

# OUR IMPACT

## 2021-22



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# WHAT A YEAR WHAT A YEAR

It's hard to believe we're at the end of another year dominated by coronavirus. Beat, and those we support, have faced enormous challenges — rising numbers of people with eating disorders, and an NHS stretched to breaking point.

But thanks to our incredible community, we rose to the occasion.

As NHS waiting lists grew, we kept people afloat. As more people found themselves caring for a loved one, we provided a place to turn.

We **fought harmful policy**, pushed for **better training**, and **supported more people** than ever. We **increased understanding** of eating disorders through virtual conferences, community work and our annual Eating Disorders Awareness Week.

None of this would have been possible without you.  
**So thank you.**





The strides we made over the last year,  
**we made with you beside us.**



This report is a snapshot of what we've achieved together.  
**We hope you feel as proud as we do.**

Our Helpline is now open

**91 HOURS**  
a week

Our services helped people

**127,705**  
times

**98%**

would  
recommend Beat

Meanwhile

**1,401**

people crafted, skydived,  
trekked, baked and ran to raise

**£790,000**

**OUR YEAR  
BY THE  
NUMBERS**



**“What about  
donations?”**

**Glad you asked.**

This year, you donated a staggering...

**£1,130,505**

**WITH EVERY PENNY, WE’LL BUILD A FUTURE FREE FROM EATING DISORDERS**

# CHANGING TIMES.

# NEW SERVICES.







As we emerged from lockdown, eating disorder services were oversubscribed and underfunded. They simply didn't have spaces for everyone who needed them.

## So how did we plug the gap?

# With Support Programmes

# 5

Programmes for people  
with different diagnoses,  
or no diagnosis



Programmes for  
people who can't  
access treatment



Programmes for anyone who  
needs a safe space to talk

## 01.

Momentum uses guided self-help to support people with binge eating disorder in their journey towards a healthier relationship with food.

**"I WOULD ABSOLUTELY RECOMMEND THE PROGRAMME. IT HELPED ME UNDERSTAND WHAT I WAS GOING THROUGH."**

## 02.

Motivate keeps people afloat as they wait for clinical treatment, encouraging them to focus on the hope of recovery.

**"BEFORE MOTIVATE, I FELT INCREDIBLY DESPERATE.  
THIS PROGRAMME GAVE ME MUCH-NEEDED SUPPORT  
I WASN'T GETTING ELSEWHERE."**



## 03.

Bolster recognises that there's no such thing as "not ill enough" for support. It's there to help those without a formal diagnosis.

**"I WOULD'VE BEEN STUCK WHERE I WAS WITHOUT THIS. THE CALLS MOTIVATED ME AND I'D RECOMMEND THEM TO ANYONE."**

## 04.

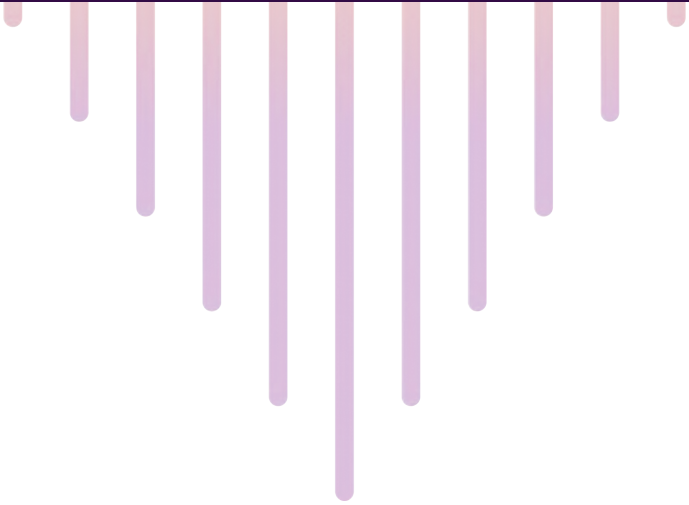
Synergy helps young people and their loved ones face the eating disorder together, giving the whole family a way forward.

**"WE WERE REALLY STRUGGLING TO FIND ANY HOPE OR POSITIVE WAY FORWARD. WE NOW HAVE SKILLS TO KEEP OUR AMAZING DAUGHTER WELL. WE'RE LOOKING FORWARD TO HER FUTURE."**

## 05.

Nexus offers a safe and supportive space for those  
caring for someone with an eating disorder.

**"I'M USING THESE PHONE CALLS, SO THAT I'M WELL  
AND ABLE TO LOOK AFTER MYSELF TOO."**

A series of vertical bars of varying heights and shades of purple and pink, hanging from the top edge of the page.

It's a helpless and heart-breaking feeling to watch a loved one struggle with an eating disorder.

So we developed more services to help those who help.

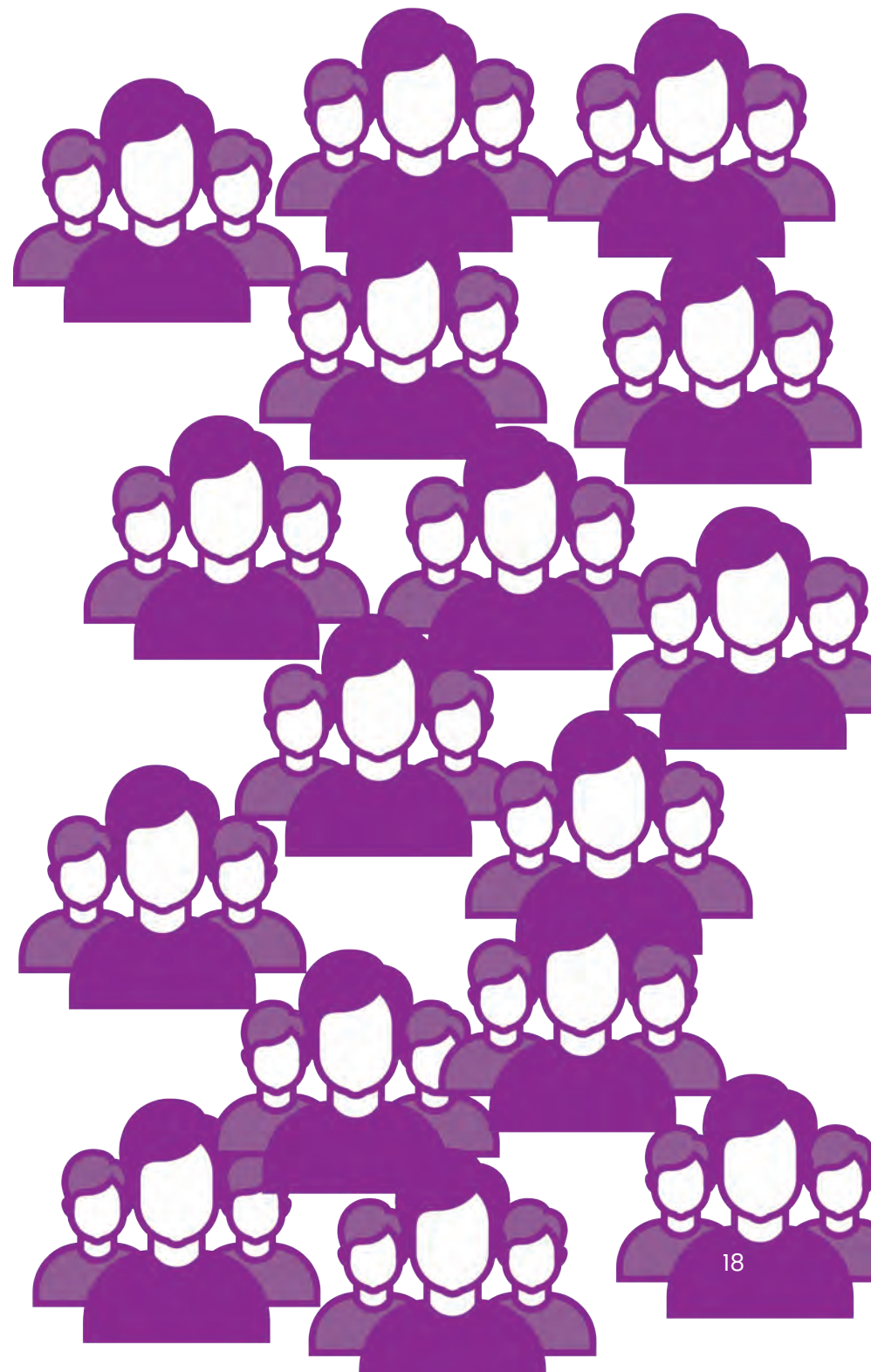
A series of vertical bars of varying heights, transitioning from orange at the bottom to purple at the top, rising from the bottom edge of the page.



