



Our impact

**Helping people
live their best
possible life**

**2022–2023
Impact Report**

mentalhealth-uk.org




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Together, we'll better understand and manage our mental health

A message from Brian Dow, Chief Executive at Mental Health UK

While the end of the global Covid-19 pandemic ushered in something close to resumption of normal life, it was of course followed by the seismic shock of the cost-of-living crisis. At Mental Health UK we are constantly trying to evolve the support that we provide to meet people where they are, so we worked hard to design new services and repurpose the services that we run to help people manage their mental health.

Providing the right kind of support means listening and being responsive to how the world around us evolves. By considering the various barriers to wellbeing experienced across the UK and understanding how they exist in personal, professional and educational settings, we are better placed to provide services that are timely and create effective change.

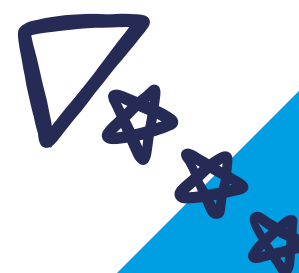
I'm proud to see examples of this evolution of support, which is bolstered by longstanding partnerships and new ones alike. I'm excited to welcome our new initiative, 'Into Work', developed to help people with mental health problems find fulfilling work at the right pace – a product of our exciting partnership with Bank of America.

We are also launching another pioneering programme which empowers young people to explore and understand the interconnection between money and mental health – Me and Money, which was funded by Lloyds Banking Group and is launching at the end of 2023. Me and Money will build on our growing Bloom and Your Resilience workshops for young people. It's inspiring to see young people

taking part in more workshops than ever before, helping encourage resilience and skills to build the foundations of a life with good mental health. Our other services like Clic, our online community hub, continue to play an important role and are expanding across the UK, offering more people a space to connect with others and fight loneliness.

In addition to empowering people to live their best possible life at home and school, our services have also aimed to address mental health challenges in the workplace. With many small businesses grappling with the cost-of-living crisis, we have been there to ensure that mental health is a priority in the workplace, exemplified through our recent 'Stronger Mind, Stronger Business' campaign with Lloyds Banking Group.

There is always more work to do, but I look forward to the following year as we continue to grow as a charity and become more able to build a society where people have the tools to promote good mental health in all areas of their lives.



Who we are and what we do

1 in 4 people in the UK has experienced a mental health problem. In a rapidly changing world, we bring together the heritage and experience of four charities from across the country who have been supporting people with their mental health for over 50 years.

We challenge the causes of poor mental health and provide people with the tools they need to live their best possible life at home, school and work.

Vision

Together, we'll better understand and manage our mental health.

Mission

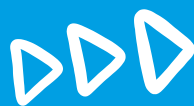
We won't stop until everyone has the tools they need to live their best possible life.

Objectives



Increase

We'll increase knowledge and understanding on how to protect and maintain mental health for everyone in the UK



Deliver

We'll deliver programmes that support people with complex mental health needs



Adapt

We'll adapt so that we continue to meet people's mental health needs and take advantage of innovation and technology



Grow

We'll grow at pace so that we can better support everyone with their mental health

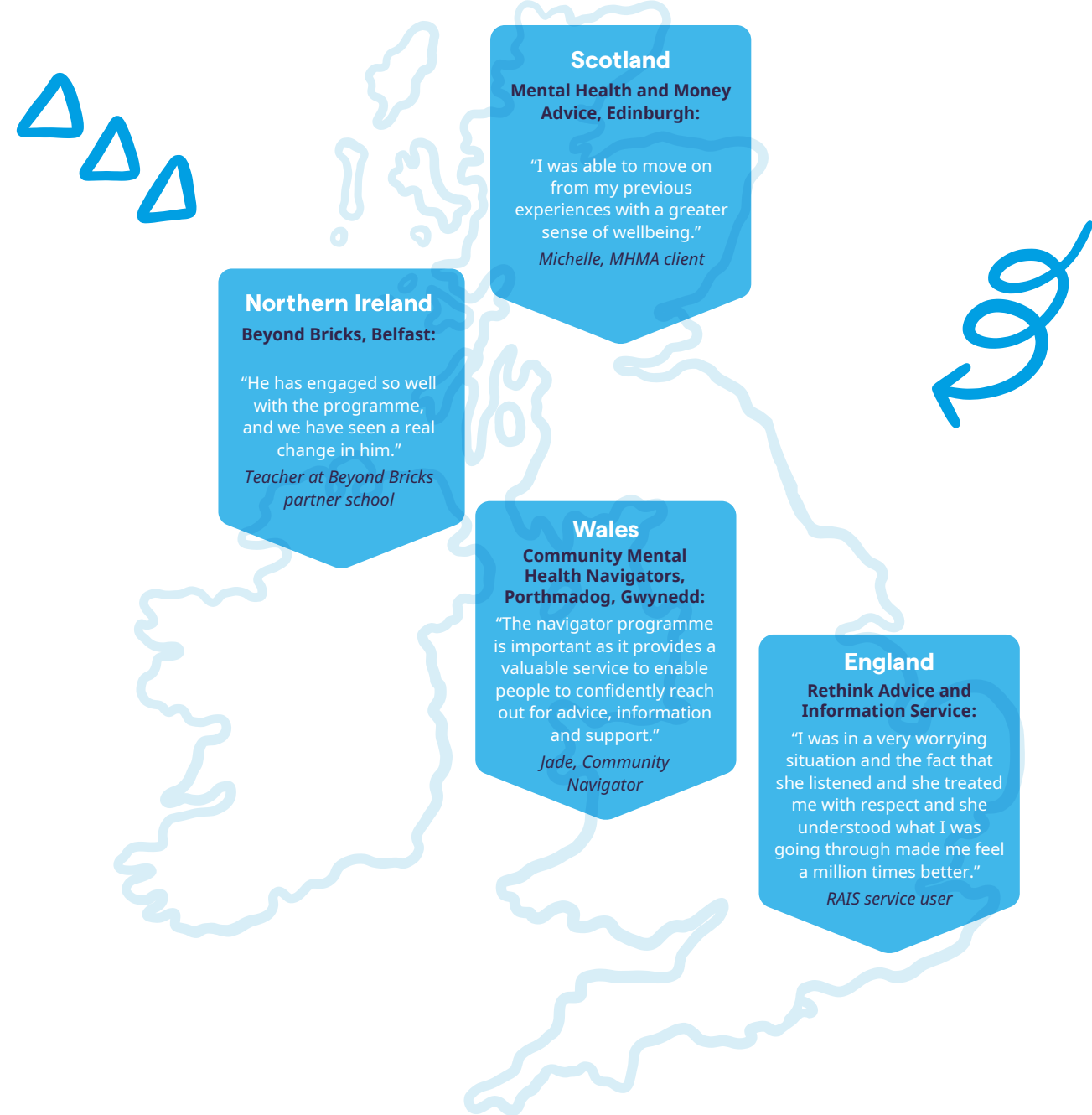


Mental Health UK is a partnership between our four founding charities – Rethink Mental Illness (England), Change Mental Health (Scotland), Adferiad (Wales), MindWise (Northern Ireland).

While we share values and many similarities in approach, we recognise the different environments in which we operate. That's why as Mental Health UK, we develop and deliver projects collectively in pursuit of an overarching vision and UK-wide objectives, but with national delivery recognising local needs and context.



A UK-wide impact



A joined-up approach with our four founding charities



Our Values

Our values are so much more than words – they’re the character, integrity and essence that make up who we are.

Collaborative

We foster partnerships to help everyone in society to understand and manage their mental health.

Empowering

We want to increase people’s resilience and ability to navigate life’s challenges which pose a threat to our mental health.

Inclusive

Everyone has a role to play in helping us achieve our vision and we won’t turn anyone away.

Supportive

We’ll provide everyone with the tools they need to live their best possible life.

Practical

We’re tackling the biggest societal challenges of our time by being solutions focused.

Expert

Knowledge is power, but we’ll use our near 50 years’ worth of sector experience to usher in awareness and understanding around mental health.

Our Impact

at a glance



364,947

downloads
of our information
guides and factsheets

£5,000

the average gain for each
individual supported by



1,169 people received
personalised support
from our advice
service

114,000
young people

reached through our Bloom
and Your Resilience workshops

Bloom

Your
Resilience

Over
1 million

visits to Mental
Health UK's website

250 people
supported

with their housing, money,
employment, physical wellbeing,
and social connections by our
Community Mental Health Navigators



100%

of teachers on the
Bloom programme
feel capable of
discussing mental
health resilience
and wellbeing

1,672

participants on our
mental health
training courses



Clic

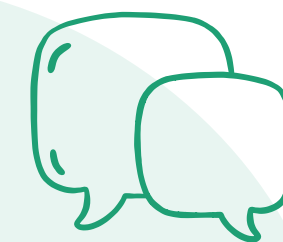
3,470

new users
on Clic*
*9,902 total users



5,893
calls,
emails and
webchats

responded to by our advice
and information helplines



Objective No.1

We increase knowledge and understanding on how to protect and maintain mental health for everyone in the UK.

Our goals

1. People across the UK have:

- Increased awareness of mental health conditions and how to protect and maintain mental health.
- Improved access to high quality, evidence-based advice, information and support on mental health conditions and how to protect and maintain mental health.

2. Employers have established mentally healthy work environments where stigma is reduced and employers are supported and encouraged to protect, manage and maintain mental health.

3. Young people aged 14–18 are equipped with the knowledge and tools to manage their mental health through life's transitions.

Our projects

- Advice & Information
- Training
- Workplace Mental Health
- Bloom & Your Resilience Young People's Programmes

The world we want to see

A society where people have the knowledge, understanding and tools they need to confidently protect and maintain mental health, while learning and working in mentally healthy environments where stigma is reduced and they feel both supported and encouraged.

Resilience

- Is something we use every day
- Is a process (something we do rather than something we just have)
- Helps us get through the 'not so fun' times

Bloom

Education is a key part of helping people better understand their mental health. Last year, there were over 1 million visits to Mental Health UK's website, a 35% increase on the previous year with three quarters of visitors viewing content on our advice, information and support pages.

With over 200,000 followers across our social media channels, 271 mentions in the media and top three search rankings for our 'Just' Anxiety? Mental Health Awareness Week campaign, more people across the UK have been able to access quality, evidence-based information about mental health.

For those who need further advice and support, our founding charities Rethink Mental Illness and Change Mental Health run helplines offering practical information on living with a mental illness, your rights, financial support and much more. In 2022, almost 6,000 people were supported by Rethink's Advice & Information Service (RAIS) in

England with 94% reporting that they had a greater knowledge of the support available to them after talking to our advisors. Although RAIS support as many people as possible, three in every four calls go unanswered due to limited capacity, highlighting demand for the service.

We know how important a psychologically healthy workplace is for mental health, which is why we introduced a new Workplace Mental Health team to Mental Health UK. Working alongside our existing Training team to provide businesses with informative and progressive support to promote positive mental health in the workplace, the

Case study: Supporting communities close to Cult Beauty's heart

Cult Beauty wanted a partner who they could make a company commitment to supporting, and work with to create new content and resources for communities that are close to Cult Beauty's heart.

This includes LGBTQIA+, Black, Asian and Ethnic Minority communities and people experiencing reproductive lifecycle challenges.

