



SUPPORTING PEOPLE WITH

EATING DISORDERS

ACROSS THE SOUTH & WEST



Our 5 YEAR STRATEGY

2021 - 2026

April 2021, updated February 2024

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UK Registered Charity 1056441; UK Company Limited By Guarantee 3208772



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About SWEDA

SWEDA is a regional charity supporting people affected by eating disorders across the South & West of England. Set up in 1992 by a group of sufferers and carers in Somerset, SWEDA has since provided a range of services for people struggling with a range of eating disorders and disordered eating, with or without a clinical diagnosis, whether they are a sufferer themselves or care for someone else affected. New services have recently been established in Bristol and as of April 2024 we will be expanding our services into Oxfordshire.

SWEDA occupies a unique space as the only eating disorder charity in the region. It provides both preventative and recovery focused support and is an alternative and complementary provision to the NHS. We believe in enabling and empowering individuals who choose to use our service to aid their recoveries and to live as satisfying a quality of life as possible.

Changes we faced over the past 5 years

2015–20 saw unimaginable changes for SWEDA due, at least in part to the huge rise in eating disorder presentations since the COVID-19 epidemic. Alongside this, since the re-launch in February 2016, SWEDA has experienced a year-on-year increase in demand for our services.

Over the course of 2020, we were fairly successful in holding this huge increase in demand with short-term Covid-19 grants and adapting our services to hold clients within the limitations of pandemic control. However, more and more people are contacting us for support and help with their eating disorder; we are finding that the complexity of cases is also increasing and, in order to meet this demand, we must adapt and develop our services to meet this challenge.



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SAFE

Respecting boundaries and confidentiality

FLEXIBLE

Providing family friendly services and workplace environment

PROFESSIONAL

Being an exemplar of good practice in all aspects of our work

USER INFLUENCE

Listening to our clients to ensure they are the heart of all we do

AMBITIOUS

Motivated and aspirational in our work

COLLABORATIVE

Working in partnership with our clients, their families, statutory and voluntary organisations



PRO-RECOVERY

Supporting our clients to remain hopeful that recovery is possible

COMPASSIONATE

To our clients, staff, and volunteers

HOLISTIC

Responding to the complexity of our client's needs



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Our Vision

To support everyone affected by eating disorders
across the South & West



Our Mission

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

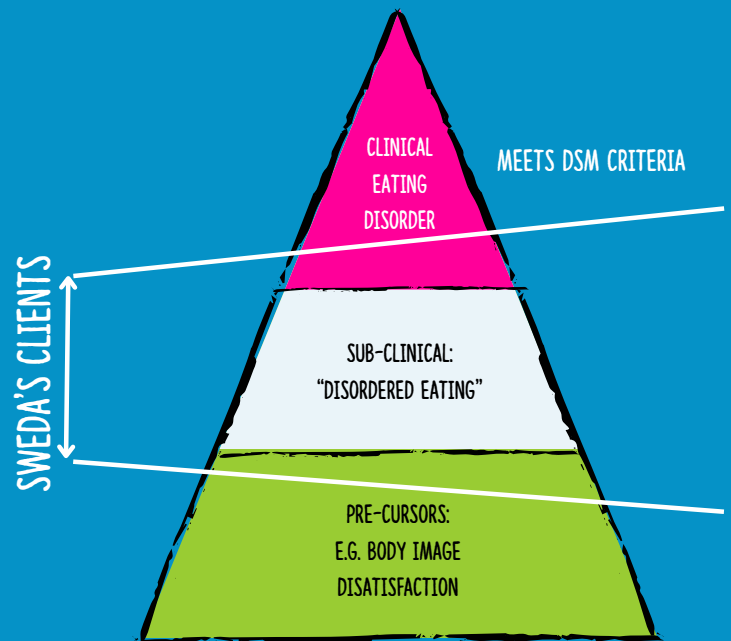
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Our Clinical Positioning

SWEDA works closely with NHS services such as the Open Mental Health network, the Eating Disorder Services for Adults (EDSA) and CAMHS; who are best positioned to work with those who are seriously ill or in crisis as they can call on a range of resources for the necessary multi-disciplinary approach.

SWEDA therefore aims to provide something that differs and complements this; something that can work with those who would not otherwise be able to access specialist help. This includes those showing early signs of disordered eating behaviour who would not yet attract a clinical diagnosis; or who may have a clinical diagnosis but who do not wish to work with the NHS for some reason; those with disordered eating who are suffering distress as a result of their behaviour and those who are struggling with body image issues.



