

The logo for Beat Eating disorders is located in the top left corner. It consists of three overlapping circles in red, teal, and orange. The word "Beat" is written in large white letters, and "Eating disorders" is written in smaller white letters below it.

**Beat**  
Eating disorders



**Our impact  
2018-19**

# Beat exists to end the pain, among people affected



**We make sure those suffering understand their illness, are supported into treatment and empowered towards recovery.**

**28,732**

people used Beat's Helpline services.

**191%** increase in people helped in March 2019 vs April 2017.

After calling Beat's Helpline,

**96%** know where to go to find support.



**We help families to support their loved ones through and out of treatment.**

**24** volunteer Echo coaches trained to give peer to support to other family members currently supporting a loved one in recovery.

**204** carers increased their skills at training courses and conferences.

**Eating disorders destroy lives and can be fatal.**

**They are serious mental illnesses and include anorexia, bulimia and binge eating disorder.**

**There are 1.25 million people suffering in the UK, with around 130,000 falling ill each year.**

**They steal childhoods, devastate relationships and pull families apart.**

**Parents, siblings and other family members are also seriously affected.**

**They can play a key role in recovery, but only if they have full understanding and support.**

**They commonly report not having been given useful information, so they can't stop things worsening while waiting for treatment to start.**

# suffering and loss of life by eating disorders.



**We ensure key individuals can spot early signs of eating disorders and know how to encourage those affected into treatment.**

**564** professionals in schools trained to support students into treatment quickly.

We are funded to deliver training courses in **28%** of UK state secondary schools.

Beat mentioned **2,199** times in press, online, television and radio to raise awareness of eating disorders.



**We campaign for better services, based on the experience of our beneficiaries and the expertise of clinicians.**

**4** debates across Westminster and Holyrood.

**41** meetings with MPs to make sure eating disorders get their attention.

Stereotypes have us believe eating disorders only affect young, affluent, white females, but they can affect people of all ages, genders and backgrounds.

Secretive, hard-to-spot, and with the general public and key individuals often unaware of signs and symptoms, eating disorders hide away for an average of three years before people seek help.

Those recovering face six years of waiting, therapy, semi-recovery and relapse before they get better.

PwC estimates that this costs the NHS £4bn per year.

But it doesn't have to be this way: if someone starts treatment early, they have a good chance of making a rapid and sustained recovery.

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among people affected by eating disorders.**

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# Welcome

Before you read this introduction, I'd ask you to turn to page 13 and read the things that a selection of MPs said during a debate earlier this year. These are people from across the political divides, all paying tribute to the inspirational work done by you – Beat's campaigners, supporters and ambassadors.

It's your work that has made the results we've achieved this year possible. Those parliamentarians, and many more like them, have been moved by your stories and your determination to ensure that others don't have to suffer in the same way that many of you have. But these aren't just warm words. They demonstrate that together we are having an impact.

Two years ago, Beat set up a small Campaigns team to call for better and more generous government policy across the UK. The fruits of the team's labour are starting to emerge, as we see children and young people treated faster in England, the expectation that Wales will at least match this, and the new NHS Long Term Plan committing action and funding for better eating disorder services for adults. Meanwhile, progress is being promised on improving education for student doctors and health professionals, while obscure NHS England budget rules that disincentivise investment in early intervention are being challenged. It's changes like this that will help mean future generations won't face the obstacles we face today.

But the Campaigns team hasn't done this on its own – it's only worked because you are behind us. And it's not just in campaigning where you can see your contributions playing a part.

Beat's helpline and support services helped over 28,000 people last year. That's 11,000 more than the year before and part of the increase is thanks to Beat supporters who are volunteering to help, whether by answering emails and webchats from home or by providing coaching for carers through our pioneering Echo programme.

Echo is a great example of how your fundraising can shape our strategy. You can read Nick's story on page 19 of how his experiences as a father inspired him to raise the money we needed to kick start this incredible service. But none of our work is possible without your donations and sponsorship, and for that, Beat – and everyone we support – is extremely grateful.

Of course, it's not possible to look back on our successes without reflecting on the fact that there's so much more to do. We need more policy changes and more NHS funding, especially in Scotland and Northern Ireland. We want to help three or four times as many people as we currently do. And we need to expand our services and training so we can be as useful as possible to anyone and everyone with an eating disorder. The thing is, looking back at what we've achieved so far, I know that together, we will get there.

**Andrew Radford, Chief Executive**





# Directly supporting those affected by eating disorders



**Objective: Provide support, empowerment and encouragement to 29,000 people in recovery from their eating disorder.**

Every year, we estimate 130,000 people fall ill with an eating disorder. In 2018-19, Beat's Helpline reached over a fifth of this number, supporting 28,732\*. Our aim is to reach at least 100,000 per year as soon as possible, making sure every single person in need of help and support has a place to go where they feel safe, listened to and empowered, confident that recovery from their eating disorder is possible.

Since our Helpline relaunched in February 2017, we have seen demand for the service increase. We are constantly learning about the people we provide services for, innovating by opening new channels and refining the hours we are available to ensure we are here at the best time and in the right place for anyone contacting us for support.