With the support of Cult Beauty, we were able to collaboratively launch our information and advice page for LGBTQIA+ communities, and a dedicated Clic forum. Cult Beauty are supporting us through company donations and by donating a proportion of sales from online products in addition to sharing Mental Health UK communications to their audience.

Alongside this we're also committed to supporting Cult Beauty encourage mental health within their workforce by offering consultancy and expertise to develop and deliver their wellbeing strategy for colleagues alongside deploying training for managers and senior leadership on mental health.

This exciting partnership continues to grow. In June 2023, we strengthened our partnership with Cult Beauty by supporting their 'Can't (Re)touch This' campaign, which is tackling unrealistic beauty standards by ensuring that imagery used online is not digitally altered to unrealistic standards.

"We have partnered with Mental Health UK to instigate impactful, meaningful initiatives that focus on the communities we care about so profoundly."

Alicia Hickey, Head of Sustainability & Social Causes – Cult Beauty



Case study: How Your Resilience is improving mental health at the Newcastle Eagles

A survey conducted by Basketball England found that approximately 27% of basketball players in the UK come from low socioeconomic backgrounds. Lack of funding leaves little available to invest in mental health programmes. As part of their new off-court commitment to players' personal development, Newcastle Eagles Academy asked us to deliver Your Resilience to their entire academy.

"A vital part of our player development framework is nurturing and supporting the social, emotional, and psychological aspects. Players, and indeed coaches, sometimes concentrate on the technical and tactical growth of the player and forget the growth of the person behind the player. I am very proud that we can offer this support to our players."

Ian Macleod, Eagles Development Manager



team are helping ensure that mental health is a priority in our work environments too. Working with organisations from diverse sectors including construction and retail, we provide therapeutic coaching, facilitated peer support, training and mental health champions to help create a positive work culture that promotes understanding and management of mental health, as well as equipping managers and staff with the tools to support themselves and their colleagues.

In 2022, we trained over 1,600 colleagues at businesses across the UK with 91% saying that the training will have a positive impact on culture and

15 coaches from across the Newcastle Eagles Foundation attended Your Resilience training and then 45 workshops were co-delivered to 75 young people in total. From the very first session we were delighted to see high levels of engagement, with one player sharing that she was enjoying having space "for a lot of heartfelt conversations – it was fun and helpful to talk together."

"Listening to the experiences, opinions and ideas of others was beneficial – by acknowledging similar life challenges, they [the players] formed a different bond of compassion."

Louisa Taylor, Your Resilience Training Associate

The programme provided opportunities for players to connect with one another individually, exploring wellbeing and resilience holistically. Players often face additional pressures beyond their sport; coaches highlighted family situations and demands from school as ongoing stressors that were explored and supported throughout the workshops.

practices in their workplace. We also partnered with Lloyds Banking Group to run our Stronger Mind, Stronger Business programme. Through this partnership, we were able to offer over 1,200 small business owners access to therapeutic coaching sessions to promote good mental health and encourage resilience at a time when businesses across the country are struggling post-Covid and grappling with a cost-of-living crisis. Stronger Mind, Stronger Business was promoted via a national media campaign featuring radio, newspapers, and podcasts.

We continue to deliver our Young People's Programmes: Bloom in educational settings

and Your Resilience in the community, Child and Adolescent Mental Health Services (CAMHS) and elite sports talent pathways. Both programmes aim to equip young people aged 14–18 with the knowledge and tools to build and maintain their mental health resilience during life's transitions.

Last year, we delivered over 1,000 workshops, trained almost 2,400 teachers, professionals and coaches and reached over 114,000 young people through Bloom and Your Resilience. We know both programmes are having a positive impact in preparing young people for the future with 86% of those who took part in workshops reporting that they are more aware of their mental health resilience and 92% confident in their understanding of mental health.

We are also excited to be looking to the future, with the development of two new programmes working to help young people manage their money better and to help those experiencing mental health challenges find their way back into fulfilling work. Building on our current programmes, we look forward to increasing our ability to give people the tools to live their best possible lives, whether that be at home, school or work.



Case study: Learning for life with Bloom: Supporting alternative provision students to flourish



There is a great need to support the mental health of children and young people in alternative provision education. Despite the identified need, there is a lack of sufficient support and funding for these schools. This has certainly been the experience of staff at Kings Mill Special School in the East Riding, Yorkshire who have felt frustration at the lack of support available to them and their students.

Kings Mill Special School got in touch with the Bloom engagement team to see whether we might be able to bring our programme to their school, which resulted in the school signing up to our co-delivery programme. 20 Kings Mill students and 13 teachers took part, inspiring the whole staff team to learn more about mental wellbeing and bring Bloom tools and techniques into their work on an ongoing basis.

The delivery of this programme to an alternative provision school built on experience gained from training 90 staff at The Complete Works, an Alternative Provision school with campuses across London.

Students at Kings Mill responded well to the content – particularly the friendship session, which provides techniques to manage conflict within friendships – and staff also expressed that they found the workshops on managing negative self-talk useful. Staff plan to use the content to support both students and staff in the future, creating a better mental health culture for all in line with Kings Mill's motto – 'Learning for Life'.

"Bloom is a rich resource with plenty of tools that can be adapted to work well with students in alternative provision. We created new scenarios that were aligned with life events the students would relate to. There is plenty you can experiment with and adapt to meet the needs of your students."

Helen Williams, Bloom Training Associate



Case study: Stronger Mind, Stronger Business

After noting the impact of the pandemic on small business owners, Lloyds Bank partnered with us to provide an online toolkit of mental health related material and an industry-first pilot of free therapeutic coaching to UK based small businesses. This meant we could help hundreds of local businesses like Cultureville.

Adeola and Ronke Jane Adelakun founded Cultureville in Manchester in 2018 to reconnect with their heritage and make modern African fashion more accessible in the UK. It has since become an award-winning fashion brand, yet during the pandemic, both their business and mental health were significantly impacted.

