

A Message from the Chair, Vice Chair & Chief Executive

This Annual Review looks back over 2015 at some of the key events, training, partnerships and innovations Anxiety UK has been involved with. As always, our members have been our biggest supporters and voice. Thank you and we hope to continue hearing your ideas and suggestions for 2016.



**Colin Fyfe
Anxiety UK Chair**

It has been another busy year for Anxiety UK. The pace of modern life continues to quicken and can bring challenges for all ages. We continue to focus the Charity on our core services which are used for short periods and at other times for longer periods by our members.

Our ability to react to the needs of our members is a key strength of Anxiety UK and one we continue to build on.

During 2015 we secured a partnership with Headspace which means that our Members can now benefit from this excellent online support tool.

Securing the Helpline Partnerships Helplines Standard Accreditation was an excellent endorsement during the year and gives us the foundation to continue to develop this core service.

We also gave our first award through the Katharine and Harold Fisher Anxiety Research Fund of £5k to the Institute of Mental Health at Nottingham University to research online peer support for those living with anxiety disorders.

All of services are supported by a very small staff team who continue to "punch above their weight" and deserve our gratitude.

A Message from the Chair, Vice Chair & Chief Executive

And what about next year?

At the heart of Anxiety UK and everything that we do are people. From the beginning of our 46 year history, when a husband was trying to find support for his wife, we have been guided by the principle of supporting those who are experiencing anxiety.

From our staff team, volunteers, fundraisers to therapists who provide services and partners who we work with, we are all motivated by wanting to help others. Without each of these people we would not be able to offer the wide range and continually evolving range of support that we do. It is very true that in Anxiety UK the whole is greater than the sum of the individual contributions.



Carol Fare
Anxiety UK Vice Chair

**40% of
members
have lived
with anxiety
for 5+ years**



Nicky Lidbetter
Chief Executive, Anxiety UK

As we look forward and plan for the future, this guiding principle continues to be important to us, shaping and influencing every decision we make about how to continue supporting those who are living with and experiencing anxiety and anxiety based depression.

A Year's View

January



- Our 100 Ways social media campaign was completed

February

- Anxiety UK launch its new membership offer of a Lifetime membership for just £300 to become a permanent member of the Anxiety UK family

March

- Stevyn Monaghan completed the Liverpool half marathon on behalf of Anxiety UK

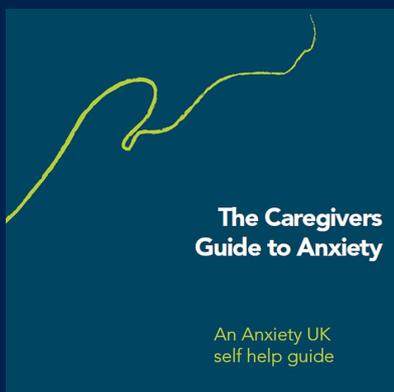


April



- First annual Anxiety UK Approved Therapist CPD event held in Birmingham

May



- New Caregiver's Guide launched to coincide with National Carer's Week

June

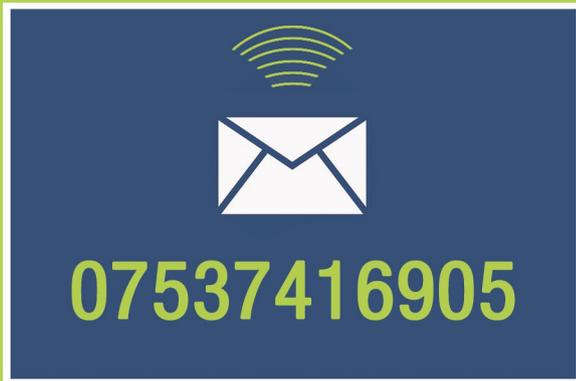
- Helpline Partnerships quality standard secured



A Year's View

July

- Text support service launched



September

- #HighFiveforAnxiety social media campaign takes Twitter by storm!



September cont'd

- Staff and Trustees strategy day



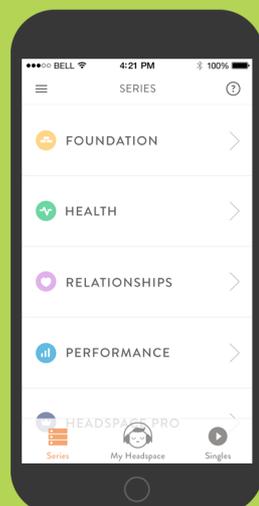
October

- Training staff at the London Eye



November

- Launch of Headspace app for members of Anxiety UK



December

- Staff and volunteers run the Santa Dash at Salford Quays



Services

Anxiety UK continued to provide access to subsidised talking therapies during 2015 for its members, delivered across the UK by our pool of almost **200** therapists.

