

**The City Bridge Trust**  
**Investing In Londoners:**  
**Application for a grant**



**About your organisation**

Name of your organisation: <b>Beat</b>	
If your organisation is part of a larger organisation, what is its name?	
In which London Borough is your organisation based? <b>Camden</b>	
Contact person: <b>Ms Jenny Whitworth</b>	Position: <b>Trusts &amp; Statutory Fundraising Officer</b>
Website: <a href="http://www.beateatingdisorders.org.uk">http://www.beateatingdisorders.org.uk</a>	
Legal status of organisation: <b>Registered Charity</b>	Charity, Charitable Incorporated Company or company number: <b>801343</b>
When was your organisation established? <b>05/04/1989</b>	

**Grant Request**

Under which of City Bridge Trust's programmes are you applying? <b>Improving Londoners' Mental Health</b>
Which of the programme outcome(s) does your application aim to achieve? <b>More children and young people receiving specialist help, resulting in improved mental health</b>
Please describe the purpose of your funding request in one sentence. <b>To support young Londoners affected by eating disorders to begin specialist treatment as early as possible and so achieve a rapid and sustained recovery.</b>
When will the funding be required? <b>03/10/2018</b>
How much funding are you requesting? Year 1: <b>£77,290</b> Year 2: <b>£85,030</b> Year 3: <b>£92,356</b>  <b>Total: £254,676</b>

**Alms of your organisation:**

Our aim is to end the pain and suffering caused by eating disorders. Our vision is a society where fewer people suffer eating disorders, where people with eating disorders experience care and understanding, and where they can quickly access treatment that supports a rapid and sustained recovery

Our priorities are:

? Early intervention ? so all sufferers receive good quality treatment as quickly as possible

? Family empowerment ? so families can effectively support their loved one into, through and after treatment, towards a sustained recovery

? Prevention and cure ? growing understanding so that prevention and better cures move closer

**Main activities of your organisation:**

? Our telephone and digital Helpline: directly supporting sufferers and carers to deal with the illness and to seek and get treatment quickly ? available by email, 1-1 webchat, moderated groups or message boards and over the phone

? Peer to peer support for people caring for a loved one with an eating disorder

? Training for health, social care and education professionals, with our schools programme followed up by lifetime access to our specialist helpline for continued coaching and support from experienced eating disorder health professionals.

? Ambassadors: our programme enables sufferers who have recovered to raise awareness and promote recovery and Beat's services ? e.g. by delivering talks at trainings and universities.

? Campaigns for policy and practice change ? e.g. we have successfully reduced waiting times for under 18s.

? Information and guidance to promote better understanding and earlier identification of eating disorders

? Support for quality clinical research by providing a patient voice and recruiting participants.

**Number of staff**

Full-time:	Part-time:	Management committee members:	Active volunteers:
<b>32</b>	<b>18</b>	<b>8</b>	<b>179</b>

**Property occupied by your organisation**

Is the main property owned, leased or rented by your organisation?	If leased/rented, how long is the outstanding agreement?
<b>Leased</b>	<b>9 years</b>

## **Summary of grant request**

### **Need:**

Eating disorders include anorexia, bulimia and binge eating disorder. They are serious mental illnesses, which often first occur during adolescence. They seriously disrupt education, employment and relationships and can destroy someone's future opportunities if not addressed early. Their physical impacts include damage to organ systems, infertility, osteoporosis, type 2 diabetes and difficulty in maintaining relationships. Anorexia has the highest mortality rate of any mental illness. There is also a high risk of suicide.

Around 1.25 million people in the UK suffer from an eating disorder at any one time.

Symptoms are first recognised under the age of 16 in 62% of cases. The total population of sufferers in London is thought to be between 160,000 and 200,000 people. With a higher than average student population, London has the UK's largest group of affected young people.

The earlier someone can access treatment, the better their chance of making a full and sustained recovery. Yet eating disorder sufferers delay for three years on average before seeking help. GPs are commonly untrained in identifying eating disorders meaning that around half fail to refer sufferers for the specialist assessment they need in a timely fashion, and so sufferers then wait another six months between their first GP visit and commencing treatment. So while effective treatments exist, most sufferers delay seeking help until the illness is entrenched, at which point a full recovery becomes more difficult. Treatment for anorexia nervosa in particular becomes more difficult, and the prognosis worsens after around three years of illness, with increased risk thereafter of the illness becoming severe and enduring, or even fatal.

### **Aims**

Our aim is that young people who fall ill with an eating disorder will begin specialist treatment within the shortest possible timeframe, when research shows it is most effective.

### **Delivery**

The project will be sponsored by Beat's Director of Services and managed by our Business Development Manager, supported by the managers of training, communications and ambassador programmes, working closely with the London Regional Officer.