After speaking to our Helpline\*\*:

99%

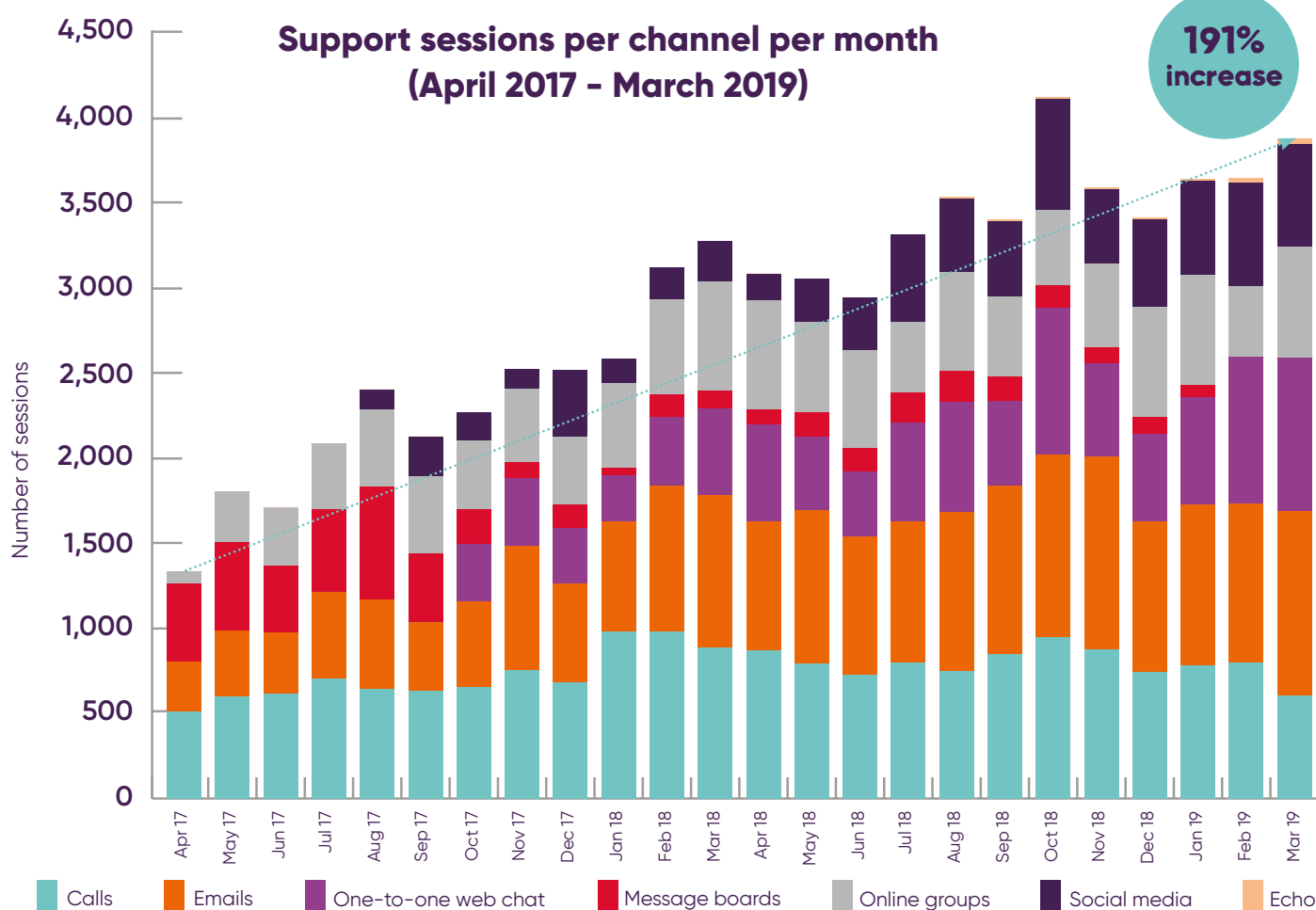
**would recommend Beat's Helpline to a friend.**

96%

**knew where to go to find more help, support or treatment.**

82%

**are confident that a recovery is possible following contact with Beat.**



\*This is calculated by combining the total number of unique users per month. Some individuals may therefore have been counted more than once.

\*\*After each call, callers are offered an automated survey; these results are taken from all those who decided to spend a few moments letting us know how we have done.

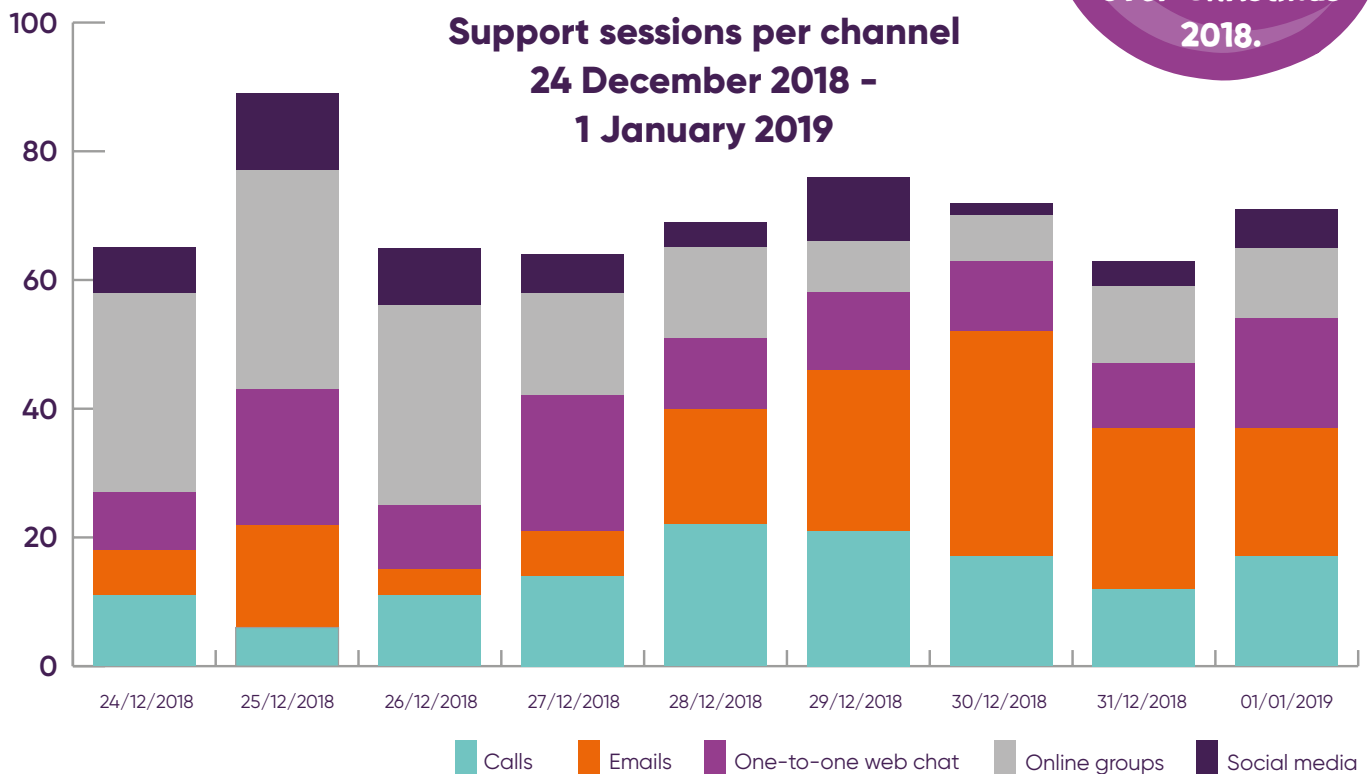
# "I don't really want to talk to any of my family because, you know, it's Christmas!"