As part of the Stronger Mind, Stronger Business programme, Adeola and Ronke Jane each worked with a coach which gave them a place to talk, plus effective tools to deal with mental health pressures and tactics to build up their resilience.

“With Covid, Brexit and cost of living, you just can’t catch a break,” Ronke Jane says. “But Lloyds Bank’s therapeutic coaching is such an incredible initiative. We’re so excited for all the businesses that get to take part and have no doubt it will be hugely beneficial in building coping strategies to get through unprecedented times.”

Ronke Jane, Co-Owner, Cultureville

“That’s why this unique partnership with Mental Health UK is so important, providing small business leaders with access to targeted support services and resources that can help build resilience and give them the confidence to navigate this economic cycle, and develop and grow their business in future.”

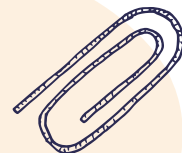
Dan Stewart, Head of B2B Marketing, Lloyds Bank

1,140 small business owners, signed up to the programme



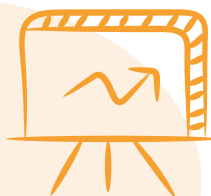
98%

of respondents rated their experience as good or very good



83%

of respondents reported that therapeutic coaching has had a positive impact on their business



Case study: Education through our Rethink Advice and Information Service

The Rethink Mental Illness Advice and Information Service offers practical advice via telephone on a wide range of topics such as The Mental Health Act, social care, welfare benefits, and carers rights. It also offers general information on living with mental illness, medication and care. This service, which is funded by Mental Health UK, shared important mental health advice to over 6000 people in 2022, these are some of their experiences.

“The staff member I spoke to today was extremely compassionate, she allowed me a lot of time to talk in complex detail and I know she was actively listening and she was really thinking hard about what range of support would be available to me and the sort of difficulties I am experiencing. I really felt respected and valued and I feel like I will have a way forward and so thank you.”

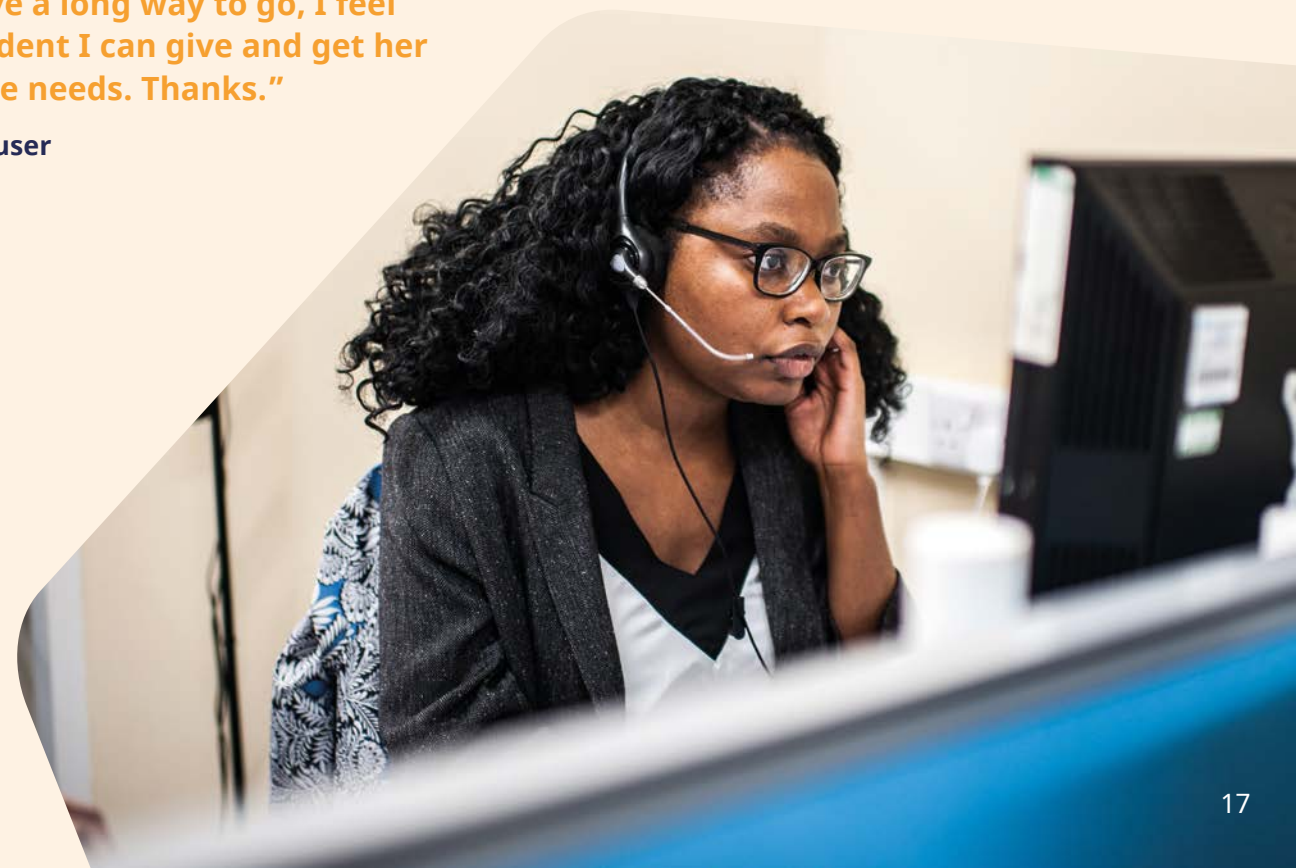
RAIS service user

“I just wanted to say that the lady who helped me has taken me out of a very very dark place. I was in a very worrying situation and the fact that she listened and she treated me with respect and she understood what I was going through made me feel a million times better. So thank you, thank you very much.”