Over the course of the year more than **300** members accessed talking therapy with an Anxiety UK Approved Therapist.

We continue to offer a mix and choice of therapy for members with CBT, counselling and clinical hypnotherapy available, with CBT and counselling also available by phone or online for those who prefer it delivered this way.

Our FAST service also continues to be popular for those seeking the reassurance of accessing therapy with an Anxiety UK Approved Therapist and we received 35 FAST requests last year.



Infoline & Associated Services

In 2015 we successfully achieved the Helpline Standard quality standard accreditation thanks to the great work of our team of staff and volunteers.

We also repositioned the support service as an Infoline and also launched our Text service, continuing to provide support, advice and information for individuals throughout the UK and beyond.

Our Infoline volunteers have done a superb job of providing vital support via our email, live chat and telephone services. Their level of commitment and willingness to help others are a key part of the charity and the support we provide.



Helplines
STANDARD

Infoline & Associated Services

Key Facts



Provided therapy at almost 200 locations across the UK

In 2015 Anxiety UK received more than 10,500 Infoline calls

In 2015 Anxiety UK received more than 2,000 live chat requests

In 2015, over 4000 people requested email support

Partnerships

Our therapy services continue to be in demand with other charities and like minded partners.

In 2015 we provided support to three key partners during the year to extend our support to their beneficiaries living with anxiety, stress or anxiety based depression.

Partnership working is an important part of our therapy services and is an area that continues to develop and grow with more new partners set to be announced in 2016.



The Charity for
Civil Servants

for you

by you



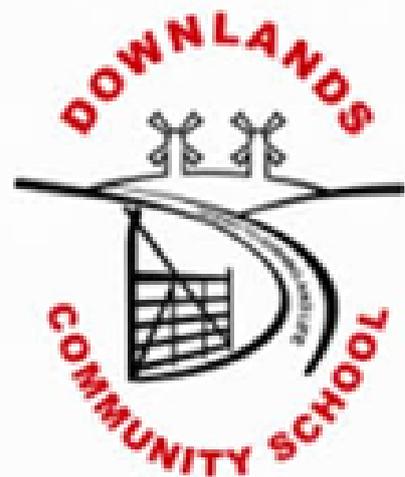
Training & Consultancy

Demand for training and consultancy services was provided for a wide range of organisations and businesses by Anxiety UK in 2015, delivering bespoke training and anxiety awareness guidance and advice.

Stress, panic attacks and anxiety at work are the predominantly common themes for training and consultancy support requests from a range of organisations who contact the charity.

Those who benefited from Anxiety UK support during the year included -

Blackburn & Darwen Council
Downlands Community School
North West Libraries
Pulmonary Hypertension Association members
York University



Strategic Influence

Once again in 2015 Anxiety UK continued its work as the ‘voice of those living with anxiety, stress and anxiety-based depression’ in the UK through its strategic influence and campaigning work including:

- Building further on the campaign aimed at highlighting the inaccessibility of modern transport, in particular, trains working with Derby Mental Health Action Group and the Association of Train Operating Companies (ATOC)
- Continuing to contribute to the ongoing development of the Royal College of Psychiatrist-led working group on the Accreditation Programme for Psychological Therapies (APPTS)
- Providing consultancy to the University of Manchester’s MSc/PgD Advanced Practice Interventions for Mental Health – Primary Mental Health Care pathway and pre-registration Nursing programmes
- Acting as a critical friend to independent investigations related to major mental health reviews
- Providing input to the Action for Choice in Therapy group of the national IAPT programme
- Launching the Katharine & Harold Fisher Anxiety Research Fund



Communications

Fundraising

2015 has been another fantastic year for fundraising thanks to the hard work and dedication of hundreds of supporters and fundraisers who have raised over £36,000 for Anxiety UK.

Website & Social Media

The Anxiety UK website was visited by more than 1.6 million people in 2015 and continues to be the first port of call for providing information and support on anxiety related disorders. The charity has also gained over 20,000 new followers on Twitter and Facebook with a combined following of over 70,000 people who regularly view our posts and updates and engage with the charity..

In 2015, more than 1.6 million people visited Anxiety UK's website

Anxious Times

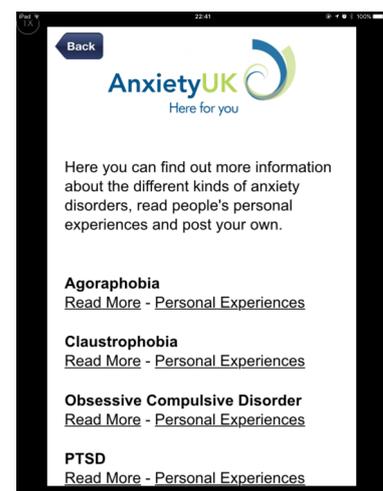
The quarterly members magazine remains our key communications channel direct to our members in 2015, delivered to our entire membership and also available online for non-members. We continue to provide information, personal stories and advice from those living with anxiety as well as experts in the field.

