



SWEDA

SUPPORTING PEOPLE WITH

EATING DISORDERS

ACROSS THE SOUTH & WEST

Impact Report

April 2024 – March 2025

Welcome to SWEDA's Impact Report 2024/25

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Introduction

In April 2025, MP Wera Hobhouse described eating disorders as 'one of the largest treatment gaps in modern healthcare'.

The incidence of these life-threatening conditions have grown alarmingly in the last decade. Research among young people in 2023 showed 75% of women aged 17-19 and 50% of men screened positive for possible eating problems.

This report shows how SWEDA has continued to rise to the challenge.

In the last 5 years we have tripled the number of children, young people and adults we support. In 2024/5 we supported 1,199 people 1-2-1, and our specialist team met thousands more through outreach and training. We have expanded into Oxfordshire, made changes to speed up access to our current services and developed new ones. We have increased the training offered to our own staff and invested in building a communications and fundraising team to raise awareness, tackle stigma and misinformation and make SWEDA's future more secure.

A huge thank you to the staff, volunteers, trustees, funders and partners who made this possible, and who are helping us to shape SWEDA's future as we work on our new 5 Year Strategic Plan.

We will continue to meet the courage of our clients with our ambition to provide quality expert support for people of all ages with eating disorders in the South & West.

Ian Creek
Interim Chair
chair@swedauk.org



What we do



Therapeutic counselling

1-2-1 sessions with a specialist counsellor



Daisy Project

CBT-informed, 12 session programme



Support Calls

Series of calls centred on recovery goals



Nutritional Support

1-2-1 sessions with our qualified nutritionist



Support Groups

In-person and online, facilitated by counsellors



Mindline

A twice weekly eating disorders helpline



Therapy for Children and Young People

With specialist therapeutic support workers



Parents & Carers Support

A series of support calls or counselling sessions



Information for Families

Educational events and online resources



Schools and Colleges Support

Specialist support sessions for students



Finding Food Freedom

Peer support programme focused on BED recovery



Educational Outreach

Raising awareness about EDs and SWEDA's work in the wider community

Why it matters

Eating disorders are serious illnesses affecting millions of lives in the UK.

Eating disorders can be incredibly damaging to a person's mental wellbeing and physical health, and they can become life threatening. They can also have a profound affect on families and loved ones.

The number of people affected is growing.

The NHS estimated in 2019 that 2-3 million adults of all ages could be affected by eating disorders,¹ and more recent statistics show that 12% of 17-19 year olds – and nearly 21% of young women in that age group – have an eating disorder.² The demand for our services, and the complexity of the challenges faced by our clients, grows every year.

Recovery is always possible.

Getting specialist support early on is the best way to help people recover, which is why access to local preventative expert support is so important. In many parts of the UK there is no face to face support available until someone is ill enough for an NHS diagnosis. We want SWEDA's services to be available to everyone who needs us.

"MY SESSIONS HAVE DEFINITELY GIVEN ME THE TOOLS I NEED TO CONTINUE MY RECOVERY AND TRY TO DO THE NEXT PART ON MY OWN."

SWEDA CLIENT 24/25



Our impact

1,199

clients supported

6,047

therapeutic
sessions delivered

18%

increase in clients
from 2023/24

How our adult clients feel:

83%

reported an improvement
in disordered eating
thoughts and behaviours

80%

reported less
psychological distress.

85%

reported improved
wellbeing.

“THE HELP I RECEIVED AT SWEDA HAS BEEN FUNDAMENTAL IN STARTING MY JOURNEY BEYOND MY EATING DISORDER, PARTICULARLY AS THIS IS NOT SOMETHING I COULD FINANCIALLY ACCESS OTHERWISE.”

SWEDA CLIENT 2024/25

M's story

“I have struggled on and off with an eating disorder for over 10 years.

SWEDA's Daisy Project helped me to think about recovery as something that I could reach. I now have a clear plan for how I want to move forward, trusting my own voice towards recovery.

I learned that I don't have to do everything all at once. I have become more open with friends and family when I am finding certain situations difficult. I have also been working on exercise and am slowly making positive changes, like stopping when I can feel I am only carrying on because of the ED voice.

The help I received from SWEDA was incredibly impactful. I felt really understood, heard, and at times challenged, but always met where I was at.”

“I CAN'T BELIEVE HOW MUCH I HAVE MANAGED TO CHANGE. I ACTUALLY FEEL REALLY PROUD OF MYSELF.”



Our impact: children & young people

165

children & young
people supported

1,030

therapeutic
sessions delivered

21%

increase in
interventions delivered

How our children and young clients feel:

100%

reported an improvement
in disordered eating
thoughts and behaviours

84%

reported less
psychological distress.

87%

reported improved
wellbeing.

“MY SWEDA THERAPIST WAS HELPFUL, KIND AND GENTLE.
SHE REASSURED ME, AND VALIDATED MY EXPERIENCES
AND FEELINGS.”

