

ANYBODY UK / ENDANGERED BODIES

(Charity No: 1156627)

TRUSTEES' REPORT AND FINANCIAL STATEMENTS

For the period ended 1 April 2021

ANYBODY UK / ENDANGERED BODIES

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ANYBODY UK / ENDANGERED BODIES

CHARITY INFORMATION

Trustees

Susie Orbach

Rebecca Gardiner

Victoria Chetley

Joanna Harrison

Sharon Haywood

Dinah Gibbons

Charity Number

1156627

Principal Address

145 Crofton Park Road

London SE4 1AJ

Bankers

Barclays

1 Churchill Place London E14 5HP

ANYBODY UK / ENDANGERED BODIES
TRUSTEES' REPORT FOR THE PERIOD ENDED 1 APRIL 2021

The Trustees present their report and the financial statements for the period ended 1 April 2021.

Objectives and activities

AnyBody UK was established as a Charitable Incorporated Organisation on 10 April 2014 and is a registered charity (number 1156627). It is governed by the Charities Act 2011.

The main objects of the charity are as follows:

To advance education of body image issues amongst the government, education and youth sector bodies, the media and the public in general by the raising of awareness, provision of training, advice and support.

Our work benefits society by raising awareness of the damaging effects of poor body image on mental and physical health and wellbeing and tackling the roots of poor body image by working with government and challenging the industries that contribute to the problem. We advance the education of these issues by raising awareness and running campaigns, giving advice and support, advising on training, running events and workshops, and working in schools and universities.

As with many organisations, COVID-19 prevented much of our “in person” activities during 2020/21, which resulted in us focusing our work with The Women and Equalities committee “Changing the perfect picture” body image inquiry, and working with our online community to raise awareness, create change and empower others to make change.

Achievements and Events

Campaigns

July 2020

AnyBody submitted written evidence and recommendations to the Women and Equalities Committee's inquiry, "Changing the perfect picture: an inquiry into body image". Our report included four key areas for change; Diversity in the Media, Healthcare and Weight Stigma, National Child Measurement Programme and Food labelling in Schools.

The Women and Equalities Committee included our evidence in their final report, which was published in April 2021:

"AnyBody told us that weight stigma is endemic within health-care settings. A 'routine' procedure such as being asked to stand on scales within the GP surgery can have unseen consequences for those already struggling with marginalisation. Health professionals are not equipped to take a nuanced patient-centred approach to wellness, which can lead to serious medical issues being disregarded as simply the patient being "overweight".⁷⁹ Respondents to our survey, particularly people with disabilities, agreed with AnyBody's view and told us they are anxious about visiting the doctor and feel 'shamed' into trying to lose weight which is often a result of a medical condition."
P.18

"Anybody places emphasis on the 'Health At Every Size' (HAES) approach as a more effective means to prevent weight based discrimination and an overreliance on BMI.⁸⁴ The Health at Every Size approach involves treating patients whilst honouring differences in size, age, race, ethnicity, gender, dis/ability, sexual orientation, religion, class, and other human attributes." P.19

"AnyBody informed us that a further way to encourage positive body image for young people in schools would be to increase the diversity of marginalised populations in children's literature and media including 'fat bodies, Black and Brown bodies, queer bodies, non-binary and trans bodies'."
P.24

"AnyBody told us as part of their #PlayNotWeigh campaign, they alerted parents that they could opt out of the scheme as 77% of parents responded that they felt the current system of weighing and measuring children in school had not been helpful to them or their child. 26% of parents felt that the NCMP had a negative impact on them or their child. AnyBody also wrote to the Committee that children in a higher-weight category are 63% more likely to experience bullying and that:

"Black children are more likely to be placed in the "very overweight" and "obese" weight categories due to the racially-biased method of calculating BMI. Adjustments for Black children are not used, despite the research available, which not only invalidates child-weight data in areas that are ethnically diverse but increases the risk of weight stigma, bullying, and negative body image for Black children." P.24

