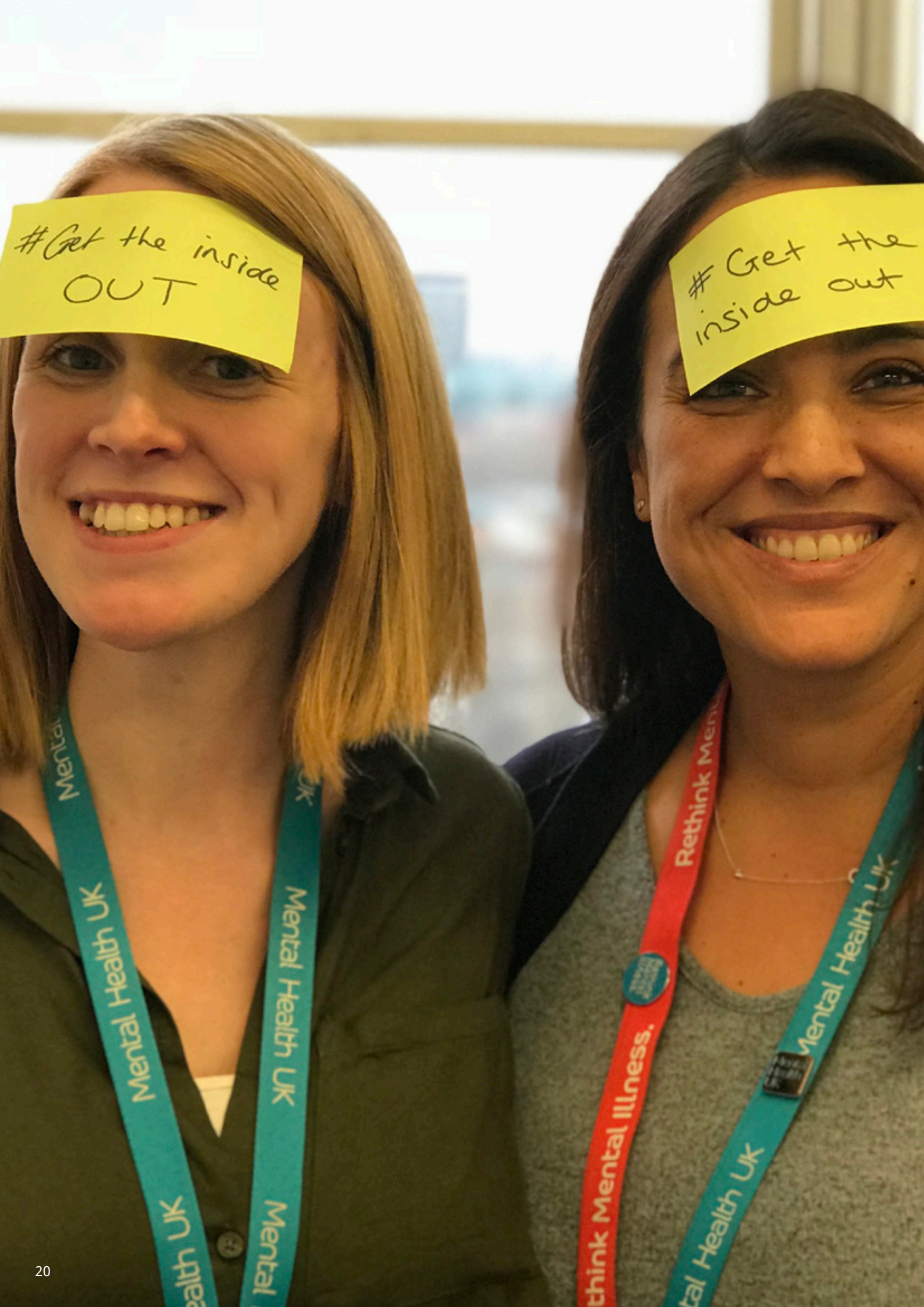
"81% of our clients see an improvement in their wellbeing once they've interacted with us and that's something I'm really proud of, that actually we're improving people's mental health as well as helping them solve their money problem."