YOUNG CLIENT 2024/25

A parent shares their story:

“I was desperate for help for my daughter.

And I got more than I could possibly expect from SWEDA. Lots and lots of support and understanding and a great amount of information and tips to help her.

I think SWEDA is a fantastic service. The support I received was second to none. The empathy and understanding I have received is overwhelming.”

“YOU HAVE SUPPORTED ME DURING ONE OF THE TOUGHEST TIMES OF MY LIFE. THANK YOU.”



This year's highlights

Growing our services



In 2024 we launched a new service in Oxfordshire's NHS Wellbeing Hubs. Over 2024/25, we've grown the Oxfordshire team to 5 specialist Therapeutic Support Workers.

SWEDA now partners with Mothers 2 Mothers in Bristol, to give new mothers access to 1-2-1 eating disorder support with Therapeutic Support Worker and Perinatal Champion, Kat.



We've been able to offer in person therapeutic services to adults in Bath for the first time, with special thanks to support from the Roper Family Charitable Trust and Bath Women's Fund.

We introduced a new, 16-week workshop series, for people affected by binge eating. 'Finding Food Freedom' provides opportunities for personal reflection through discussions, group exercises, and homework.



Thanks to the support of the Prudence Trust, we've been growing our services for parents and carers supporting a child with an eating disorder, including information evenings, resources, nutritional support, and expert counselling.

Working in partnership



REDCAN, the network of regional eating disorder charities we co-founded in 2020, has recruited a Development Director to start work in April 2025 to enable us to do more together to raise awareness and funds for our essential work

We continue to work closely with the NHS, the ground breaking Open Mental Health coalition in Somerset and the VCSE Mental Health Alliance for Bristol, North Somerset and South Gloucestershire to offer joined up support to people in the South & West.



SWEDA partnered with equality charity BRAP to grow our understanding of anti-racism through a series of engaging, transformative workshops for our team and trustees.

Growing our reach

At the start of 2025 we welcomed Gavin, our Fundraising Manager, and Peter, our Fundraising Officer, to help raise awareness about eating disorders in our community, and how people can support SWEDA's work.



We launched #WhatRecoveryMeansToMe, our social media campaign sharing reflections from people with lived experience, families, and professionals. Thank you to everybody who contributed artwork and written reflections!



#WhatRecoveryMeansToMe

In the past year we launched a new project gathering stories from the SWEDA community and beyond, inspired by the prompt #WhatRecoveryMeansToMe. Here's just a few of the reflections that were shared with us:

Charlotte

"Recovery for me means having a life, being able to engage in what's going on rather than living in my head. It allows me to build relationships with people because I am not totally preoccupied with food. In essence recovery means running in to life rather than away from it."

Hannah

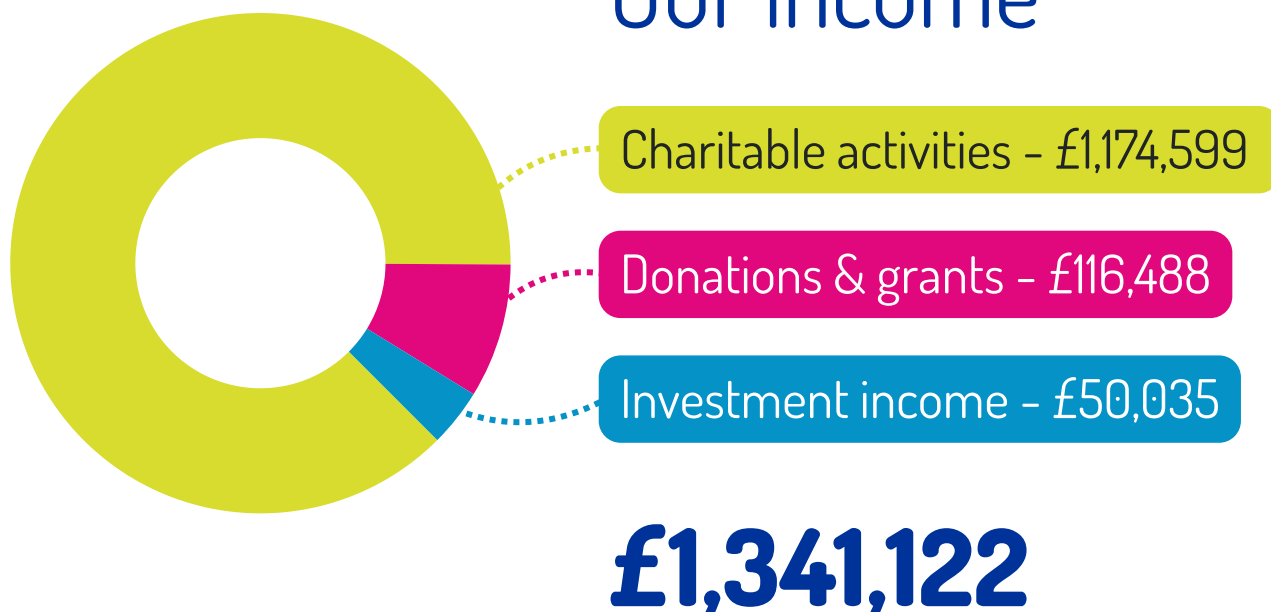
"I am an auntie to my sister's two beautiful boys – Wilfred and Stanley – and there is nothing more freeing than letting go of the control I once needed to survive, in order to show up for them every day."