<https://committees.parliament.uk/publications/5357/documents/53751/default/>

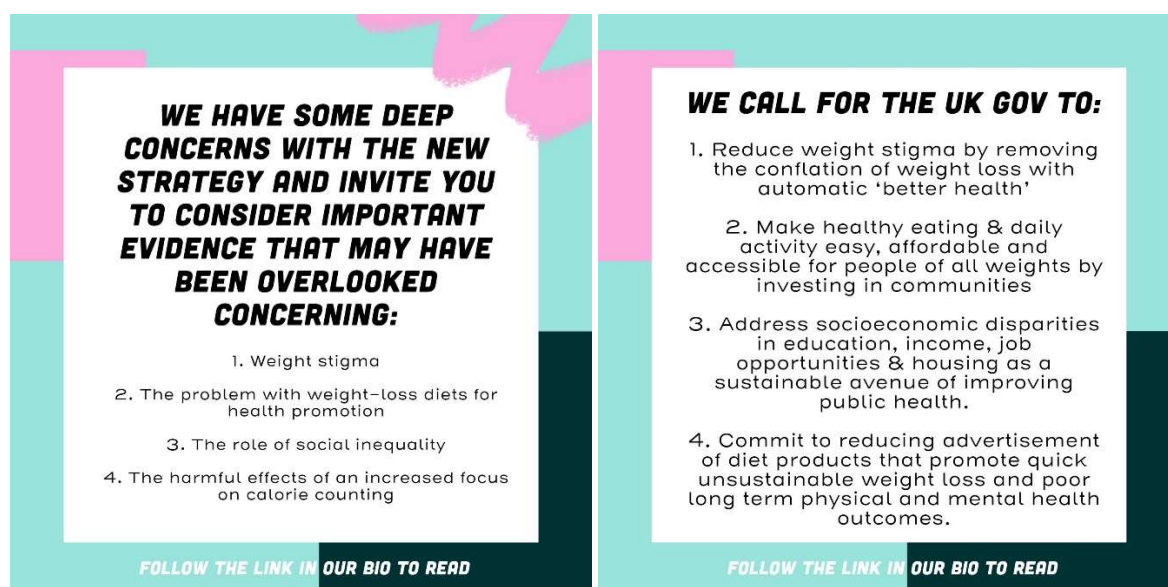
October 2020

AnyBody collaborated with Anti Diet Riot Club, Laura Thomas, PhD and Nadia Craddock, Research Fellow at Centre for Appearance Research, to publish an open letter to the UK Government, calling for them to re-think their 'New Ob*sity Strategy' and 'Better Health' campaign (following COVID-19), because we were concerned these campaigns would cause more harm than good.

In the open letter (linked below), we outlined the extensive evidence that showed weight-focused approaches such as those promoted by the UK Government were ineffective and had the potential to cause significant harm by increasing weight stigma and encouraging disordered eating behaviours. The letter garnered the official support of senior academics, researchers, doctors, registered nutritionists and dieticians, therapists and charities specialising in public health, weight bias, eating disorders, body image and health equity.

Read the letter here:

<https://anybodyuk.medium.com/open-letter-calling-to-change-ob-sity-strategy-better-health-campaign-cbfe5708cb9f>



April 2021

AnyBody member and fat-positive fertility expert Nicola Salmon and Elizabeth Armstrong LPC, PCOS Therapist, ran the 10 week group programme, Fat and Fertile. Over the course of 10 weeks, the group explored themes around what it mean to be fat and fertile, using Nicola's book "Fat and Fertile" as a foundation for discussion.

Training for midwives, health visitors and NCT trainers

Project to help expectant mothers address troubling body and eating issues, so that they pass on a more positive embodiment to their children.

This project, supported by the Burdett Trust, has enabled members of AnyBody UK to work with a variety of groups since Autumn 2016, and the project continues to run. AnyBody is deeply grateful to the Burdett Trust for making this work possible.