## Beat provide a guiding light at Christmas time

For most, the run up to Christmas is a really exciting time of year. It is filled with buying presents, organising to see friends and family and celebrating the festive season. But for many people with an eating disorder this time of year is incredibly difficult, and the excitement can be often overtaken by the worry of the multiple social occasions, which often centre around food.

In 2018 Beat's Helpline services again remained open over the entire Christmas period and, in total, provided support to more than 400 people between Christmas Eve and New Year's Day via email, telephone, one-to-one webchat, social media messaging and online support groups, with the busiest time being Christmas Day.

**407**  
people supported  
over Christmas  
2018.



Often, with clinical services limited and people not wanting to place a burden on their families, we are the only place they feel they can turn at Christmas.

Lucie\* contacted the Helpline on Christmas Day feeling overwhelmed by the change in her routine and didn't want to join her family at the Christmas table. Last year, she came home from an inpatient unit for part of the festivities, but this year, she would be there for the duration. Katie on Beat's Helpline talked her through some coping mechanisms and encouraged Lucie to write down ideas that help her manage difficult times.

Lucie told Katie that she didn't have any clinical support in place right now, only that of a GP, which was difficult. They agreed a plan of action to cope with the family's plans and agreed that Lucie would take Beat's GP leaflet and the NICE guideline to her appointment in a couple of days to help find the extra support she needed.

\*Name changed

It's only through your kind and generous support we are able to offer our vital services throughout the year, and at Christmastime.



# "Echo will grow out like the branches of a tree."

## Increasing the skills and confidence of people caring for someone with an eating disorder



**Objective: Have 25 volunteers supporting those caring for someone with an eating disorder through a peer telephone coaching programme.**

Caring for someone with an eating disorder can be difficult and lonely. Eating disorders can devastate families as they attempt to storm through relationships and pull everything apart. But when families are given the opportunity to develop skills and are empowered to support their loved one through recovery, they are able to enhance the outcome of treatment, promoting faster recovery, maintaining positive behaviours and helping to prevent relapse.

Beat's Echo peer coaching programme was developed with this in mind and you can read more about its foundations on page 19 of this report.

The programme pairs those currently caring for someone with an eating disorder with others who have been there before and have come through the other side. It opens a space where people can feel understood. In weekly 30-minute telephone conversations over six months, the pairs build trust, support and mutual learning to raise the confidence to support their child.

This year, 24 Echo coaches have been trained and the service is currently commissioned by local NHS Trusts in Scotland, Norfolk and Sussex. Joanne and Toni tell us their experience of the programme:

### Joanne:

My daughter Sophie was diagnosed with anorexia last February aged 15. At the time, I didn't appreciate just how poorly she was. Even though I have medical training, I still didn't see all the signs; looking back it seems obvious but until you've been there you just don't know what to look out for. Watching her during her hospital admission was a really frightening time for me and my husband. We took shifts to stay with her, encouraging her to eat, until she was physically well enough to be discharged. Once home, she was looked after in the community and they told us about Beat and the Echo programme.

The first phone call was daunting – I knew very little about Toni, other than her name, but the first time we spoke all of that worry disappeared. She was one of the most wonderful people I've ever spoken to about what was happening to our family. She helped me to understand how to use all of our strengths as a family to support Sophie.

As a mum it's hard to challenge and push your child but slowly over the six months of half-hour phone calls I found myself growing in confidence. We would discuss the positives and the challenges since our last call and while Toni would never offer advice, she

would relate it to her own experiences. Before the calls I might read something and then worry whether that was the right thing to do but Toni gave me the confidence to try out the skills I was learning.

Sophie's back at school now preparing to take her GCSEs this year and the trust between us is growing stronger and stronger. I wish I had known about Beat and the information they could provide sooner; I can really see the difference the skills I've learnt have made. We spent Eating Disorders Awareness Week 2019 organising various events and her fundraising is enough to fund Beat's Helpline services for a week. I'm so proud.





## Toni:

My journey to today began when my daughter Jenn was diagnosed with anorexia aged 16. At 18 she moved to Exeter for university. The first year was difficult, but after using Beat's services she decided to set up a campaign about eating disorders, which is now a university society. Being involved with Beat was so important for Jenn's recovery. If she was going to be an Ambassador for the charity and help others, she had to look after herself properly. Now she lives in London and has a job she loves.

I really wanted to support Beat, and when I received an email about the Echo programme I thought, "Wow, that's really something I could do." I had experience of coaching at work and could see the difference when people found their own answers rather than asking for advice.

Joanne and I built up a brilliant relationship. We had an amazing level of trust and understanding, nothing was ever 'off-limits' and we spoke about things that sometimes neither of us had spoken about before.

We never had a call I didn't feel was positive. Watching Joanne grow in confidence was a wonderful feeling. In the beginning I was apprehensive about how the programme would end – when you've spoken to someone every week for six months, how could that just stop? But the last call just felt right; it felt like we had done the job and it was time to move on.