Laura Peters,
Head of Mental Health & Money Advice

"I saw an article in the Radio Times magazine regarding the changes to Income-Related ESA, I used this website for further information. I have Mixed Anxiety and Depressive Disorder and as a result I cannot work. I have found the ESA and Work Capability Assessment system to be an absolute nightmare so the thought of having to deal with this change made me very anxious. Thank you for such clear advice. I have used your website in the past and have found it to be the best one where mental illness is concerned. Thank you for the help you provide."

Mental Health & Money Advice
website visitor





#Get the inside out

24,000

mentions across social media

92%

positive reactions from audiences

Starting conversations and challenging myths

Each year, 1 in 4 people across the UK will experience a mental health problem, but these conditions are much more difficult to spot than physical conditions.

That's why our partnership has been raising awareness and challenging myths to address mental health stigma, get more people talking and change perceptions. Not just among colleagues, but also customers, communities and the public.

In 2018, Lloyds Bank and Mental Health UK launched an advertising campaign with Channel 4 to encourage more people to feel comfortable talking about mental health, and to inspire people living with a condition to speak up and #GetTheInsideOut. The campaign was the result of Lloyds Bank and its creative agency adam&eveDDB, winning Channel 4's annual Diversity in Advertising Award.

As well as print and social media activity, this incredible opportunity to reach millions of people saw us release a TV ad that featured Lloyds Bank colleagues, members of the public and celebrities – including Professor Green, Jeremy Paxman, Rachel Riley and Alex Brooker – playing a variation of the 'Who am I?' sticky-note guessing game, to explore the common misconceptions about living with a non-visible disability.

The simple yet effective campaign encouraged people to think more profoundly about mental health. It received 92% positive reactions from audiences with 24,000 mentions across social media when it aired. More importantly, by inspiring people to open up about mental health and mental illness, it encouraged them to talk and ask for help before reaching crisis point.

The campaign also catapulted Mental Health UK into thousands of homes, extending our message and reach further than ever. And it helped demonstrate Lloyds Banking Group's commitment to the cause, for its own team and its customers.

When the pandemic put the nation's mental health under further strain, we re-launched the campaign across ITV, Channel 4 and Sky, as well as on Facebook and Instagram, to remind people of the importance of being open about mental health and make sure they knew they could turn to us for support.

How it really feels

With a growing demand for mental health information, we wanted to give people easy access to the right facts about mental health.

Research by Lloyds Bank and Mental Health UK in 2018 showed that a large number of people felt embarrassed to talk to someone else about mental health, making them less likely to open up to their family, friends or GP for support.

Using some of the funds raised by the Lloyds Banking Group team, Mental Health UK published a guide called **'How Does it Really Feel on the Inside?'**. Taking real people's stories, it helps anyone identify the signs and symptoms of mental health conditions and where to seek help.

To make sure it reached the right audience, we looked carefully at who could benefit from the guide. Seeing that poor mental health among students was on the rise, the guides were distributed to first year university students.

We also sent copies to GP surgeries and hospitals, placed in waiting rooms where they could be seen by patients and visitors. In all, over 900,000 printed guides were distributed across the UK, seen by around 5.4 million people in the first year.

The feedback was overwhelmingly positive and showed a real desire to talk more about mental health, with 99% of people surveyed saying they found the guide useful. Most people picked up the guide for themselves, and 1 in 5 took one for their partner.

We also developed an interactive, online version with a myth-busting quiz. This was especially important for reaching isolated and remote communities, and has been **read over 95,000 times** so far.

5.4 million
people saw the printed guide
in the first year



99%
of people surveyed
said they found the
guide useful.



**Test your mental health
knowledge online at**
truths.mentalhealth-uk.org





Resilience

Pressure

My friends

Exams

Supporting young people's mental health across the UK

In 2018, with the partnership set to continue for another year, Lloyds Banking Group colleagues overwhelmingly voted to support young people's (14-18 year olds) mental health resilience. And so, Bloom was born.

75% of mental illnesses are known to start before a person's 18th birthday, so we knew there was a big need for mental health support for young people.