RAIS service user

“I feel out of all the organisations I have contacted the information you have given me is the most relevant and useful. I actually feel like I can get a handle of this situation now and whilst we still have a long way to go, I feel more confident I can give and get her the care she needs. Thanks.”

RAIS service user



Objective No.2

We deliver programmes that support people with complex mental health needs.

Our goals

People living with mental health problems across the UK:

1. Can navigate the system and get access to the support and services they need to thrive in the community.
2. Feel better connected to others and less isolated and lonely, both online and in the community.
3. Can better understand their finances, manage their money and improve their financial wellbeing.
4. Are physically active and living healthier, more active lives.
5. Are in employment that has a positive impact on their mental health and quality of life.

Our projects

- Mental Health & Money Advice (MHMA)
- Clic
- Navigators
- Helping Communities Prosper
- Rural Connections
- Into Work

The world we want to see

A society where those who live with a mental illness can access non-clinical support that ensures they stay well and out of crisis.

With the right support at the right time, we believe that people living with mental health problems can truly thrive.



Working in partnership with our four founding charities: Rethink Mental Illness (England), Change Mental Health (Scotland), Adferiad (Wales) and MindWise (Northern Ireland), Mental Health UK delivers programmes which support and empower people with complex mental health needs to live their best possible lives. Together, we aim to tackle the causes of poor mental health in people's lives, focusing on our homes, schools, and workplaces.

Our Mental Health & Money Advice (MHMA) service delivers a remote-access casework service for people living with mental health and money problems. Caseworkers have a full understanding of the money issues that affect people living with mental illness. By providing support with welfare benefits claims and finding solutions to any debt problems, the service helps people increase their income. There is also a website that provides a wealth of information

on how someone can manage their money whilst experiencing a mental health problem.

Last year, the service was primarily funded by Mental Health UK's partnership with Lloyds Banking Group until February when we won two contracts to deliver debt advice from the Money and Pensions Services (MaPS) in England. We also launched a successful pilot with Scottish Gas Networks (SGN) to deliver energy advice alongside our usual financial advice and support to their customers in Scotland. This pilot has been expanded to Southern England for 2023 with a view to rolling out the service across the whole of the UK with funding from other gas distribution networks.

These numbers highlight the impact of the cost-of-living crisis in the UK and the impact on people's mental health and wellbeing. We responded directly to the crisis with our cost-of-living toolkit which

Case study: Mental Health & Money Advice

Applying for Personal Independent Payment (PIP) with the support of the Mental Health & Money Advice service.

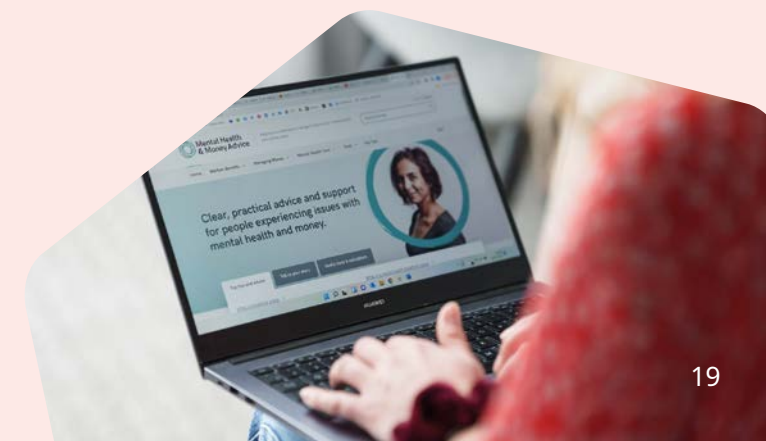
Having experienced rheumatoid arthritis and osteoarthritis – even the simplest of tasks were difficult for Michelle. She was referred by her Social Prescribing Link Worker to the Mental Health & Money Advice (MHMA) Team to support her application. Having experienced stress applying for PIP in the past, Michelle didn't know if she could go through that process again. This time, having the MHMA team on her side made all the difference.

Michelle had several calls with her advisor over a few weeks where she explained how she could help throughout the process. The advisor gathered detailed information about Michelle's mental and physical health conditions, and then discussed how Michelle's conditions affected her mobility and daily living tasks in a supportive and empathic way.

Following an appeal of her old rate, Michelle was awarded an enhanced rate for both the daily living and mobility components. With the cost-of-living crisis the financial benefit was even more critical.

"With the careful support and advice of the Mental Health & Money Advice Team I was able to go through the whole process, not only was a positive financial outcome achieved – I was able to move on from my previous experiences with a greater sense of wellbeing."

Michelle, MHMA service user



Mental Health & Money
Advice provided personalised
casework support to

1,169 people
in 2022
an 18% increase
on 2021

provides advice and information on managing both money and mental wellbeing at a time when people's bills are going up.

Collectively, our casework service achieved financial gains of £5.8 million which equates to almost £5,000 for everyone who engaged with the service in 2022. 80% of Mental Health & Money Advice clients report that they are better equipped to manage their money after working with the service. In 2023, we will be expanding access to Mental Health & Money Advice,

Our website
mentalhealthandmoneyadvice.org
also saw over

1 million
visitors
a 28% increase
on 2021

enabling people to contact our caseworkers without needing a referral from one of our partners.

2022 was also the last full year of our Navigators programme which piloted a new model of holistic community-based support within GP surgeries for people experiencing mental illness.

By placing four Community Mental Health Navigators in GP surgeries across the country, we were able to support over 250 people with the

non-clinical needs that impact on their mental wellbeing; needs such as obtaining financial and housing advice, accessing foodbanks, submitting benefits applications, finding jobs or volunteering opportunities and attending support groups.

An independent study of the programme pilot found that clients reported improved confidence, self-worth, purpose and physical health, and were more likely to engage in and maintain positive health behaviours. The programme also enabled healthcare services to move support upstream into the community, easing pressure on the NHS at a time of increased demand and growing waiting lists. 100% of clinical staff working with our Navigators said that the pilot had a positive impact on their job satisfaction.

Although Mental Health UK's pilot programme has finished, we continue to grow the successes of the programme via our founding charities with Rethink Mental Illness and Adferiad successfully funding four Community Mental Health Navigator posts in England and 12 'Social Navigator' posts in Wales. Interim funding has supported the continuation of the Navigator pilot in Scotland pending new opportunities to finance the expansion of this programme.

One of the 'Social Navigator' posts in Wales is linked to our Rural Connections programme and funded through our partnership with Neptune Energy. Year two of the programme saw us continue to build links with other charities, businesses and service providers to overcome some of the barriers people with mental health problems face when trying to access support in rural parts of Great Britain and Northern Ireland. Across Somerset, North Wales and rural Scotland, we engaged with almost 750 individuals, building understanding and awareness and signposting them to available support and services.

Through 2022, we continued to deliver Clic UK, our free online community that helps people to connect and share with others with the aim of reducing loneliness and isolation. Almost 3,500 people joined Clic UK and our new local

Case study: Community Mental Health Navigators, helping isolated communities

Jade is a Community Mental Health Navigator for the North Wales region. Based in Porthmadog, Gwynedd within a resource centre operated by Adferiad, she also works in the resource centre supporting people with mental health issues, so the navigator role compliments this other position.

The Navigator programme has created a point of contact to gather and share information on the appropriate support services available for clients to access. It's allowed navigators to signpost them to these services and help them overcome any barriers they may have to accessing support.

An example of this was seen when Jade supported one couple to each seek and access support for themselves both individually, as they both have their own mental health problems, and as carers for each other. They're now both being supported by the Community Mental Health teams in their own rights, a counselling service, and they're also receiving help around their financial situations.

"The navigator programme is important as it provides a valuable service to enable people to confidently reach out for advice, information and support."
Jade

Case study: Building Bridges with Gypsy, Roma and Traveller Communities (Birmingham)

In Birmingham, the Building Bridges project is working with Gypsy, Roma and Traveller (GRT) communities to reduce mental health stigma and improve access to mental health support and services for these groups, who have traditionally been marginalised, so that they can live healthy and fulfilling lives.

The project works closely with the communities to identify the most appropriate messages and means of intervention/support required.

The engagement has been positive. We spoke to one family who were nomadic in Romania (their country of origin) and now live in south Birmingham in social housing. This is what they told us (with their 11-year-old child able to provide a translation):

"I'm so happy my mum and her friends now have somewhere to come. We sometimes get teased because we are Romanian and that makes me sad. We just want to be included. We feel included here."

Participants of the Building Bridges programme, Birmingham



community platforms serving Bristol, Wiltshire, Swindon and Gloucestershire in the last 12 months, taking the total number of registered users to just under 9,000. These new local sites link in with services provided by our English founder Rethink Mental Illness in those areas and provide users with 24/7 access to information resources, signposting and online peer support. Nearly two-thirds of Clic users report that Clic has had a positive impact on their mental health, while over 80% would recommend the platform to somebody else who is struggling with their mental health.

Last year, we also launched Bloom on Clic in partnership with our Young People's Programmes, providing education staff with an online support platform. A total of 547 teachers have signed up to the platform so far and 424 have successfully completed e-learning based on Bloom's workshops. By using Clic to expand access to our Bloom programme, we hope to enable even more teachers to support their students' mental health and wellbeing.

The final year of Mental Health UK's partnership with Lloyds Banking Group saw us deliver the Helping Communities Prosper programme. If the first five years of our partnership delivered national programmes in Mental Health & Money Advice, Bloom and Clic, then 2022 was all about getting local. In total, we delivered over 100 projects in local

communities from Somerset to Fort William, Magherafelt to Anglesey, including pioneering innovative projects with Black and Minority Ethnic communities that have traditionally been underserved when it comes to accessing mental health support. As well as increasing access to vital services post-pandemic, these projects have strengthened our understanding of the needs of communities across the country.

In Bristol and Halifax, we have worked with individuals, faith and community groups to co-produce new services for people living with mental health problems. Weekly yoga classes, music therapy and digital art groups (Bristol) have provided a way for people to re-engage with others and establish a support network, as well as enabling us to link them with other community mental health services across Bristol. In Halifax, we have supported local community groups such as Mums on a Mission who set up a Boxercise training programme. This programme has enabled 15 participants from BAME backgrounds to qualify as Boxercise class facilitators and peer support advocates, building mental health awareness and widening access to support in the community.

In Birmingham, our Building Bridges project has worked with Gypsy, Roma and Irish Traveller (GRT) communities and those that work with them to reduce mental health stigma and improve access to mental health support and services. Research shows that GRT communities face significant barriers to accessing support and services and as a result face significant health inequalities including a higher prevalence of anxiety and depression compared with settled populations.

Our work in Birmingham has focused on building connections with the Roma community in Ward End in partnership with the Unity Hub, a local community centre. We have delivered a weekly cafe for community members to come together and access support with applications for settled status and other services. Due to mental health stigma in the community, staff steered away from talking explicitly about mental health at the start, however as relationships have been built, people have started to open up about their worries and the pressures they're facing, enabling us to deliver workshops on wellbeing and signpost to other services.

Learnings from our work in Ward End have supported us to develop other connections across the city with service providers and local community groups. Our England partner Rethink Mental Illness has helped establish a GRT Network in Birmingham to share learning on how to better engage communities, increase understanding and break down barriers and influence change in the health & social care system.