The support from the Beat team after each call was so positive – it meant a lot knowing Beat cared for me too. I'm an over-thinker but I could relax, knowing I had the opportunity to leave that thinking with the Helpline.

I feel incredibly proud to be an Echo coach. While what we went through as a family was so, so hard, Jenn and I would both say now that we wouldn't have it any other way. We are both better, stronger people for all our experiences. It is fantastic to have the opportunity to give something back.



## What's next? In the year ahead, we aim to:

Support and empower over 40,000 people through our helpline services.

Expand the Echo programme so it is available in more areas and for partners and siblings as well as parents of those affected.

Raise the funds to collaborate with overseas partners and recruit 200 volunteers to transform the Helpline into a 24-hour service, supporting 100,000 per year.

# Changing government policy and healthcare practice



**Objective: Everyone in the UK receives the treatment they need as quickly as possible.**

Every day, we are told of the difficulty of finding help and treatment for eating disorders. So many people and their families are devastated by the news that there is no treatment available in their area or that they will be on a waiting list for weeks, months, or even years before they will receive the care they need and deserve.

Our voice is growing ever stronger with our high-quality research commanding respect and authority, and we thank those who have stood with us, boldly sharing their stories to make the treatment landscape a better one.

Exemplary services exist in some parts of the UK but this is not enough. We will continue to demand change, until any person bravely asking for help is treated with care and compassion and finds effective help quickly, close to their home.



## What we've called for

Adult access and waiting time standards to be introduced in England.



## What's been achieved

The new NHS Long Term Plan promises adult waiting time targets of four weeks will be trialled across England.

Chris Evans MP in Westminster with Beat Ambassadors and staff.



Beat campaigners and staff with Kirstene Hair MP and Wera Hobhouse MP, who have both sponsored Parliamentary debates this year.



## Beat campaigners engaging

54

times with consultations or expert reference groups.



## What we've called for

Reduced waiting times and improved access for children and young people in England (where standards already exist).



## What's been achieved

In England, four out of five children and young people now receive treatments within four weeks, or one week in an urgent case. The Government have promised more money for children and young people's eating disorder services.

63

written questions submitted.



### What we've called for

Changes to NHS funding in England to support early intervention, so budget savings for hospital care can be spent in community treatment.



### What's been achieved

We have supported patients and carers to take part in pilots of a new joined-up funding model allowing funding to be better spent on early intervention. NHS England have said these pilots are a success and the model will be expanded across the country.

**4** debates (two in Westminster Hall, one in the House of Lords and one in Scotland) with

**49** positive mentions of Beat.



### What we've called for

Waiting time standards for all ages to be introduced in Scotland, Wales and Northern Ireland.



### What's been achieved

We are hopeful that a Welsh service review into which we facilitated carer input, due for publication in 2019, will announce similar standards to those in England.



### What we've called for

Newly qualified GPs to exit training equipped with the knowledge needed for full understanding of how to support people with eating disorders.



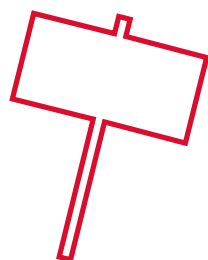
### What's been achieved

We have supported Health Education England's review of education, training and workforce planning in order to address gaps in eating disorder provision. We are lobbying the GMC for better medical school training.

**2** lobby days held in Westminster with

**39**

people meeting with their MP or representative.



**4**

oral questions asked in Parliament.





# "I received my treatment quickly, but I shouldn't feel like I was fortunate."

Beat's campaigning activities are varied, from encouraging parliamentary questions, to responding to consultations, or inviting people to write to or tweet their local representative or sign a petition. But at the very heart of all our work are individuals who bravely speak up about their own experiences to make sure that in the future, others are able to find the treatment they so desperately need and deserve. Beat Campaigner and Ambassador Nicole has been doing just that.

## Nicole:

My eating disorder developed when I was about 15 or 16, but I didn't seek treatment for a long time after that. There were a lot of ups and downs but the push for me to finally seek help was that I knew that I couldn't pursue a career as a dietitian if I wasn't looking after myself properly. When I was finally honest with the GP at my assessment my referral came through within just two weeks, but that two weeks felt like forever. It was as if my eating disorder was forcing me to make the most of the time that it had left – I can't imagine what anything longer would feel like.

I attended a Campaigner Day organised by Beat. It was brilliant; it gave me a real insight into the NHS and how it was funded, and helped me to understand how I could make a difference. I live in Chester and decided that I wanted to meet with Chris Matheson, my local MP, so he knew more about eating disorders and why it was so important that, like me, people find treatment quickly when they ask for it.

The campaigns team helped me by giving some information about the waiting times for children and adolescents in Chester and I sent my own information requests to my local CCG and NHS Trust. I was surprised and disappointed to learn they couldn't share anything with me, simply because they don't have the information. That spurred me on.

I found out my MP ran clinics so decided to go along to one of those. I was really nervous but I never expected his response. We spoke about eating disorders and what treatment looks like in the area. He was shocked. He didn't realise how many people were affected or how much it was costing the NHS. He promised to help me do more and submitted a Parliamentary Question and also wrote to the Under Secretary for Health and Social Care.

I'm so pleased I've joined Beat's campaigning work. Even though my treatment came quickly when I asked for it, I'm still left with the long- and short-term physical effects of the illness. It took so much away from my first two years at university. When I qualify as a dietitian I want to see people when I can have a real chance of helping them fully recover, and for that to happen we must see people quickly."



Beat Campaigner and Ambassador Nicole has been using her own experiences to campaign for better treatment for others.