The diagram above shows the range of presentations we are willing and able to work with. For those who may fall outside these boundaries we are able to refer on or signpost elsewhere.



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Strategy Process

As a user influenced organisation it is important for us to hear the views of people with lived experience of an eating disorder to help steer SWEDA into the future and ensure our services are fit for purpose. To facilitate this, in October 2020, we started the process of collating these views to form the basis of our five-year strategy intended to guide us through the next 5 years (2021 to 2026). We:

- 1.** Carried out a whole organisation consultation; on 7th October 2020 inviting staff, volunteers, trustees, and past clients to our SWEDA Day to gather their views on what they felt our main priorities should be in the coming years.
- 2.** Formed a Strategic Committee made up of Senior Management Team and three Trustees, to carry out a review of the organisation to establish our strengths, weaknesses, opportunities, and threats. We also carried out a PESTLE review to establish how external environments such as the political, economic, social, technological, and environmental would impact on SWEDA and the services we deliver.
- 3.** Returned to the participants from our SWEDA Day sharing with them a draft of our strategic aims.
- 4.** Presented our findings and reports to the Board; from this working group we secured agreement from the Trustee Board of SWEDA's strategic aims for 2021-2026.



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Strategic Aims 2021-2026

SWEDA WILL BE THE 'GO TO' SERVICE FOR EATING DISORDER SUPPORT IN THE SOUTH AND WEST OF ENGLAND.

Our strategic objectives are dependent on our sustainability and the development of our infrastructure to support our increased provision. To this end SWEDA will also implement a Fundraising Strategy, Business plan & Infrastructure Development Plan to sit alongside these aims. Our objectives are:

OBJECTIVE **Engage, enable, and empower all those affected by eating disorders in our area of service provision**

1

A) Continue to improve the quality and effectiveness of our services

B) Ensure we fully understand the demographic breakdown and the different needs of our communities

C) Ensure our staff and volunteers have the expertise and understanding to effectively respond to these needs

D) Develop monitoring and outcomes data to evidence our impact on our clients lives and wellbeing

OBJECTIVE **Increase our response and provision for young people experiencing eating disorders or emerging eating problems**

2

A) Further develop the provision that we have begun to offer for eating disorder treatment and support for young people in tandem with carers or parents

B) Become the experts and lead the way in eating disorders provision for young people within our area

C) Provide services for young people that address early intervention and precursors to eating disorders

D) Develop relationships with key service providers for young people to ensure no-one is left behind including those moving into adulthood

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Strategic Aims 2021-2026

OBJECTIVE **Address the diverse causes and presentations of eating disorders amongst different groups and communities**

3

- A) Increase the understanding within SWEDA of the range of factors which may trigger and sustain eating problems
- B) Involve and engage with all genders, ethnicities, and ages across all aspects of our organisation
- C) Increase our understanding of how eating problems may manifest differently in different groups and communities
- D) Develop our services to address the needs we have identified

OBJECTIVE **Develop strategic alliances to secure sustainable funding and increase the range and quantity of effective eating disorder support**

4

- A) Explore national relationships with eating disorder organisations to share learning and effective responses
- B) Explore regional relationships with the wider VCSE with a view to build effective alliances
- C) Build effective relationships with local and regional statutory health commissioning bodies to secure service provision
- D) Explore the potential of research partnerships with universities and others with the purpose of increasing the quantity and quality of services and to contribute to wider knowledge about eating disorders



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Our Governance

With the support and backing from Lloyds Bank Foundation and in response to the growth and demands on the organisation we are reviewing and developing our governance structure. We have started this process by recruiting three new trustees with specific expertise and knowledge to address identified gaps in finance, clinical expertise and voluntary sector management. However we're still mindful to strengthen the board in line with our goals on equality, diversity and inclusion which will be an ongoing process.



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Next Steps

There are three critical areas that will now be addressed to ensure the implementation and oversight of our Strategic Plan 2021/26. These are:

- We will develop our detailed Business Plan with SMART targets by Easter 2021 in order to operationalise our strategic objectives.
- A new Fundraising Strategy to support the sustainable implementation will be researched and developed over the coming months with additional expertise. Whilst our fundraising is ongoing, the overall strategy will be available in early summer 2021.
- SWEDA will increase its visibility in order to raise awareness of our important work for potential clients, funders and stakeholders. Therefore we will seek specialist expertise to draft and implement a new Marketing and Communications Plan to commence in the autumn 2021.

THANKS TO



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“SWEDA was my lifeline.
I see now that there is
hope for my future.”

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