In Belfast, our Northern Ireland partner MindWise took learning Bloom and Your Resilience to deliver Beyond Bricks, a new project that deploys LEGO™ therapy in primary schools. The programme was developed in response to research which found increased levels of stress and anxiety among children in Northern Ireland due to Covid-enforced lockdowns and school closures. Co-designed with primary school students and co-delivered with teachers, Beyond Bricks supported children to

learn and develop better ways to manage their emotions, focusing on five key aspects of emotional wellbeing: self-awareness, motivation, self-control, social resilience and coping. The impact of Beyond Bricks has been huge for the 250 children who took part in the programme. 88% say that they are now better equipped to understand and express their emotions, with 100% of teachers surveyed reporting that their students have improved emotional literacy skills.

MindWise have secured local funding to continue to deliver Beyond Bricks in 2023, while other projects and roles funded through the Helping Communities Prosper programme (such as the Mental Health Cafe in Edinburgh and the Minority Communities Navigator project in Cardiff) will also continue, utilising a combination of Mental Health UK and local funding to continue delivering support for those who need it.



Case study: Beyond Bricks in Belfast

Mental Health UK's partner charity in Northern Ireland, MindWise, delivered a 12-month programme called Beyond Bricks from January 2022–December 2022. The programme was delivered in primary schools in Belfast, to support P6/P7 pupils recover from the impact of the pandemic, using a recovery to discovery approach, to enhance their current and future mental health and wellbeing.

One of the most enjoyable techniques used was LEGO™ therapy – a fun, multisensory type of group play therapy that can help children develop their social skills. During the sessions, the facilitator guided the groups through a semi-structured

LEGO™ play session, and the children took turns trying out different roles. These roles helped the children expand their type of play and taught important skills that carry over into everyday life.

"A boy in our class lost his dad in November 2021, he has been really struggling to cope with his emotions and had been losing his temper quickly. He has engaged so well with the programme, and we have seen a real change in him."

The other day his mum thanked me for the change she had seen in him. He had told her how happy he was that he had got a full week of lunchtimes playing with and friends and said this was because he has learnt about how to control his emotions better in the Beyond Bricks programme."

Teacher from a partner school



Supporting objectives Nos.3&4

We adapt so that we continue to meet people’s mental health needs and take advantage of innovation and technology.

We grow at pace so we can better support everyone with their mental health.

Our goal

Mental Health UK and our four founding charities have built our capacity to increase knowledge and understanding and deliver innovative programmes that support people with their mental health.



Our approach

- Partnerships & Fundraising
- Diversity & Inclusion
- Sustainability

The world we want to see

A society where people are empowered to understand and manage their mental health and have access to the tools they need to live their best possible lives.



Six years after we were established by our four founding charities, Mental Health UK continues to go from strength to strength. Supporting more people than ever before to access the support they need. Whether that’s online via our websites, including Clic, or our frontline programmes and services including Mental Health & Money Advice, Bloom and Helping Communities Prosper.

None of this would be possible without our fantastic supporters: businesses and organisations, families and individuals from every corner of the country who have recognised the scale of the challenges facing the nation’s mental health and mobilised to respond through Mental Health UK.

As demand for mental health support grows, particularly in the face of economic insecurity and a cost-of-living crisis, it is vital that Mental Health UK continues to be agile, creative and driven to respond effectively. The case studies highlighted here are just

a few examples of how we build partnerships with those who want to make a difference, particularly for marginalised or underserved communities whose mental health needs have traditionally been ignored or gone unmet.

Together, we are committed to not only responding to people’s needs, but also tackling the causes of poor mental health in homes, schools and workplaces across the UK.

Case study: a new partnership with Bank of America

We’re excited to have entered a two-year partnership with Bank of America in 2023/24. The partnership marks a new chapter in our journey as a charity and will contribute towards bringing mental health advice and programmes to those who need it most.

Through fundraising and other efforts, Bank of America is aiming to contribute an incredible £1 million by the end of their partnership with us and are generously funding one of our new programmes called Into Work – a holistic service

that provides wraparound support tackling the barriers people face with their mental health to support them back into employment. Their funding will also be helping us to develop an online ‘Employment Hub’ which will provide relevant and accessible information and resources on employment and mental health.



Case study: Lloyds Banking Group partnership coming to an end

All great things must come to an end, and that is the case with our partnership with Lloyds Banking Group after six amazing years. We partnered with Lloyds Banking Group in 2017 and together we have amplified the conversation around mental health and empowered millions of people to look after their mental wellbeing.

The commitment of the Lloyds Banking Group team was integral to the success of this partnership, who smashed targets year after year to raise more than £16 million in all. We've gone far beyond expectations again and again, and together, given vital support to millions of people across the UK.

“What we’ve achieved working together throughout the last six years is outstanding – a true partnership on so many levels. It just goes to show what’s possible when you have a common purpose, 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.”

Lloyds Banking Group spokesperson

From launching our Money and Mental Health service in 2017, to 6062 colleagues taking part in Walk The Talk events, raising an incredible total of £627,39, all the way to helping launch Clic, Lloyds Banking Group have been crucially important in helping Mental Health UK deliver help to those who need it most.

Even though our fundraising partnership is coming to an end, their passionate commitment to mental health remains as strong as ever. In that, Lloyds Banking Group and Mental Health UK will always be by each other’s side.

Check out some of the key achievements over the years:

£16 million
raised over six years



2,800 
mental health advocates
trained to raise awareness,
and signpost others to support

2 million
people

have found information and
support on the **Mental Health
& Money Advice website**



Case study: Trekking in the Sahara for Mental Health UK

There are so many ways to creatively fundraise for Mental Health UK. For Katie, this meant spending four days trekking in one of the world’s harshest environments, the Sahara desert. Facing heat, scorpions, dust storms and a lack of service, Katie faced the challenge, but kept the cause of supporting others with their mental health in mind.