### **Why Beat**

Beat is the UK's foremost eating disorder charity, with a focus on early intervention. Our programmes are co-produced and based on identified beneficiary needs and up-to-date clinical research findings.

Each element of the project has been piloted elsewhere and the learnings brought together to inform the London strategy. We have an existing network of trainers, volunteers and ambassadors which provides a foundation to begin work immediately and upon which we can expand quickly to deliver across the region.

Our 365 day a year telephone and digital helpline service and our comprehensive directory of eating disorder services mean we are well placed to support and guide people who respond to this project.

### **Programme outcome**

We support the City Bridge Trust programme outcome because eating disorders predominantly affect young people. By helping more young people to receive specialist help early, when it is most effective, we can reduce the severity, duration and long-term impacts of eating disorders and so help improve London's mental health.

### **Principles**

Beat has a co-creation approach to service planning, working with people directly affected by eating disorders to design the project and the training, teaching packages and printed materials.

Beat welcomes people from all backgrounds, and values diversity among our service users, fundraisers, staff, volunteers and trustees, as outlined in our Equality Policy. We value and support our volunteers, and offer professionally facilitated formal supervision via telephone

conference calls, with annual volunteer reviews.

Our environmental policy includes promoting re-use and recycling. We also promote the use of public transport, and the procurement of eco-friendly and recycled products.

If you need any planning or other statutory consents for the project to proceed, what stage have the applications reached?

Do you have a Vulnerable Adults policy? **Yes**

What Quality Marks does your organisation currently hold?

**Investors in People**

### **Outputs and outcomes**

What are the main activities or outputs you want to deliver? Please include no more than 5. By activities or outputs we mean the services, products or facilities you plan to deliver. If you plan to deliver work over more than one year you should include activities over the full grant period requested. Try to be specific.

**Deliver 27 one-day training courses - to 540 key professionals across London?s 498 secondary schools, supported by an information and teaching package for use in their own schools, and followed by lifetime access to our specialist helpline for continued coaching and support from experienced health professionals.**

**Contact all 1,900 GP surgeries in London to: ensure they are aware that school-based training is taking place and more young sufferers will be seeking treatment; provide information about eating disorders and the role of GPs (as mandated by NICE guidelines); offer posters/leaflets to guide young sufferers/families to support.**

**Recruit and empower 8-10 Beat Ambassadors per year and so maintain a team of 25 to support the delivery of this project. These are people who have recovered from an eating disorder, or cared for someone, who will spread our messages of hope and recovery to people currently affected.**

**Deliver a London-wide promotion campaign to highlight the early signs of eating disorders, the importance of prompt treatment, and where to get help. This will involve local media, plus distributing information to at least 200 locations a year visited by young sufferers ? e.g. surgeries, youth groups, universities and libraries.**

What main differences or outcomes do you hope the activities you have described above will achieve? Please include no more than 5. By differences or outcomes we mean the changes, benefits, learning or other effects that result from the work your project would deliver. These might be for individuals, families, communities or the environment.

**Increased confidence and competence among course participants in identifying the early signs of an eating disorder in their students and safely supporting them and their families to seek medical help as quickly as possible**

**All London GP practices will be aware of the vital importance of rapid referral of suspected eating disorder sufferers to mental health services for specialist assessment**

**A high awareness among London residents of eating disorders, the importance of early intervention, and of local and national sources of support**

**An increase in the number of eating disorder sufferers seeking help early in their illness, ultimately leading to a reduction in the proportion delaying and finding their illness has become embedded.**

Do you plan to continue the activity beyond the period for which you are requesting funding? If so, how do you intend to sustain it? If not, what is your exit strategy?

**We will continue the awareness-raising and promotional elements of the strategy, including further training for schools to mitigate staff departures. Beat is establishing local fundraising via committed individuals and groups who wish to improve local support. This will grow over time and ? alongside grants and contract income - is key to sustainable maintenance of our objectives in London.**

## Who will benefit?

### About your beneficiaries

How many people will benefit directly from the grant per year?

**30,700**

In which Greater London borough(s) or areas of London will your beneficiaries live?

**London-wide (100%)**

What age group(s) will benefit?

**16-24**

What gender will beneficiaries be?

**All**

What will the ethnic grouping(s) of the beneficiaries be?

**A range of ethnic groups**

If Other ethnic group, please give details:

What proportion of the beneficiaries will be disabled people?

**91-100%**

## Funding required for the project

### What is the total cost of the proposed activity/project?

Expenditure heading	Year 1	Year 2	Year 3	Total
Schools based training programme	41,580	47,454	52,936	141,969
University/college based training	22,326	42,856	43,927	109,109
GP communications	5,972	6,156	6,345	18,473
Ambassadors	11,060	11,465	11,886	34,411
Community and university groups	6,500	8,803	9,075	24,378
City-wide communication programme + best practice promotion	13,851	29,926	41,832	85,610
Proportion of helpline costs	73,171	77,455	82,316	232,943
Project management	47,455	49,010	50,619	147,084
Essential support costs - HR, finance, IT and management	33,287	40,969	44,840	119,096

<b>TOTAL:</b>	<b>255,203</b>	<b>314,093</b>	<b>343,777</b>	<b>913,073</b>
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### What income has already been raised?