To put together a programme that would give the best results, we listened to young people and teachers across the UK. We used their feedback and best practice evidence to create a programme that would provide early, preventative support to young people, to help them manage their mental health as they cope with life's challenges.

Bloom provides young people with tools and knowledge to strengthen and protect their mental health through life's transitions, such as moving through school, changing friendships, going away to university or starting a job. The programme encourages young people to talk through these life situations, identify the stress they can cause, and provides them with personalised tools and resources to help them cope. Thus, Bloom leaves the next generation with a better understanding about their own and other people's mental health.

Our research also identified that teachers wanted to do more to open up the conversation around mental health, but they didn't always have the knowledge or confidence they needed. That's why a big part of Bloom involves training teachers to deliver the programme themselves, leaving a legacy of mental health support in schools.

223,000+
young people supported*

3,000+
teachers trained*



1 in 6

Young people now have a probable mental illness, since the effects of the pandemic – up from 1 in 9 before Covid.



If there had been better education and understanding at my school, I would have felt more able to talk about my battles with people. For me, education and understanding are key to helping those who are struggling.

Peter, 15



Early intervention is everything. Building that self-care and resilience and being able to use a programme like Bloom is one of the ways in which we can try to tackle mental health support in an education setting, without having that clinical expertise support.

Anne Nicoll, Deputy Head Teacher, Thurso High School

Support during the pandemic

Just six months after Bloom launched, the pandemic had a big effect on young people's mental health by disrupting education, reducing opportunities and separating them from friends and teachers. So ensuring they had tools to look after their mental health became more important than ever.

We put Bloom online with virtual sessions for students and teachers. And when schools opened back up, we returned with blended online learning and socially distanced classroom sessions, depending on what was right for each school.

97%

of the teachers we trained said they had a better understanding of resilience, according to our survey.

11,500+

visits have been made to the Bloom Resource Library.*

Support for parents and carers

Bloom went beyond the classroom into homes with the launch of a Resource Library, packed with tools, information and guidance to help parents and carers talk confidently about mental health with the young people in their lives.

Bloom also gave back to colleagues whose fundraising enabled the programme to exist, by running parents and carers workshops and events in the Group. This work also gave us a great platform to create a new Parenting Hub community on Clic – Mental Health UK's online peer support community.

3 in 5

young people have talked to their parents about their mental health worries, according to a recent survey

Future

Continuing to grow

Bloom is still developing and supporting young people and teachers. In 2022, we launched Bloom on Clic to give teachers instant access to a whole range of resources, e-learning modules, webinars and forums to share experiences and get advice and support. We have already seen 400 teachers sign up to the platform in the first two months.

Bloom was designed as a universal programme to be delivered in mainstream education settings. However, it has also been delivered in a diverse array of schools and colleges, including alternative provision schools in England and remote colleges in rural Scotland. In Wales, it supported groups of young students who identify as transgender, and was delivered as part of a student-led school programme in Northern Ireland.

Everything we've learnt from Bloom has helped us launch new programmes to support young people in other settings.

Through our young people's programmes, we're proud to be supporting the next generation to understand and manage their mental health - including potential future colleagues of Lloyds Banking Group.

80%

of young people surveyed felt more confident and resilient with Bloom.

94%

of the teachers we trained felt confident and equipped to use Bloom in their schools, according to our survey.

We delivered the sessions to 25 students who had received a pack with resources in the post before the start of the course. I believe this made them feel part of something a bit special. Engagement and attendance were incredibly high throughout the course which I feel highlights the relevance and importance of the content.

Pastoral Officer Jess Lygo, Moulton College in Northampton

The beauty of being able to still deliver the programme now is that the students are valuing the interaction with each other, appreciating the ability to continue to learn and think about things that they may otherwise not challenge themselves to do. It also helps give them a real sense of routine, normality, purpose and accomplishment that is so crucial to us all at this time of uncertainty.

Abbie Longley, Head of Year 13, Oldham Hulme Grammar School

* Since launch to October 2022.

Transforming workplace culture

Back in 2016, the leadership at Lloyds Banking Group had mental health on their radar as an important topic, both internally and externally. At that time, it was a subject that was becoming more important in society, but very few big organisations had really done anything that could be learned from.

Our guidance and expertise have helped Lloyds Banking Group find their way through the complexities of the subject to make great changes from the top down, but importantly, also from the ground up - giving its people confidence to express themselves and talk more openly.

This change was led by senior leaders talking about their own mental health and championing a new culture of openness. Mental Health UK Ambassadors Jonny Benjamin and Neil Laybourn also inspired people to speak out about mental health by sharing their own story. The subject struck a chord with colleagues who showed an immediate desire to get involved and help create a space where people could better understand and feel confident to talk about mental health.

“He was very kind, patient and empathetic and he just said, ‘It’s OK, it’s fine, whatever’s going on, don’t be embarrassed’. And that was what got me to open up actually, him saying there’s nothing to be embarrassed about. He didn’t necessarily try to fix me, he just let me talk and I’d never had that before.”

Jonny Benjamin, talking about his first encounter with Neil Laybourn. Jonny and Neil’s inspirational story is the subject of the Channel 4 documentary The Stranger on the Bridge.



Over 31,000 Lloyds Banking Group people learned about mental health and how to support others through online training. Lloyds Banking Group policies were also changed to make the support given to team members with mental health problems the same as those with physical health problems.



31,000+ colleagues completed online training to learn about mental health

More and more colleagues now feel comfortable to say they have a mental health condition





After the success of a pilot scheme in 2018, we worked with Lloyds Banking Group to train colleagues as Mental Health Advocates, who've helped make a massive cultural change by educating, inspiring and empowering their teammates.

Mental Health Advocates raise awareness, challenge stigma, act as role models and signpost to support.

The Advocates' programme has undoubtedly been one of the big reasons for this shift in culture. It's given people a wider awareness of what mental health is and why it's important; but it's also given them the freedom to start talking about their own mental health - about how they are feeling, but also looking out for how others might be doing.

Inspired by our work together, Lloyds Banking Group has also become a leading voice in changing the ways every business can understand workplace wellbeing; as a member of the City Mental Health Alliance, supporting the Mental Health at Work Gateway, and promoting The Mental Health at Work Commitment. All this has helped to build a much broader corporate legacy.

We're incredibly proud of the contribution our charity has been able to make at Lloyds Banking Group. The focus on mental health has paved the way for a highly successful all-round wellbeing strategy that includes healthy bodies, healthy finances, healthy relationships, as well as healthy minds. It's also enabled the Group to get involved in more complex subjects that intersect with mental health, like suicide, menopause and race.



**Karl Wilson,
Group Mental
Health Lead**

"Health and wellbeing are so much higher on people's agendas – and not just at a senior level, it's throughout the organisation. There's been a shift towards having open conversations and prioritising mental wellbeing that definitely wasn't there six years ago. It's a noticeable cultural change."

**8,000+
team members
have learned from
our presentations
on a range of
subjects, from stress
and resilience to
menopause and
parenting**

Lloyds Banking Group has shown real dedication towards making meaningful cultural change a long-term priority. It's undoubtedly a leading example of best practice for how a large corporate organisation can genuinely support its people.



**2,800+
colleagues have
been trained as
Mental Health
Advocates**



**Razna Ahmed,
Customer Delivery
Manager and Mental
Health Advocate**

"There are so many stories being shared by colleagues across the business of the difference they are able to make by being a Mental Health Advocate. I feel really proud to support an initiative that is impacting many lives – inside and outside of work."

**Mental Health UK:
growing at pace**

Lloyds Banking Group has supported us to go from strength to strength. We were a newly formed charity when the partnership began, but six years later we're one of the UK's leading mental health charities; ranked in the top 50 in the NfP brand index. We're so grateful to the Group for this; their trust and support has made it possible to develop innovative programmes that are tackling some of the biggest mental health challenges. And crucially, we've opened up the conversation by winning hearts and minds to create a shift in the way people see and talk about mental health.



Coming together during Covid-19

The pandemic had a profound impact on the mental health of people across the UK. Many with existing conditions found it difficult to get the support they needed, while others were concerned about their mental health for the first time.