**Solace** offers video-based peer-support for anyone caring for someone with an eating disorder. It evolved, with participants discussing boundaries and self-care over eight weeks.

## Our 'Eating Disorders: Support For the Frontline' conference returned,

bringing 584 people together. This included those caring for a loved one and frontline workers who shared ideas and advice.



# POD

It was at Frontline that we launched POD (Peer support and Online Development),

a brand-new platform for anyone caring for someone with an eating disorder. It combines training, peer support, and other resources in one easy-to-navigate space.



3,511  
PEOPLE

have joined POD since it launched in November 2021

**"MY DAUGHTER WAS RECENTLY  
DIAGNOSED WITH ANOREXIA  
NERVOSA. I KNEW NOTHING ABOUT  
HOW TO MANAGE THIS. I HAVE  
LEARNT SO MUCH FROM POD, AND  
HAVE BEEN GIVEN THE TOOLS TO  
SUPPORT MY DAUGHTER IN HER  
RECOVERY."**

# EMPOWERING OUR DOCTORS

On average, medical schools offered under two hours of training on eating disorders.

A fifth provided none at all.

So we worked closely with experts to develop proper training for medical students.

We rounded off a year of conversations with UK medical schools by focusing on better training for Eating Disorders Awareness Week 2022

– and we had an amazing response.

**21**

medical schools have  
introduced or will soon  
introduce in-depth training

**85%**

of UK medical schools have  
engaged with us





# Our supporters made all the difference

During Eating Disorders Awareness Week:



**21**

medical schools  
stepped up

**5,619**

of you signed our open letter

You made

**1,400**

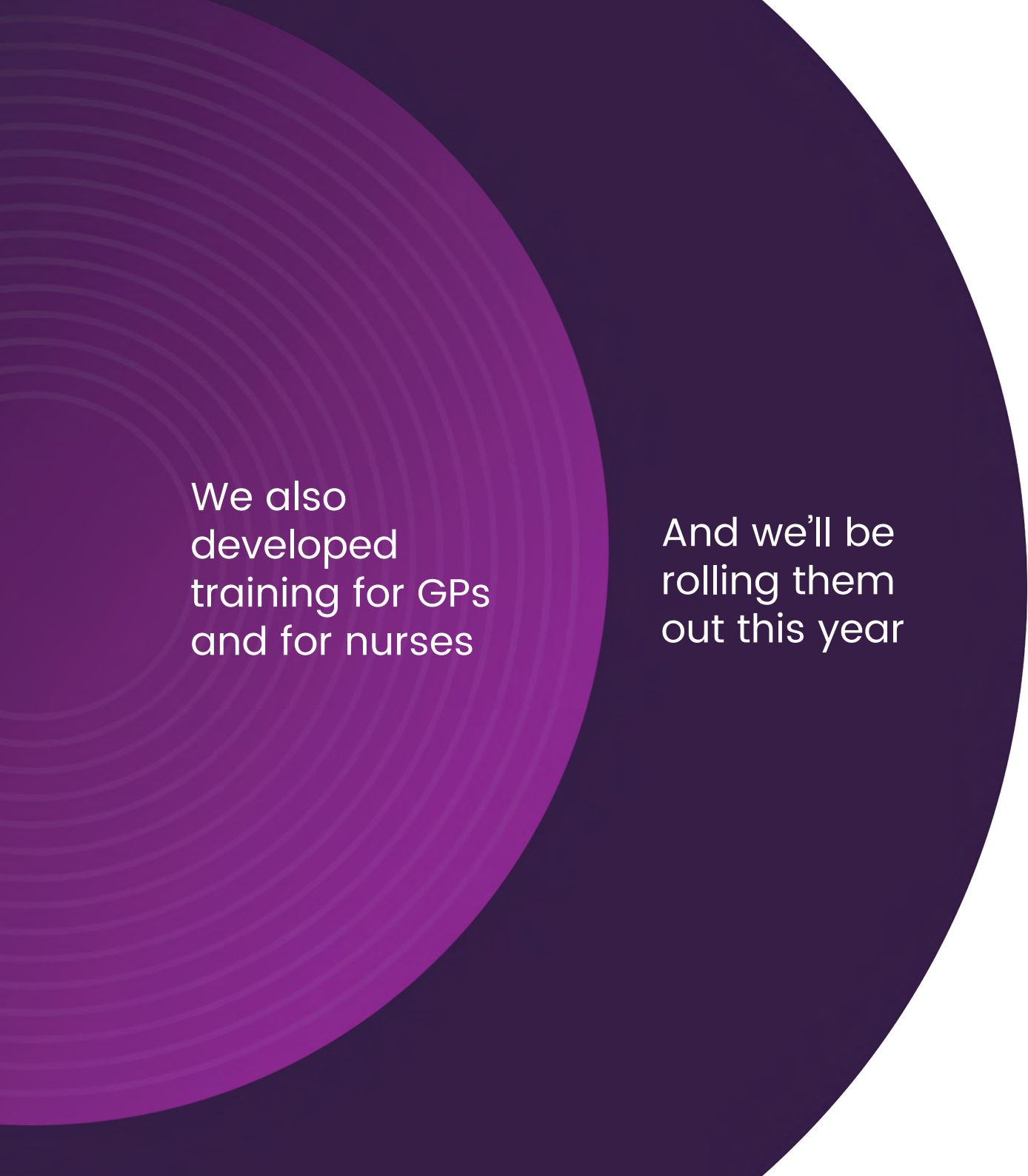
appeals to politicians

You fundraised over

**£39,000**

And donated more than

**£22,500**



We also  
developed  
training for GPs  
and for nurses

And we'll be  
rolling them  
out this year



# LAYING THE GROUNDWORK FOR CHANGE

Some of the most important progress happens slowly. The work we're doing now will make a huge difference in the future.

Over the last year, we...



...highlighted inconsistencies in improvements to Welsh services



...called for proper funding of eating disorder research, and engaged with the people who make it happen



...campaigning for eating disorders to be included in an adult mental health survey in England

# EXPANDING OUR REACH

We're the UK's eating disorder charity.  
And we must live up to that name –  
we're for everyone, everywhere.

So this year we expanded our reach in Scotland, Wales and Northern Ireland. We launched nations-specific Helplines. And we spread our message through our champions of change.





# Making our mark in Northern Ireland

In December 2020, we  
welcomed our first national  
officer for Northern Ireland.

Nicola Armstrong,  
NATIONAL OFFICER FOR NORTHERN IRELAND

HER  
FIRST  
STEP?

Addressing the draft  
Mental Health Strategy.  
This was a huge  
opportunity to make  
eating disorder services  
better for people in  
Northern Ireland.



Thanks in part to our campaign,  
the final Mental Health Strategy  
made ambitious proposals.  
Including...

01.

Immediate referral for anyone  
presenting with an eating disorder

02.

More treatment options, including  
Mental Health Hubs, schools-based  
CAMHS and intensive outpatient  
services

03.

Better connections between  
specialist eating disorder teams  
and general mental health services

# Now we need to see it funded.

So our campaigners  
stepped up.

91

campaigners sent 450 letters calling for  
the Executive to allocate funding for the first  
three years of the Mental Health Strategy

They reached

85/90

members of the Legislative Assembly,  
in 17 out of 18 constituencies

# AND MEMBERS ARE LISTENING

So far, we've had

**19**

**direct responses** from  
MLAs committing their  
support, including the  
Ministers for Finance  
and Health

MLAs have tabled

**16**

**questions** about  
eating disorders

It's been a great first  
year, and we'll make  
sure eating disorders  
stay firmly on the  
political agenda.

# Paving the way in Wales

In 2018, the Welsh government commissioned an independent review of eating disorder services in Wales. It set out a vision for a “world-class” service – and we set out to hold the government to that vision.



Jo Whitfield, NATIONAL OFFICER FOR WALES

We followed their progress closely and held them to account in our *3 Years On* report. How? By calling for...

01.

A new framework for eating disorder services, focused on early intervention and prevention, support for carers, and investment in frontline workers

02.

A permanent National Clinical Lead for eating disorders

03.

People with lived experience to be formally involved in developing and evaluating eating disorder services

While there's still progress to be made, it's been a promising start.

# During Eating Disorders Awareness Week 2022,

Members of Senedd debated this report and the future of eating disorder services in Wales.