Source	Year 1	Year 2	Year 3	Total
Leathersellers' Company Charity	10,000	10,000	10,000	30,000
	0	0	0	0
	0	0	0	0
	0	0	0	0

<b>TOTAL:</b>	<b>10,000</b>	<b>10,000</b>	<b>10,000</b>	<b>30,000</b>
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### What other funders are currently considering the proposal?

Source	Year 1	Year 2	Year 3	Total
The Maudsley Charlty	45,105	0	0	0

<b>TOTAL:</b>	<b>45,105</b>	<b>0</b>	<b>0</b>	<b>45,105</b>
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### How much is requested from the Trust?

Expenditure heading	Year 1	Year 2	Year 3	Total
Schools based training programme	41,580	47,454	52,936	141,969
GP communications	5,972	6,156	6,345	18,473
Ambassadors	11,060	11,465	11,886	34,411
City-wide promotion campaign	8,596	8,865	9,143	26,604
Essential support costs - HR, finance, IT and management	10,081	11,091	12,046	33,219

<b>TOTAL:</b>	<b>77,290</b>	<b>85,030</b>	<b>92,356</b>	<b>254,676</b>
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## Finance details

Please complete using your most recent audited or Independently examined accounts.

Financial year ended:	Month: <b>March</b>	Year: <b>2017</b>
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Income received from:	£
Voluntary income	1,206,088
Activities for generating funds	6,855
Investment Income	15,409
Income from charitable activities	180,779
Other sources	0
<b>Total Income:</b>	<b>1,409,131</b>

Expenditure:	£
Charitable activities	1,488,720
Governance costs	57,769
Cost of generating funds	412,086
Other	0
<b>Total Expenditure:</b>	<b>1,958,575</b>
<b>Net (deficit)/surplus:</b>	<b>-549,444</b>
<b>Other Recognised Gains/(Losses):</b>	<b>0</b>
<b>Net Movement in Funds:</b>	<b>-549,444</b>

Asset position at year end	£
Fixed assets	50,310
Investments	999,999
Net current assets	1,559,825
Long-term liabilities	31,692
<b>*Total Assets (A):</b>	<b>2,578,442</b>

Reserves at year end	£
Restricted funds	664,552
Endowment Funds	0
Unrestricted funds	1,913,890
<b>*Total Reserves (B):</b>	<b>2,578,442</b>

**\* Please note that total Assets (A) and Total Reserves (B) should be the same.**

### Statutory funding

For your most recent financial year, what % of your income was from statutory sources? 11-20%
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### Organisational changes

Describe any significant changes to your structure, financial position or core activities since the date of your most recent accounts: We have appointed a new Director of Finance, Claire Reynolds. Beat received legacy income of £3.63 million over the two financial years to March 2015. Since our 2016-17 accounts, our free reserves have reduced to £960k (31/12/17), within the range stated in our reserves policy. The reduction is due to investment in our services, campaigns and fundraising, so that we can meet sufferers' future needs.
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## Previous funding received

Please list the funding received by your organisation from the following statutory sources during the last THREE years.

	<b>Year 3 £</b>	<b>Year 2 £</b>	<b>Most recent £</b>
City of London (except City Bridge Trust)	0	0	0
London Local Authorities	0	0	0
London Councils	0	0	0
Health Authorities	0	0	0
Central Government departments	108,150	79,659	0
Other statutory bodies	206,824	181,969	189,635

## Previous grants received

Please list the grants received by your organisation from charitable trusts and foundations (other than City Bridge Trust) during the last THREE years. List source, years and annual amounts. Please include the 5 largest only.

<b>Name of Funder</b>	<b>Year 3 £</b>	<b>Year 2 £</b>	<b>Most recent £</b>
BBC Children in Need Main Grant	35,419	31,176	31,752
Big Lottery Fund incl. Young Start Scotland	97,662	24,996	0
Burdett Trust ? project with NHS Lothian	0	56,483	56,483
Garfield Weston Foundation	0	0	100,000
GMC Trust	15,000	10,000	10,000

## Declaration

I confirm that, to the best of my knowledge, all the information I have provided in this application form is correct. I fully understand that City Bridge Trust has zero tolerance towards fraud and will seek to prosecute and recover funds in every instance.

Please confirm: Yes      Full Name: **Jenny Whitworth**

Role within                      **Trusts & Statutory Fundraising Officer**  
Organisation: