



Under embargo until 00:01 9th October 2019

Lloyds Banking Group extends Mental Health UK charity partnership to support new programme to reach half a million young people across the UK

- Mental Health UK and Lloyds Banking Group have extended their partnership until the end of 2021 aiming to raise a further £4 million.
- Fundraising will directly support Mental Health UK's programme 'Bloom', which aims to reach 500,000 young people and train 2500 teachers in mental health support
- Lloyds Banking Group colleagues have so far raised over £10 million for Mental Health UK in three years.

Mental Health UK and Lloyds Banking Group have today announced an extension to their charity partnership for another two years. The partnership aim is to raise £4 million by the end of 2021 to expand 'Bloom' which supports the mental health of young people. The funds raised through the extension of the partnership will enable Mental Health UK to reach half a million young people as well as train over 2,500 teachers.

The scheme will help prevent long-term mental health challenges in later years, developing practical resources to provide the skills needed for staying mentally healthy. According to The Mental Health Foundation, 50% of mental health issues start before a person is 15 years old and 75% of mental illnesses start before a person's 18th birthday.

Secondary school is a crucial space to support young people, and Mental Health UK have created a programme designed for 14-18 year olds, equipping them with resilience tools so that they can manage stresses in their life, both now and in the future.

According to a recent Young Minds survey, 51% of young people said that they didn't ask for help with their mental health because they didn't understand what they were going through. *Bloom* addresses this by raising awareness amongst young people and teachers and starting the conversation early.

The programme will help enable an environment where teachers feel able to open the conversation about mental health with students. Joe Baldwin, Assistant Principal Learner Journey at Bridgend College in Wales, who has signed up to delivering *Bloom* said; "As a college we are committed to supporting a diverse community of students and enabling them to fulfil our college mission statement - 'be all that you can be'. We want to provide our students with the guidance, support and tools they need to achieve, progress and lead happy and fulfilled lives. This project will provide us with the fundamentals to do just that."

António Horta-Osório, CEO of Lloyds Banking Group, said: "We know that one in four people are affected by mental health issues in the UK every year, so at any one time a significant number of our colleagues and customers may be struggling with their mental health."



“Our ambition is to shift mindsets to recognise that we all have mental health, just as we all have physical health, and with the right support we can help our colleagues and customers with mental health conditions to thrive.”

“We are proud of our charity partnership with Mental Health UK and we’re delighted to announce that we’re extending our Mental Health UK partnership for another two years to the end of 2021 in order to support young people’s mental health right across the UK.”

Brian Dow, Chief Executive of Mental Health UK, said: *“Lloyds Banking Group colleagues have shown astonishing passion and energy from the moment our partnership started, and that drive has meant that the last three years have led to huge successes.*”

“The next two years provide us with a unique opportunity to deliver further change together helping to prepare the next generation for future life with Bloom, our programme that supports young people to better manage their mental health.”

“To achieve so much yet still have the desire to do more speaks volumes for the level of commitment everyone at Lloyds Banking Group has demonstrated and we are simply grateful beyond words.”

Lloyds Banking Group colleagues have raised over £10 million in three years for Mental Health UK. In 2018, Lloyds Banking Group colleagues voted overwhelmingly to support young people in mental health and colleague fundraising over the next two years will go entirely to ‘Bloom’, with the aim that half a million young people will go through the programme and 2500 teachers will be trained to support them.

-Ends-

Notes to Editors:

About Lloyds Banking Group.

Supporting our colleagues:

To mark World Mental Health Day this year we are launching a new online tool for colleagues called Your Resilience – to help everyone at Lloyds Banking Group take a proactive approach to improving their resilience and overall wellbeing.

It’s a free and completely confidential online portal developed by the Insight Network, a team of highly skilled psychologists and clinicians, to help colleagues maintain or improve their resilience and overall wellbeing.

At the start of 2018, we increased the amount of cover available to colleagues through Private Medical Benefit for mental health conditions, to be equal to the financial support available for physical conditions.

In May 2018 we launched a partnership with Headspace, a market leading meditation app to provide colleagues with access to mindfulness modules covering a range of topics from stress to self-esteem.



In October 2019 our signature challenge Walk the Talk, involving over 1,000 colleagues walking and talking about their mental health across the UK and a 5 day trek in Cambodia that finishes at Angkor Wat.

Over 40,000 colleagues within Lloyds Banking Group have completed our training modules on mental health in the workplace.

Supporting our customers:

Earlier in 2018 we launched an advertising campaign, #GetTheInsideOut, which aims to tackle the stigma associated with mental health conditions and encourage people to talk to others to find support.

We have a dedicated Customer Priority Team in our Credit Operations division, trained on how to provide specific support for customers with mental health conditions, such as addiction or bi-polar disorder, which can be linked to financial problems

We offer a number of digital tools such as text alerts, mobile app, internet banking, self-service overdraft reduction to help customers with mental health conditions stay in control of their finances.

About Mental Health UK

Mental Health UK connect with people and organisations to provide mental health information, advice and support.

Working across the UK, we bring together over 40 years of expertise from our four national founding charity partners to improve understanding and provide vital care. Individually we are mental health experts in our respective nations. Together we are an even stronger team. Our way of collaborating allows more people across the UK to access support for their own mental health as well as friends, family members and carers.

Living with a mental health condition can affect many aspects of daily life, from your physical health to your home, your work and ability to manage money. Every year we provide thousands of people across the UK with practical advice and information to help understand and manage their mental health.

About Bloom

Bloom is a UK-wide programme which supports young people's mental health resilience. Delivered in schools and colleges, Bloom equips young people with the tools and knowledge to maintain their mental health through life's transitions, both now and in the future.

<https://mentalhealth-uk.org/partnerships/projects/bloom/>

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