Press, Film & Materials

Anxiety UK continued to feature in a number of articles in publications in the national media across broadcast, online and in print. We also updated our generic Anxiety UK leaflet to promote the work we do and the services available.

Stress Tips - Smart Phone App

Anxiety UK's 'Stress Tips' app continues to be a popular source of information and guidance for smartphone users.



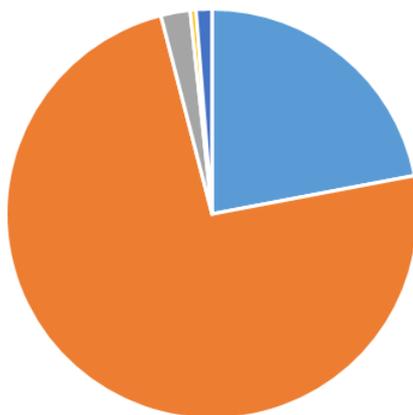
2015 represented a financial investment year for Anxiety UK.

In 2015, the Board of Trustees invested in developing the staff team, IT security and infrastructure whilst also commissioning the development of a new website.

The new post of Training & Partnerships Co-ordinator was created in response to the growing demand for the charity's training, partnership and consultancy services (with an anticipated return on investment likely to be realised in mid-2016). This additional expenditure, combined with decreased income from donations and legacies as well as charitable activities resulted in a Year End position for 2015 of a deficit of £24,415.

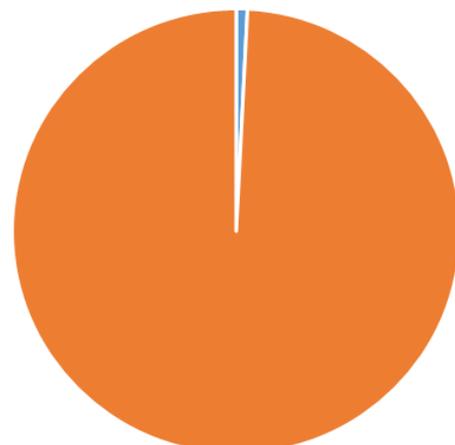
Total income & expenditure (£)	2014	2015
Income	219,201	166,920
Expenditure	155,083	191,355
Operating surplus	64,118	(24,435)
Total funds	383, 288	358,853

Income



■ Donations & legacies ■ Charitable activities ■ Investment income
 ■ Other income ■ Other trading activities

Expenditure



■ Raising funds ■ Charitable activities

Fundraising & Supporters

We'd like to give a special thanks to these individuals and organisations for their financial, fundraising and/or in kind support during 2015



Staff, Trustees & Patrons

Staff

Chief Executive

Nicky Lidbetter

Therapy Services Coordinator

Dave Smithson

Membership & Shop Manager

Pete Nunes

Training & Partnerships Coordinator

Laura Whitehurst

Communications Officer

Amber Smith/Alex Farrington

Infoline & Volunteer Coordinator

Charlotte Poulter/Hazel Whittle

Board of Trustees

Chair

Colin Fyfe

Vice Chair

Carol Fare

Trustees

Rose Beech

Satish Raghavan

Charlotte Bolton

David Corr

Kate Jury

Patrons & Celebrity Supporters

Marcus Trescothick

Rebecca Front

Ruby Wax

Simon Webbe

Advisors

Amo Kalar

Clinical Advisors

Professor Adrian Wells

Professor Sir Cary Cooper CBE

Dr Chris Williams

Dr David Baldwin

Professor David Clark

Professor David Nutt

Dr Fred Penzel

Professor Karina Lovell

Professor Paul Salkovskis

Professor Robert Edelman

Professor Sam Cartwright-Hatton

Professor Ursula James



AnxietyUK



Here for you since 1970

Zion Community Resource Centre
339 Stretford Road
Hulme
Manchester M15 4ZY

Email Support Service: support@anxietyuk.org.uk

General Enquiries: info@anxietyuk.org.uk

Registered Charity No: 1113403

Company Registration No: 5551121

Established 1970

Helpline: 08444 775 774

Admin Tel: 0161 226 7727



[Facebook.com/anxietyuk](https://www.facebook.com/anxietyuk)



[@anxietyuk](https://twitter.com/anxietyuk)



[@anxietyukofficial](https://www.youtube.com/channel/UC...)



[@anxietyukofficial](https://www.instagram.com/anxietyukofficial)