**"** I pay tribute to the campaigners who do so much to raise awareness, particularly the charity Beat, which does absolutely excellent work. **"**

*Jackie Doyle-Price MP,  
Parliamentary Under  
Secretary of State for Mental  
Health.*

**"** Many, if not all, sufferers who have managed to recover will say that it was the hardest journey that they have ever taken, but having spoken to some of Beat's bravest ambassadors, we have seen at first hand the amazing, inspiring individuals they can become – but that is only if we help them. **"**

*Kirstene Hair MP*

**"** I thank Beat, for its unstinting efforts on behalf of the more than 1 million sufferers across the UK. **"**

*Paul Farrelly MP*

### **What they said in eating disorders debate in Parliament, 27 February 2019**

**"** Organisations such as Beat do outstanding work in making people feel that the stigma around these issues is something that we, as a society, need to get over, and therefore people will feel more comfortable about coming forward, which is good. **"**

*Tim Farron MP*

**"** I commend the fantastic work being done to raise awareness of eating disorders and to support sufferers, and crucially their carers and families, by the charity Beat. They work relentlessly to battle against the stigma of this dreadful disease, and to push for better access to services and treatments. **"**

*Paula Sherriff MP,  
Shadow Minister for  
Mental Health*

**"** I also pay tribute to Beat for all the work it does to ensure that people feel they have a safe space in which to talk about the problems they are going through. **"**

*Chris Evans MP*

## **What's next? In the year ahead, we will campaign for:**

All-age waiting time targets across the UK and government action specifically focused on reducing the delays between someone falling ill and seeking treatment.

Eating disorders to be fully and effectively covered within undergraduate and foundation year medical training programmes.

The adoption and promotion across the UK of innovative approaches that help more people to be treated faster, including widespread provision of day treatment as an alternative to inpatient care.



# Ending stigma and increasing awareness and understanding



**Objective: Increased understanding among the public and in key professions to support the recovery of people with eating disorders.**

## Beat training for schools professionals funded in 28% of the UK's state secondary schools.

A lack of awareness and understanding of eating disorders is dangerous. In 2017 we found that it takes 91 weeks for people to realise they have an eating disorder, and then another 58 weeks before they take the brave step to seek treatment from a GP. We've also found that the general public aren't well-educated about eating disorders – 34% of them can't name a single sign or symptom of an eating disorder. Tie these two pieces of information together with the knowledge that the sooner someone finds treatment for an eating disorder, the more likely they are to make a full and fast recovery, and it becomes even more worrying.

This is why Beat wants to make sure that key individuals are trained to spot the very earliest signs, and know what to do when they see them.

Beat has developed a number of training courses to target these individuals, and in 2018–19, 79 sessions were attended by 1,129 people to help them increase their knowledge of these serious mental illnesses and apply it to their day-to-day lives. In particular, we have been funded to train at least one person in over 1,100 state secondary schools – 39 of these sessions took place last year. These are particularly important as children are nine times more likely to talk to a teacher than they are a parent about their eating disorder. After leaving the course, participants told us they felt twice as knowledgeable.

**"**  
The best training day!  
It was a real insight into  
how to spot and approach  
someone with a suspected  
eating disorder.  
**"**

*Spotting the Signs  
participant,  
Tunbridge Wells.*

**"**  
I was really  
impressed that I was  
able to access this for free –  
thank you so much for  
the great training.  
**"**

*Spotting the Signs  
participant,  
Bradford.*

**"**  
I feel empowered  
to have more awareness  
of spotting the early  
signs of an eating  
disorder.  
**"**

*Spotting the Signs  
participant,  
Wigan.*

**"**  
After today's session  
I feel more confident to  
be able to support young  
people with  
eating disorders.  
**"**

*Spotting the Signs  
participant,  
Halton.*

Matt Webster works as an Inclusion Teaching Assistant at St Edmunds Arrowsmith School in Wigan. He attended a 'Spotting the Signs' training course run by Beat and spoke about how this has had an impact on his day-to-day role:

## Matt:

Beat's Spotting the Signs training is genuinely one of the best training courses I've ever been on. In my pastoral role, I recognised eating disorders as something we should learn more about. The course has given me the confidence to spot tell-tale signs and open up conversations. Since attending, I've supported a young girl in Year Nine into treatment, and have passed information on to other colleagues, to make sure that they are either comfortable approaching pupils, or know where to come to ask questions.

I was blown away by the Beat Ambassador who spoke to us on the course; she was superb. She was honest and frank as she spoke about her experiences and was generous with her time – the question and answer session that followed gave me an understanding that no statistics or

training could provide. I'm so pleased to be able to offer an open space where people feel comfortable to open up and having the confidence to make sure students and staff don't go through this on their own.



## Increasing knowledge at the frontline of eating disorder care.

As well as direct services, like the Echo programme and support services, which you can read more about on pages 6 to 9 of this report, we also run training and conferences to further the understanding and confidence of those supporting someone with an eating disorder, both as a profession and as a family member. 65 carers attended 'Developing Dolphins', designed to develop practical skills and techniques in carers, 30 more learnt more about how to cope at Christmas in specific training sessions, and 122 looked "Beyond the Symptoms" or attended a training course specific to GPs. The "Support for the Frontline Conference" also returned after a successful first year. 109 delegates attended, with around 70% of these currently supporting a loved one into recovery.

An invaluable experience. Meeting like-minded people in similar situations and learning there is hope when at times I felt there was none. Incredibly positive and humbling experience. Would recommend anyone who has a loved one with an eating disorder to attend.

Frontline 2018 participant.



# Eating disorders can affect anyone and we are here for everyone.

## Challenging stereotypes in Eating Disorder Awareness Week 2019

During Eating Disorders Awareness Week 2019, we challenged eating disorder stereotypes. While often wrongly defined as illnesses only affecting very thin, affluent, young females, we took a stance that amplified the voices of those who aren't commonly heard.

A study by YouGov found that stereotypes stop people from finding help – those from BAME communities and lesbian, gay and bisexual respondents were both less likely to seek help than those who were white or straight. Given that research tells us eating disorders are actually more prevalent in both of these minorities, it's even more important that these stereotypes change.

### Ballari (Beat Ambassador):

Skeletal. Caucasian. Teenage. Heterosexual. Alone. Apathetic. The general public tends to stereotype eating disorders into these adjectives, which irks me quite some. I have an eating disorder. I have been in recovery since 2010. When I entered treatment, I was thin (not skeletal), biracial, teenage, bisexual, single and wholly empathetic. Nine years on, I am curvy, (still) biracial, 25 years of age, bisexual, married and still wholly empathetic.\*



### Toryn:

Since I came out, close to a decade ago now, my life has been essentially defined by my 'transness'. My eating disorder has been a completely different story. So much focus has been on my transition and all of the changes and drama that came with it that I didn't feel I had much space for any other complications. So while I would tell any stranger I could about every aspect of my transition, I wouldn't confide in even my closest friends that I was suffering with an eating disorder.\*

### Andy:

Firstly to the thousands of sufferers out there (especially men) let me start by saying "I am a man and I have an eating disorder". I had never told anyone about this until summer 2018, where I told my best friend (I hadn't even told my wife!). It just slipped out one day while having a beer with my friend, this part of me that had been bottled up for so long, my relationship with food and how I binged...he was taken aback at first but within a few moments he was talking normally with me about it and it was the biggest weight off my shoulders I've ever experienced.\*

\*From 'Your Stories' on our website.

During the week, 37,879 new people visited the Beat website, we gained almost 1,000 new social media followers, and were mentioned over 200 times in the press. We focused on reaching new audiences, we were featured in different media outlets like Attitude, Pink News, and The Eastern Eye, and we've promised to continue relationships we've built with other third sector organisations working in these areas. EDAW 2019 marked a commitment for Beat: eating disorders do not discriminate, and neither should we.

Over **200** mentions in the media

Almost **1,000** new followers

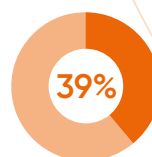
**37,879** new visits to the website.

## Eating disorder stereotypes prevent people finding help.

**37%** of lesbian, gay and bisexual people say they would not feel confident seeking help about eating disorders from healthcare professionals compared to **24%** of straight people.



6/10 UK adults mistakenly believe eating disorders mainly affect young people.



39% of adults in the UK mistakenly believe eating disorders more commonly affect white people.

Only **52%** of people from minority ethnicities would feel confident asking for help about eating disorders from healthcare professionals, compared to **64%** of white British people.

Source: YouGov, 2019.

## What's next? In the year ahead, we aim to:

Cover over 50% of UK secondary schools with our training for school professionals.

Develop and promote an evidence-based position to ensure that government anti-obesity strategies do not trigger or exacerbate eating disorders.

Expand our suite of courses and workshops so that more carers and professionals have more skills and greater understanding of eating disorders.



# Funding our work

When we work with individuals and organisations, we work together to build meaningful partnerships, where both parties can really see the impact of true partnership working.

ASOS continues to support Beat through a corporate partnership, which was launched over six years ago. The leading online fashion retailer wants to give its customers the confidence to be whoever they want to be, so it takes its responsibilities seriously when it comes to protecting the mental health, wellbeing and body confidence of its customers and its ASOS people, and looking after the welfare of its models.



Beat supports ASOS with internal body image awareness training programmes and ASOS helps to fund Beat's online support for young people with eating disorders and their families and friends. Last year, ASOS helped Beat to extend its services so that it can offer one-to-one, tailored practical help and emotional support 365 days a year. Thanks to ASOS and other funders, 28,732 sufferers and family members accessed our support services.

**asos**

In recent years, ASOS has expanded its partnership with Beat, and now contributes to funding Beat's suite of Helpline services, which have grown significantly, as you can see on page 6 and 7 of this report.

We spoke to Louise McCabe, Director of Corporate Responsibility at ASOS:

"Using our platform, reach and influence to change the conversation around mental health and promote positive body confidence among our ASOS people, our customers and our models is incredibly important to us. Our long-standing, growing partnership with Beat not only helps us make sure that the work we are doing in this space is as impactful as it can be, but also means that we can promote and support the work Beat is doing with our audiences".

**Alongside ASOS, we were joined by new corporate partners in 2018/19.**

6

Louise McCabe, Director of Corporate Responsibility at ASOS.





The Echo programme (see pages 8 and 9 of this report) exists thanks to the generosity of Nick How, who, as a parent watching the devastation caused by his daughter's anorexia, approached Beat with an innovative solution to supporting families through this turbulent time. Nick raised the funds to get the programme off the ground and the programme has since been commissioned in Scotland, Norfolk and Sussex. We are looking to expand the programme geographically and Echo will soon be available for partners and siblings as well as parents.

## Nick:

Anorexia wreaked havoc in our family. Thankfully our daughter is now very well, but that has not always been the case, and recovery has not been an easy path. We dealt with several unhelpful trips to the GP, inconsistency in therapists and several relapses, and like so many other families, the illness robbed time, attention and parental energy from her sister.

What hit us most powerfully was the shock and changes this new life caring for our daughter demanded. We felt overwhelmed, unprepared, ineffective and, at times, fearful. Looking back, any help in coping would have made our journey much more positive and certainly less frightening. Medication and healthcare professionals have their roles, but carers are at the very frontline of recovery from an eating disorder. You find the emotional commitment, hours and consequential burdens sitting squarely on the shoulders of the inexperienced carer.

To me, Echo gives parents like me the possibility to ask questions, however stupid they may seem, and receive unfiltered answers. It helps challenge, validate and encourage successes and failures to combat the intense emotions a carer goes through during recovery.

Once able, I looked at a variety of mental health charities when considering how best to "give something back". Beat came across professionally and passionately, and as I get to know them you can really feel that they punch above their weight in terms of connections and impact. I'd encourage anyone to approach them with open minds, and questions to see how your ideas can make an impact long into the future.

**Feelings of isolation in carers reduced by**

**69%**

**after six months with their coach.**

**Programme commissioned in Scotland, Norfolk and Sussex.**

**30** mums or dads caring for their child in recovered supported by

**24**

**Beat-trained Echo volunteer coaches.**



In 2018-19, our brilliant fundraisers raised £564,070, up from £443,729 in 2017-18.