Thousands of people lost their jobs, experienced isolation and loneliness, faced financial hardship, lost homes, and were affected by other additional pressures. All of this created an immediate, major increase in demand for mental health services at a time when resources were urgently diverted to the NHS as they fought to save lives and stave off the virus.

Just as people and communities rallied during this unprecedented time, so did our partnership, as Lloyds Banking Group was one of the first partners to reach out and see how they could help us. While colleagues continued to raise funds virtually for essential work to continue, additional funds from Lloyds Banking Group helped us respond rapidly to the growing need for mental health support.



Early on in the Covid-19 pandemic, and with most of the UK population in lockdown, opportunities to connect with other people were severely reduced, leading to an increase in mental illness, distress and anxiety at a time when health services were already stretched.

We wanted to offer people an alternative way of staying connected whilst protecting their mental health. Support from peers is a well-proven way to help, and our Welsh founding charity - Adferiad Recovery - had been running Clic, a successful online peer support platform for a number of years. In fact, Lloyds Banking Group fundraising in the early years of the partnership enabled Clic to continue operating.

With the Group's support, we expanded Clic to anyone in the UK, no matter what their mental health experience. Clic offered a platform for people to connect, talk about their mental health, give and receive support, and get advice and information 24/7.

Colleagues even volunteered as supportive members of Clic, playing a vital role in making it a safe and welcoming online space.



Mark's story

"Hi, I'm Mark, I am 55 years old and I live in Wiltshire. I have Borderline Personality Disorder, anxiety and sometimes I have panic attacks. My favourite thing to do is watch the Big Bang Theory on Netflix!

Clic has helped me learn how to manage my own mental health. It has helped me learn breathing techniques which I can use to control my panic attacks. Prior to using Clic I didn't know any techniques and would often have multiple panic/anxiety attacks a day. I used to rely on medication to calm me down, but since knowing these techniques I no longer need it as much.

Clic has also helped me learn to communicate with others. Prior to Clic I wouldn't communicate with anyone unless I had to. I rarely went out anywhere and often stayed indoors. I can now go in to a coffee shop and order a hot chocolate with my support worker.

Clic has given me a lot more confidence within myself to do things as I feel like I can always go on Clic and chat to someone about anything even if I'm having a good or bad day."

A model photo has been used to protect the identity of Mark.

11,000+ people in the Clic community*

77% of Clic users told us it made them feel less isolated

You can join Clic online at clic-uk.org

176 Lloyds Banking Group colleagues have volunteered as supportive community members, giving their time to make Clic a safe and welcoming space for its users*



Helping Communities Prosper



Prosper

With the effects of Covid still being felt across the country, our partnership was extended in 2021 for a final year to help people and communities recover.

Funds raised in 2022 made it possible for us to deliver key mental health projects across the UK and provide support where it's needed most. The Helping Communities Prosper programme also delivers services in communities that have been underserved or marginalised, particularly when it comes to mental health access and support.

Here's just a few of the many local projects we've been able to support.

Helping Hands, Halifax

In Halifax, the Helping Hands project works with local voluntary and community groups, especially in Afro Caribbean, South Asian, and White working class communities – where access and engagement with mental health services is low, and there's more stigma around mental health problems.

One of the groups being supported is Mums on a Mission, which works with people from Black, Asian and other ethnic minority backgrounds who are isolated. Through peer support, wellbeing and fitness activities, it helps members break the cycle of isolation and grow their confidence.

Helping Hands is also working hard at St. Augustine's Community Centre, which supports asylum seekers and refugees. Fundraising has allowed the centre to employ a mental health worker to provide support and guidance as people build a new life in the community.

13,000
people helped across
the UK with 100+
projects launched as
part of Helping
Communities Prosper *



Journeys to Recovery, Brent

Brent Mental Health Service has started three peer groups to support service users and their wellbeing. These groups offer a chance to share experiences and provide mutual support to one another.

A virtual coffee and chat session gives the group a regular chance to meet and talk, as well as the opportunity to listen anonymously for people who are especially anxious or who might be nervous to contribute.

Another virtual meet-up covers subjects such as living with voices, self-care, sleep and psychosis, as well as providing the chance to talk about diagnosis. Some members also feel comfortable enough to share deeply personal life stories at face-to-face meets through a weekly arts and crafts group.

Beyond Bricks, Northern Ireland

Delivered in primary schools across Belfast, Beyond Bricks is a Lego-based play programme for 9 to 11 year olds, helping them develop their social skills and resilience to recover from the pandemic – as well as building their overall mental health and wellbeing.

The programme has so far worked with seven schools, 32 teachers and 361 students, and the feedback is very positive. One teacher said the programme helps her support students with a common language. Meanwhile, the mum of a young boy who suffered the loss of his dad and often struggled to control his emotions, showed incredible progress in his relationships with her and his friends.



We've come a long way

So much has changed for the better since our partnership first began; for Lloyds Banking Group, for Mental Health UK and for society as a whole. Together, we have a lot to be proud of.

It seems a long time ago now that, in 2016, mental health wasn't something that was talked about much at all. There was so much stigma and misunderstanding around something that we all have, that affects every one of us, every day.



Charity partner

Trust and passion

Now, six years on, our partnership has changed the game completely, and that's all down to the passion and enthusiasm of everyone involved. When so many of Lloyds Banking Group's people voted to work with Mental Health UK, it was because this was a subject that really mattered to them all. From senior management to branch colleagues, throughout the Group people were keen to play their part and do all they could to support Mental Health UK.

And the bigger the challenge, the more people were determined to help. When Covid struck, services such as Mental Health & Money Advice and Clic needed to give extra support to people. Even more volunteers and supporters came forward from across the business, eager to offer time and resources to help.

Change at every level

Both partners have shown a huge commitment throughout the partnership, as well as a great deal of respect for each other's skills and experience. This close relationship and deep understanding have set a new standard in showing what charity partnerships can achieve.

The Lloyds Banking Group team started off aiming to raise £2 million a year, but six years later, their incredible drive has brought in a staggering £16 million and counting. From Signature Challenges as far away as The Great Wall of China, to people sharing their thoughts and experiences during our Walk the Talk events, Lloyds Banking Group's people have shown superhuman effort again and again in raising funds for a cause that's personal for all of us.

These massive fundraising achievements have meant that Mental Health UK has been able to help more people in more ways than we ever expected. We've supported over 2 million people with Mental Health & Money Advice, helped more than 200,000 young people get ready for the future with Bloom, and helped millions more with our other support services and community groups.

As we talked more about mental health over the last six years, we've also helped more people across the country open up. Together, we've tackled stigma and increased understanding.

A cultural shift

In Lloyds Banking Group, our partnership has also built a culture where people feel confident to tell someone that they have a mental health condition, and know that Advocates are standing by to give them support.

Through our work together, Lloyds Banking Group has also become a champion of better workplace wellbeing for all businesses; supporting the Mental Health at Work Gateway and The Mental Health at Work Commitment, as well as being part of the City Mental Health Alliance.



"The one bit of advice we give everybody about mental health is to ask twice: 'How are you? Are you really okay?' This partnership has enabled hundreds of thousands more of those conversations across the whole of the country – between colleagues, between customers, between us and communities. And we know that is the single most important gateway to somebody starting the journey to getting the help and the support that they need."

Katie Legg, Director of Strategy and Partnerships, Mental Health UK

Our work continues, our legacy lasts

Our passionate commitment to mental health remains as strong as ever, and our legacy of mental health support will keep growing, as Mental Health & Money Advice, Bloom, Clic and our other initiatives carry on providing essential support.

At the same time, Mental Health UK continues to train Advocates for Lloyds Banking Group. The working culture of Lloyds Banking Group has been permanently reshaped to create an environment where people can be open about asking for help and sharing how they feel.



Thank you to everyone who has worked so hard to make our partnership such a huge success. Together, we've put mental health on the map and made a real difference for millions of people right across the UK.

"It's not just a programme, it's a cultural shift. Our partnership will change, but what isn't changing is an underlying desire to continue to focus on mental health."

David Rowsell, Head of Community Engagement, Lloyds Banking Group



Charity partner

2017–2022

© Mental Health UK
28 Albert Embankment, London, SE1 7GR. Registered Charity no. 1170815