Dave

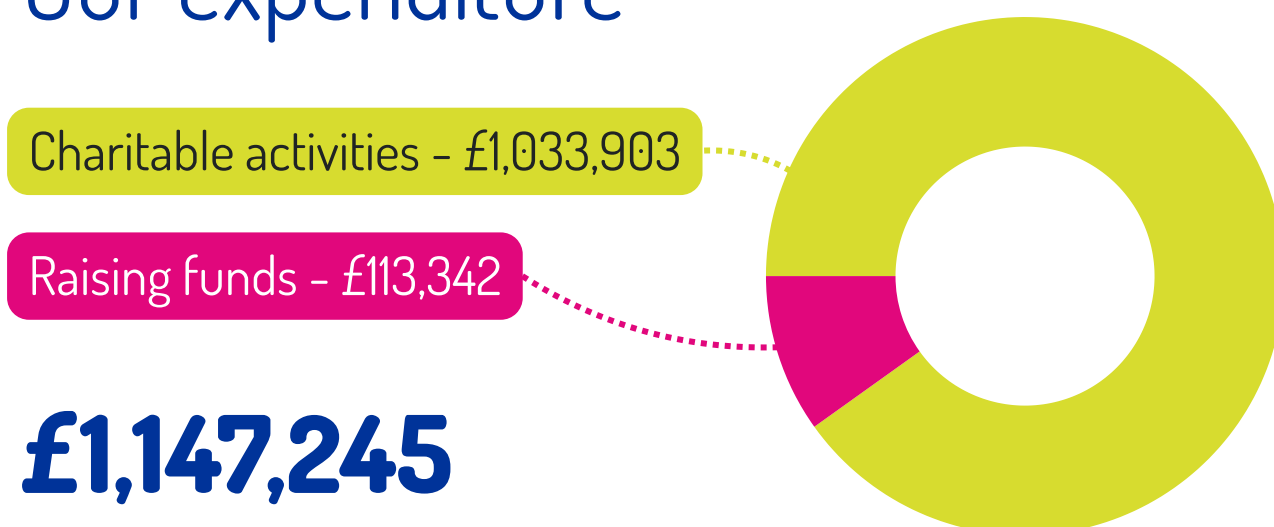
"For me recovery was what I had to gain back – my sense of humour, sense of fun, sense of enjoyment. Because when you look at what you have to gain, rather than what you have to lose, recovery is a no-brainer."

Income & Expenditure 2024/25

Our income



Our expenditure



Here's to you

We want to say 'thank you' to everyone in our SWEDA Community who has supported our work this year:

10,140

volunteer hours
contributed by our
placement counsellors

400+

readers of our
SWEDA e-newsletter

1.5k

followers on
social media

And to the funders, donors, and community organisations whose generosity means we can continue to be there for our clients. Without your support, none of this would be possible!



"I FEEL SO LUCKY THAT I WAS ABLE
TO ACCESS THIS SERVICE.

I FELT LISTENED TO AND SUPPORTED
WITHOUT JUDGEMENT."

SWEDA CLIENT 2024/25

Be a part of SWEDA's future

When you donate, fundraise, or give your time for SWEDA, you're helping us make a difference to somebody's eating disorder recovery. As a charity, we're counting on the support of our community to be able to keep providing our specialist support services to those who have nowhere else to turn. We hope you can help.



Donating to SWEDA means you're helping us provide our core services – such as our expert-led therapeutic services, support groups, and outreach to schools. These provide a vital lifeline for our clients.

Fundraising is a great way to raise awareness about our cause. Take part in one of our fundraising events, get stuck in with making and selling something crafty, or fundraise for us at your own special event.



If you're a **local business** wanting to make a difference in your community, we'd love to hear from you. Partnership opportunities include: event sponsorship, PR link ups, team-building challenges. Get in touch with us to find out more.

And there's many more ways to show your support, such as sharing your story with us, collaborating on a piece of social media content, or including us in your will. To find out more, drop our Fundraising Manager, Gavin a line at gavinosborn@swedauk.org, or visit swedauk.org/support-us.



SWEDA's Vision

Our vision is to support everyone affected by eating disorders across the South & West.



Our mission statement

We engage with people affected by eating disorders including family and friends, offering hope and enabling access to support services to empower recovery.

Our Values

Compassionate

To our clients and each other

Hopeful

believing that recovery is always possible

Accountable

holding ourselves and the people we work with to a high standard

Ambitious

we want the best for our clients and for ourselves