“Physically it was also demanding. I’d wake up in the morning some days and think ‘have I really got to do this!’ but it’s incredible how strong your mind can be and once you’re up and about you soon feel much better. What kept me going throughout the trek was the knowledge of the cause I was doing this for. Mental illness can affect anybody at any time and I have seen this first hand.”

Katie



Case study: Pushing the limits for mental health



For 20 years Nicky Forster was a professional footballer, and pushing his body to its limit was a daily part of life. Nicky decided to take this attitude towards life and use it take on the immense challenge of running the NC500. After running a total of 516 miles in just over two weeks, Nicky completed the run, raising thousands for the charity in the process.

For Nicky, exercise also acts as a way of maintaining good mental health, so taking on a challenge like this was the perfect fit.

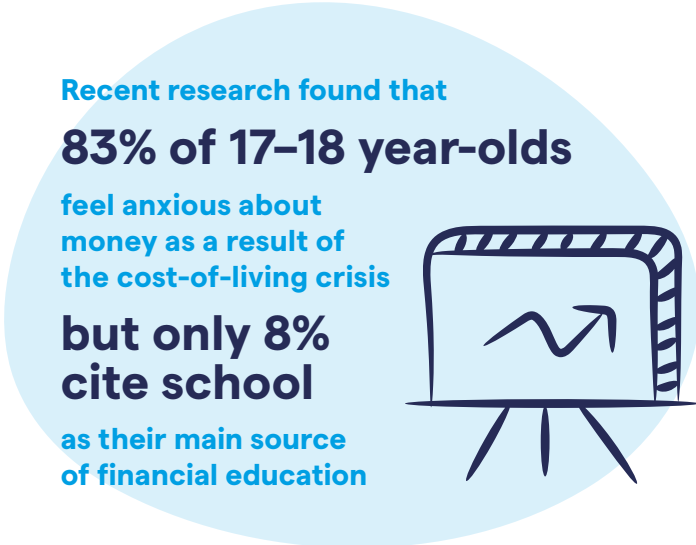
“I’m highlighting that no one is exempt, we all have a mental health, just like we all have a physical health.”

Nicky Forster

The year ahead

2023 will see positive changes for Mental Health UK as we launch two exciting new programmes: Into Work and Me & Money that will draw on our expertise and enable us to have an even greater influence in two areas (employment and money) that we know can negatively impact on people’s mental health and wellbeing.

Our new Into Work programme is a holistic service that provides wraparound support tackling the barriers people face with their mental health in order to support them back into employment. Funded by our two-year partnership with Bank of America, we are piloting Into Work in Gravesend, Harrow and Wrexham over the next two years, aiming to support 200 people to gain employment that has a positive impact on their mental health and wellbeing while also changing the way mental health employment services operate in the UK.



At Mental Health UK we are concerned that if young people feel anxious about money, then these worries will persist or they may become isolated feeling like they can’t afford to do things with their friends, potentially leading to mental health issues like anxiety and depression.

Me & Money aims to equip young people with the tools, knowledge and confidence to manage their money while also understanding the role it can place in impacting their mental health and wellbeing. Bringing together our experience from Mental Health & Money Advice and our Young People's Programmes, 30 workshops will support 450 young people to understand their attitude to money and increase awareness around making financial decisions through real life scenarios. Our aim is to pilot and evaluate the programme to provide proof of concept before scaling up delivery across the UK.

Alongside Into Work and Me & Money, we will continue to deliver our long-standing Mental Health & Money Advice service, expanding access by enabling people to contact our caseworkers without needing a referral from one of our partners. We will also continue to deliver our young people's programmes Bloom and Your Resilience, as well as Clic, Rural Connections and some projects under the Helping Communities Prosper programme. We will do this right across the UK as we continue to challenge the causes of poor mental health in our lives, in our homes, schools and workplaces, providing people with the tools to live their best possible life.



Into Work: Alan's story

Alan's teenage years were defined by living with anxiety and a clinical personality disorder. His anxiety meant he experienced fear and danger on an ongoing basis that interrupted his daily life. Living with a personality disorder impacted how he engaged with the world, his own emotions, and the feelings and actions of others.

For Alan, his mental illness meant he particularly struggled in social situations and being in busy environments full of people and noise. It was hard to prioritise his own mental health. In his words, life had been a truly difficult 'struggle'.

Now 28, he lives in Gravesend with his family and finds some comfort in football; playing on Wednesday nights with a mental health peer-support football club. But mental illness and poor mental health continued to take a toll.

Alan wanted to once again feel a sense of self-worth and accomplishment. Most importantly, he wanted to work. But having tried a number of jobs, including the fast-paced, busy world of retail, Alan found it hard to adjust and his mental health was negatively impacted. He started to wonder if he'd ever reach his goal.

That was when Alan found Into Work.

After being referred to the service, the team immediately saw his amazing potential. Helping him to focus on his strengths, Into Work staff empowered Alan to find roles where he could not only cope, but where he could thrive.

Alan came to realise that what he wanted was a job where he could be outdoors in nature, as part of a small team.

Thanks to Into Work, Alan is flourishing and now has a part-time position as a gardener at a local community project. He hasn't just found work; he's found pride and purpose once again.

What's more, his employers have recognised how much of an asset he is and are in the process of extending his working hours and opportunities. Driven and continuing to develop, Alan is already looking at additional work in other areas of the gardening industry, eager to see future roles and careers that he can embrace.



With special thanks to our Corporate Partners...





Want to find out more?



We exist to challenge the causes of poor mental health and provide people with the tools they need to live their best possible life at home, school and work.

Head to our website to read more about how we are doing this, find the latest mental health advice and donate to help us be there for those who need it most **mentalhealth-uk.org**



Get in touch

mentalhealth-uk.org

020 7840 3008

info@mentalhealth-uk.org

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Health
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