They mentioned Beat

# 30 TIMES

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# 11

parliamentary questions about eating disorders were put to the Deputy Minister for Mental Health and Wellbeing

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The government awarded Beat over

# £70,000

to help fund our Helpline — and spaces on two of our specialist support services, Nexus and SharED



**"WHEN BEAT TELLS ME, 'YOU KNOW WHAT?  
THE FRAMEWORK WE CURRENTLY HAVE ISN'T  
DOING IT FOR US, WE NEED TO BUILD  
SOMETHING NEW', IT'S A CLEAR MESSAGE TO US  
THAT WE NEED TO MOVE IN THAT DIRECTION."**

- Rhun ap Iorwerth, DEPUTY LEADER OF PLAID CYMRU



Emma Broadhurst, **NATIONAL OFFICER FOR SCOTLAND**

# Great strides in Scotland

This year, the Scottish government gave us a whopping £219,000 in funding. That meant we could roll out our support programmes in every part of Scotland.

We also partnered with the Church of Scotland Guild. As their members ran brilliant fundraisers for Beat, we helped people in local communities better understand eating disorders. So far, 18 volunteers have spoken about their own experiences to 61 Guilds across Scotland.

**"[AFTER THE VOLUNTEER'S TALK] ONE MEMBER  
SHARED HER FAMILY'S DIFFICULTIES WITH HER  
GRANDDAUGHTER... LIKE ALL OF US, [SHE] WAS LEFT  
WITH A REAL SENSE OF HOPE FOR THE FUTURE."**

- Church of Scotland Guild member

# Our campaign to increase medical training

on eating disorders  
was a huge success:

## All 4

Scottish medical schools have agreed to implement the training

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And during Eating Disorders Awareness Week, MSPs mentioned Beat

## 34 TIMES

in parliament

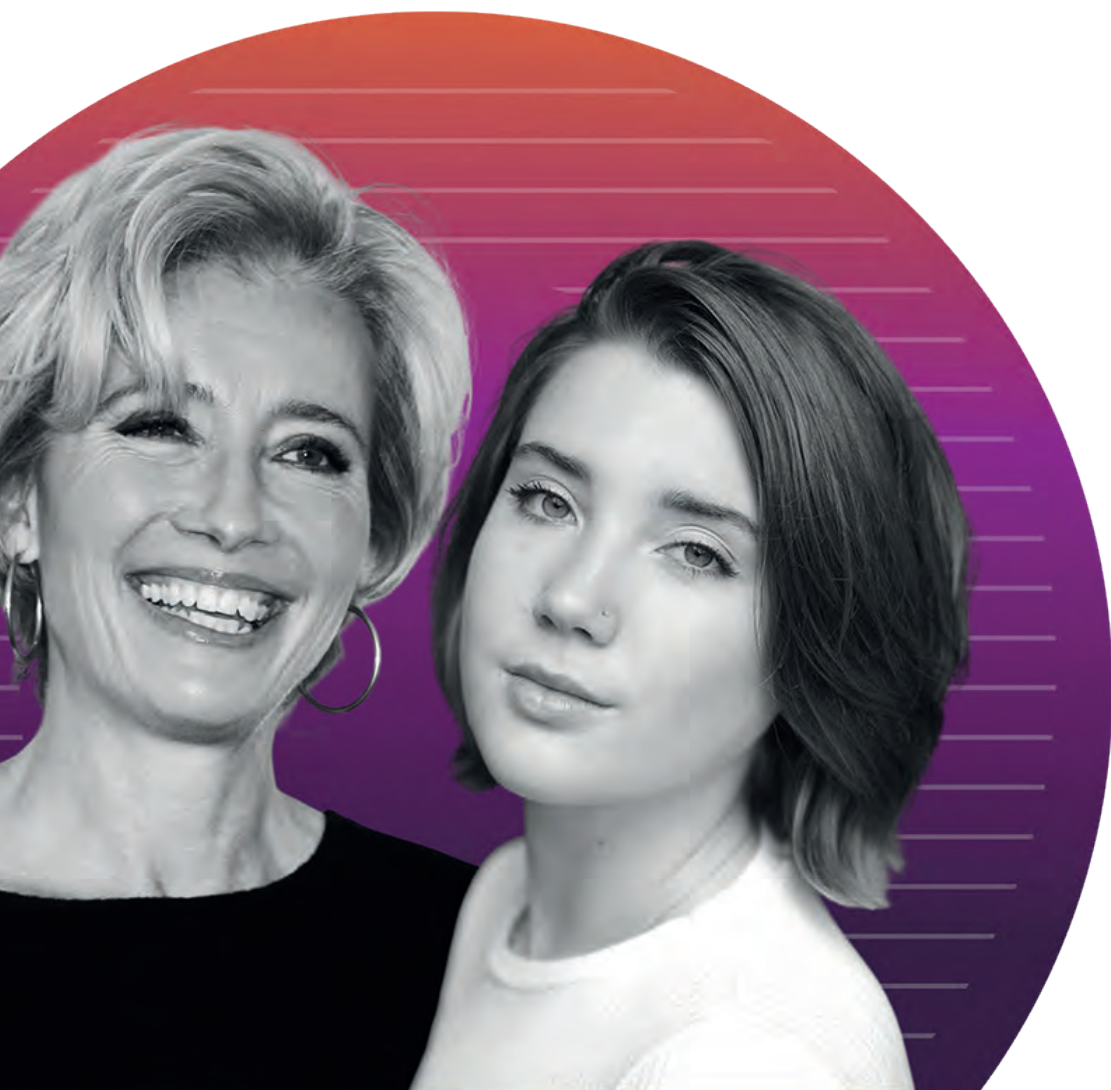
# HERE'S TO OUR GROWING COMMUNITY

With big names on board, our voice grew louder.

And we want to say thank you.







**"BEAT IS THE MOST  
WONDERFUL ORGANISATION. THERE'S  
A LOT OF STIGMA ATTACHED TO THESE  
DISORDERS AND BEAT HELPS TO UNDO  
THAT. THEY PROVIDE A SAFE SPACE IN  
WHICH PEOPLE CAN TALK, HELP EACH  
OTHER, LEARN AND RECOVER. SO I'M  
PROUD AND HAPPY TO SUPPORT IT  
WITH ALL MY HEART."**

- Emma Thompson

Thank you to actor **Emma Thompson** and her daughter **Gaia Wise**

**"HAVING DELIVERED BEAT'S MEDICAL TRAINING IN GLASGOW, AND RECEIVED POSITIVE FEEDBACK FROM STUDENTS I'M KEEN TO DEVELOP IT FURTHER. AS A TRUSTEE AND CHAIR OF BEAT'S CLINICAL ADVISORY GROUP, I'M ALSO DELIGHTED TO BE PART OF THE ONGOING WORK TO IMPROVE EDUCATION AND TRAINING FOR ALL HEALTH PROFESSIONALS. "**

**- DR STEPHEN ANDERSON**



**Thank you to consultant psychiatrist, Dr Stephen Anderson**





**"I'M SUPPORTING BEAT BECAUSE I  
BELIEVE WE NEED TO DESTIGMATISE  
THE CONVERSATION AROUND EATING  
DISORDERS AND OPEN UP THE  
CONVERSATION TO PEOPLE OF ALL  
AGES AND BACKGROUNDS."**

– Shareefa J.

Thank you to body positivity model, **Shareefa**

and thanks to

# YOU

Thank you for campaigning, volunteering,  
donating, fundraising and sharing your stories.

# TOGETHER, WE CHANGED LIVES.





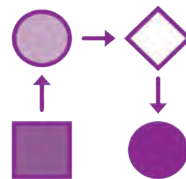
# SO WHAT'S NEXT?



# WE SAY GOODBYE TO THE PAST YEAR AND LOOK TO THE COMING ONE AS **MORE PEOPLE TURN TO US FOR HELP.**



We continue to expand our reach,  
increasing understanding of eating  
disorders across the UK



We adapt and add to our services,  
to meet the changing needs of  
those we support



And we keep holding the government  
and healthcare services to account

We hope you'll join us








- AWEDSIG
- The Aviva Foundation
- City Bridge Trust
- Department of Health and Social Care
- Edward Gostling Charitable Foundation
- Former EMS
- Fuller Endowment Fund
- John Armitage Charitable Trust
- John Wiley and Sons
- London Community Response Fund
- Mazar's Charity
- Orri
- PF Charitable Trust
- PHJ Wills Charitable Trust
- Sir Halley Stewart
- Stone Family Foundation
- SWAN
- Upstart Foundation
- Vogelgezang Foundation
- Wales Mental Health Network
- Young Scot
- And our partners in the NHS



# Beat

eating disorders

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