



Lloyds Banking Group commits to training 2500 colleagues by 2021 to help tackle mental health

- Lloyds Banking Group launch new programme to train 2500 colleagues as mental health 'Advocates' by 2021
- The role of an Advocate will be to drive cultural change and remove stigma through encouraging open conversation among colleagues
- The new programme was identified and designed with charity partner Mental Health UK

Now in the third year of supporting mental health and working alongside charity partner, Mental Health UK, Lloyds Banking Group has committed to training 2500 colleagues as Mental Health Advocates by 2021.

The Advocates training programme has been developed in partnership with charity partner, Mental Health UK. The role of an Advocate will be to drive cultural change and remove the stigma associated with mental health through encouraging open conversation among colleagues.

The programme will look at the main issues affecting colleagues and equipping them with the skills and knowledge to protect their mental health, as well as supporting colleagues living with ongoing mental health conditions to succeed and thrive at work.

The training will focus on raising awareness and increasing understanding of Mental Health, providing the Advocates with tools to look after their own wellbeing, and practical resources to allow them to have supportive conversations with their colleagues. The training will be delivered via a series of workshops by Mental Health UK. Advocates will also have access to digital and online learning, also available to all Lloyds Banking Group colleagues.

Fiona Cannon, Responsible Business, Inclusion and Diversity Director at Lloyds Banking Group, said: "Our ambition is to shift mindset 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 need to do all we can to equip our colleagues with the skills and knowledge to support and protect their mental health as well as their friends and family. We want to empower them to spot the signs of mental illness early, seek help when needed and look out for others who might also be struggling."

David Oldfield, Group Director Commercial Banking, and Group Executive Sponsor for Disability at Lloyds Banking Group said: "Mental Health Awareness Week has become a significant milestone in the Group's calendar and awareness has reached new heights through our fundraising partnership with Mental Health UK.

Raising awareness of mental health and the steps we can all take to improve our wellbeing continues to be a priority for the Group and we're aiming to create a culture where mental



health and physical health are seen as equal and colleagues can access appropriate support for both when needed.”

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Notes to Editors

Mental Health Awareness Week 13th-19th May

Lloyds Banking Group colleagues will be raising awareness by sharing their personal stories, deepening their understanding of mental health with e-learning, and taking a more active role by signing up to become a Mental Health Advocate.

Colleagues will also fundraise for Mental Health UK in a brand new campaign, ‘The BIG Appeal.’ Across the UK branch colleagues will be having conversations with customers, increasing awareness of our Charity Partnership, reducing the stigma and offering Mental Health UK branded wristbands in return for a suggested £2 donation.

About Lloyds Banking Group & Mental Health UK partnership:

The partnership has so far raised over £8 million to support people living with mental health challenges and delivered initiatives including:

- The Mental Health and Money Advice Service which was launched in 2017, and is the first of its kind in the UK, supporting people with both mental health and money problems.
- Over 1,000 people having benefitted from specialist telephone support, with each person being on average over £1000 better off. 200,000 more have made use of the many resources online.
- Training approximately 40,000 Lloyds Banking Group colleagues on mental health through e-learning modules, helping them to promote wellbeing in the workplace.
- Creating and distributing a mental health information guide to 5,000 GP surgeries and to 400,000 university students
- Setting up 23 new support groups in isolated communities across the UK, with a further 17 groups due to open by 2020

About Mental Health UK:

Mental Health UK brings together four national mental health charities working across the UK: Rethink Mental Illness, Support in Mind Scotland, Hafal and Mindwise.

We have 40 years' experience of working to improve life for people affected by mental illness in England, Scotland, Wales, and Northern Ireland. We were originally set up as a single UK-wide organisation in the 1970s, and we are now working together once again as Mental Health UK.

We are working together to raise funds so that more people across the UK can access support for their own mental health and for friends and family members who are affected by mental illness.



Press contacts

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