We wish we had the room to thank each and every person who has raised funds for us, or given regular gifts or one-off donations, but here are just a few of the activities they have been up to:

**We had a record-breaking year for our Great North Run, Edinburgh Marathon Festival and London Marathon teams, raising a combined**

**£91,506**

**– congratulations teams!**



**307**

**Beat vests crossed a finish line.**



**87**

**skydivers dropping**

**87,000ft**

**6**

**brave supporters went Bald for Beat.**

**back down to earth to raise funds for Beat.**

We would like to take this opportunity to pay thanks to the generous corporate supporters, foundations, trusts and individuals below, without whom our work would not be possible:

- Anthony and Kate Smith
- ASOS.com Ltd
- BBC Children in Need
- BCG Partners
- Birmingham Medical Society
- City Bridge Trust
- Garon Park Golf Complex
- Echo Base UK
- Elysium Healthcare
- Fakenham High School and College
- Former EMS Limited previously known as Ellern Mede School
- Fowler, Smith & Jones Trust
- Garfield Weston Foundation
- The GMC Trust
- Miss Agnes H Hunter's Trust
- Inner Wheel of Crayford and Danson
- Inner Wheel District 24
- St James's Place Charitable Foundation
- John Ellerman Foundation
- Jordan Charitable Foundation
- The Leathersellers' Company Charitable Fund
- St Leonards Lodge No 1766
- The Limbourne Trust
- Leeds University Ballet Society
- MAC plc
- Maudsley Charity
- Nick How
- OneNineEightFive
- ORRI
- Opiant
- Sainsbury's Pound Lane
- The Sir Halley Stewart Charitable Trust
- The Schuh Trust
- The Steel Charitable Trust
- UKAT
- Wiley
- And an extremely generous individual donor who wishes to remain anonymous



# Looking forward

Reading through the pages of this year's Impact Report, we hope you are left with the sense of our ambition and commitment to deliver significant change in the lives of the people affected by eating disorders. The progress we have achieved is thanks to you. Your support, your encouragement and your passion has emboldened our aims, helped us reach targets we had previously set ourselves and now means that we are ready to start a new bold chapter as we aim to end the pain and suffering caused by eating disorders.

For the next five years, we have a new strategy, which sets out how we will make the greatest possible progress towards early intervention, family empowerment, prevention and cure.

## Specifically, our goals are for:

- Everyone who falls ill to begin and successfully complete treatment within the shortest possible timeframe, reducing the delay between someone falling ill and seeking treatment from over three years at present to fewer than 12 months.
- All families and carers of eating disorder sufferers to be fully informed and involved as their loved one seeks, receives and exits treatment, increasing the likelihood of successful and sustained recovery.
- An increase in the funding and priority given to eating disorders research so that there is a realistic chance of effective cures and prevention strategies being discovered.

## To achieve this, we will:

- Support beneficiaries: provide online and telephone support to everyone who needs us, offer advocacy support to overturn decisions that deny early intervention or family empowerment, run communication campaigns and publish materials to increase understanding of eating disorders, and develop the skills of carers through education, networking and peer support.
- Empower professionals: develop and provide services to the NHS, offer high-quality training, develop information materials that guide professionals and institutions and lobby for the inclusion of eating disorders in the training of medical professionals.
- Change policy and practice: define best practice and hold to account those responsible for delivering it, promote the adoption of innovative treatment approaches, communicate the real life experiences of eating disorder sufferers to decision makers and influencers, and engage with research institutions to increase priority given to research in support of our vision.

**To achieve this,  
we need your support.**

## Over the next five years, we aim to:

Reduce the delay between someone falling ill and seeking treatment from over three years at present to less than 12 months, and shorten current waiting times from months to days.

Ensure that all family members and carers are fully informed about their loved one's illness and empowered to support their recovery.

Achieve an increase in the funding and priority given to eating disorders research to better the chance of finding effective cures and prevention strategies.

# Will you help us?

## Invest in our work

Investing in Beat is the best way to make a long-term difference to as many people affected by eating disorders as possible. Generous donations from individuals and grant-giving trusts allow us to deliver transformative projects to support them.

We hope this report has inspired you join us in our mission to end the pain, suffering and loss of life caused by eating disorders. As you have seen, we are already making a significant impact. But there is so much more we would like to be able to do. We just need the investment to make it happen.

By investing in our work, you can make it possible for us to:

- Extend our current support services to reach everyone who needs us.
- Ensure that fewer families suffer alone.
- Deliver training for teachers, in your local community, to catch the illness early.
- Have greater influence on government policy and funding decisions for long term change.
- Support new research to move closer to prevention and cure of eating disorders.
- Develop new projects to tackle issues we are not currently addressing, needs that perhaps you have identified.

Our Philanthropy programme is designed to make sure your money goes as far as possible. Through innovative work, we deliver better results for less money. For example, the telephone-based coaching model we use in our Echo project makes it 25 times cheaper than traditional face-to-face coaching. And because it is cheaper, it is much more sustainable and can reach more people.

**To find out more about how your investment can make a difference, please contact our Philanthropy Manager, Jessica Scoot, on 0203 8482416 or at [j.scoot@beateatingdisorders.org.uk](mailto:j.scoot@beateatingdisorders.org.uk)**

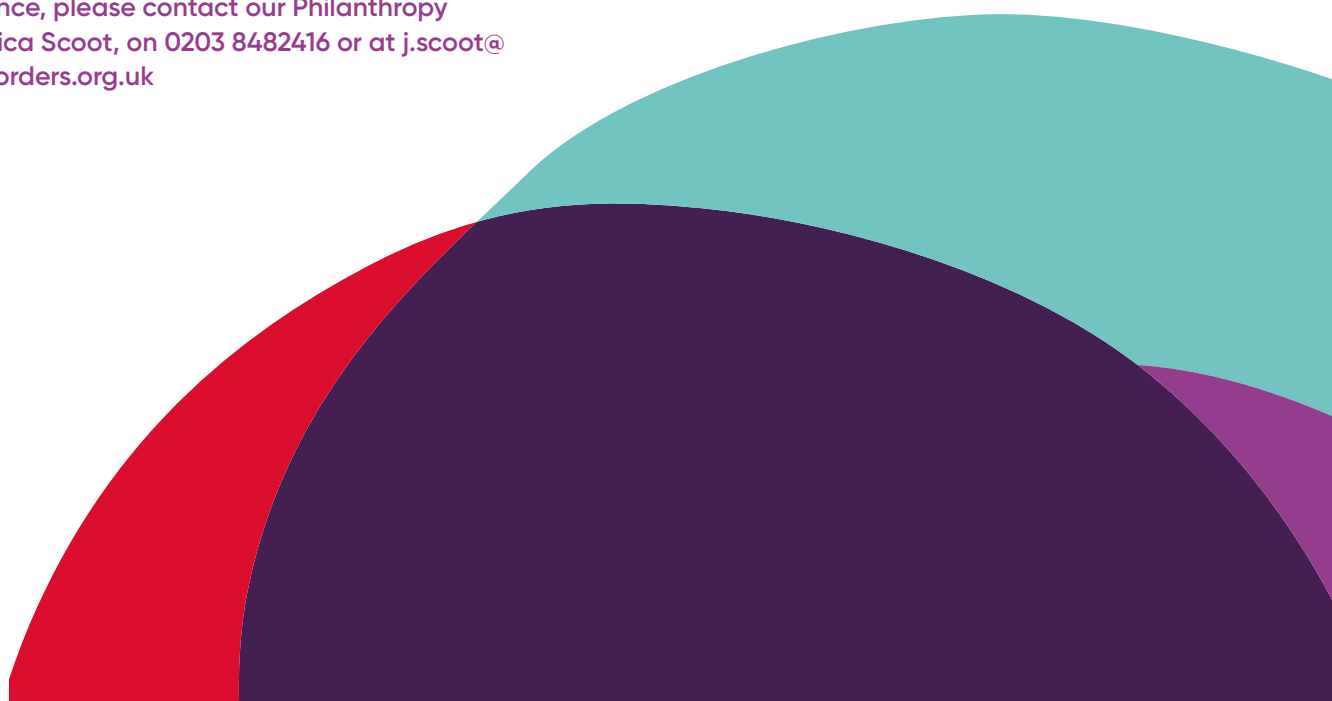
## Remember Beat in your Will

We are incredibly proud of the impact we have made over the past 12 months, and we hope that you are as excited about our next steps as we are. We would not have been able to take these steps on the journey to achieve the aims in our five-year strategy without the significant investment we have recently received in legacies.

Legacies are generously pledged to charities by people from all walks of life, not just the very wealthy. They account for nearly £2billion-worth of charities' income each year. Beat is no different in this respect, and over the past six years, almost one third of our funds came from legacies.

They have enabled us to be much bolder in our ambitions, which we hope you see described in this impact report.

**Leaving a legacy is a very special way to make a lasting impact, far into the future. If you would like to know more about including Beat in your Will, contact Philip Roethenbaugh, Director of Fundraising on 01603 753308 or at [p.roethenbaugh@beateatingdisorders.org.uk](mailto:p.roethenbaugh@beateatingdisorders.org.uk)**



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## Become a Beat Champion



Beat Champions donate regularly to Beat and provide us with a consistent income stream to help fund our core activities, directly supporting people with eating disorders and campaigning to ensure access to high-quality treatment is timely.

In return, all our Beat Champions are kept up to date with our activities via email and UpBeat, our biannual supporters' magazine, have opportunities to take part in fundraising and hear about participating in research into eating disorders.

**Contact Diane Rhodes, Supporter Development Manager on 01603 753336, at [d.rhodes@beateatingdisorders.org.uk](mailto:d.rhodes@beateatingdisorders.org.uk) to sign up or visit [beateatingdisorders.org.uk/donate/beat-champions](https://beateatingdisorders.org.uk/donate/beat-champions).**

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## Raising money in your community or workplace



Fundraising in your local community or at work not only helps fund our services but gives you an opportunity to educate people about eating disorders and break down stigma and misunderstanding.

Whether you are holding a quiz night, bake sale or taking part in our annual Sock It to Eating Disorders fundraising event, we can provide you with all the advice and materials you need to make your event a success.

**We have a range of exciting partnership options available, designed to allow organisations and individuals to invest at a level that suits you. Contact [fundraising@beateatingdisorders.org.uk](mailto:fundraising@beateatingdisorders.org.uk) or visit [beateatingdisorders.org.uk/get-involved/fundraise](https://beateatingdisorders.org.uk/get-involved/fundraise) to find out more.**

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## Campaign for fast access to better treatments for eating disorders



Whether you're affected by an eating disorder yourself or know someone with an eating disorder, we want to make sure that our campaigning helps to improve the quality and timeliness of treatment and services for all. Your voice is the one that is able to shout the loudest in Parliament.

You can help us reach key decision makers, influential bodies and policy and government representatives across the UK. Why not get in touch with our campaigning team today who can support you to become a Beat Campaigner? Whether you're meeting with your MP, helping us to respond to consultations, attending events or making a noise online, we're here to support you every step of the way.

**Email [campaigning@beateatingdisorders.org.uk](mailto:campaigning@beateatingdisorders.org.uk) or visit [beateatingdisorders.org.uk/get-involved/campaigns](https://beateatingdisorders.org.uk/get-involved/campaigns) to read about our current campaigning work.**



 @beatED

 beat.eating.disorders

Unit 1 Chalk Hill House,  
19 Rosary Road, Norwich, NR1 1SZ

0300 123 3355

[beateatingdisorders.org.uk](http://beateatingdisorders.org.uk)

[info@beateatingdisorders.org.uk](mailto:info@beateatingdisorders.org.uk)

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