Due to COVID-19, it has not been possible to run in person workshops this year. We are looking forward to resuming workshops, once the situation has settled down.

Media Appearances



In April 2021, AnyBody member and Trustee and Body Image Researcher at The Centre for Appearance Research, Sharon Haywood joined Nadia Cradock, Research Fellow at the Centre for Appearance Research and Becky Young, Founder of Anti Riot Diet Club, to discuss the government's response to the Women and Equalities Committee's inquiry, "Changing the perfect picture: an inquiry into body image", via Instagram live.

Sharon, Nadia and Becky discussed the recommendations put forward in the report in regards to scrapping BMI, weight stigma, public health policy, eating disorders and body image

AnyBody member and fat-positive fertility expert Nicola Salmon appeared on various podcasts throughout the year, discussing body image and fat-positive fertility:

Real Health Radio

Dietitians Unplugged

The Yours Chewly Podcast

HAESY Podcast

The Mindful Dietitian

Embrace Fertility

Diet Culture Dropout

Break the Diet Cycle Podcast

Social Media Traffic

a) @AnyBodyOrg Twitter Stats

Impressions: 22,691

New followers: -196

Mentions: 107

Profile Visits: 3714

b) AnyBody UK Facebook Stats:

Total page likes at the end of April 2021: 6,645

Highest post reach was in October: 823 (organic/unpaid reach)

Total page followers at the end of April 2020: 6,360

Website Statistics

a) Primary website: Endangered Bodies UK (<https://london.endangeredbodies.org/>)

97 page views in total; 85 unique page views

Average time on page: 2 minute 25 seconds

Page with the highest traffic outside of the home page was “Ditching Dieting”

https://london.endangeredbodies.org/ditching_dieting

We had a total of 29 users

14.7% of our visitors were new; and the remaining were returning visitors

Top ten users by country:

- United Kingdom (68.97%)
- Argentina (6.90%)
- United States (6.90%)
- Australia (3.45%)
- Canada (3.45%)
- Germany (3.45%)
- Spain (3.45%)
- Romania (3.45%)

Top sources of users:

- Direct (82.76%)
- Organic (13.79%)
- Referral (3.45%)

b) AnyBody Blog (<http://www.any-body.org>)

Page Views / Month (Avg)	474/month (6165 in total / 13 months)
Visits / Month (Avg)	358/month (4649 in total /13 months)
Audience Size / Month (Avg)	330/month (4289 in total / 13 months)

Structure, Governance and Management

The Trustees who served during the year were:

Victoria Chetley, Rebecca Gardiner, Dinah Gibbons, Joanna Harrison, Sharon Haywood and Susie Orbach.

The power of appointing new or additional Trustees is vested in the Trustees.

The charity's day-to-day activities are administered by its Trustees as it employs no staff. The Trustees received no remuneration during the year for that purpose.

Financial review

AnyBody UK recognises the importance of setting a reserve policy to ensure that we can keep running should we face financial hardship. Critical to this is to ensure there are sufficient reserves to tide the organisation over while fundraising is done.

AnyBody UK operating costs are relatively low as we do not have rent commitments or have any paid and payrolled staff. The majority of our work is focused on delivering workshops which are billed and then paid for by the commissioning party. AnyBody UK applies for specific fundraising on a spot basis dependent on our calendar of activity.

It has been decided to set a reserve of £2,000. This reserve would be to service the running costs such as website hosting, travel and ad hoc expenses.

The AnyBody UK board has agreed to keep a certain level of financial reserve to ensure that main operations can continue for a period of 24 months. The main concerns of the board are to ensure that we can continue working, primarily to secure new funding to propagate more campaigns cover running costs.

The reserves are built up from the unrestricted (earned) income.

The level of reserves are calculated and monitored every 12 months by AnyBody UK (Trustees).

This policy will be reviewed yearly and whenever there are significant changes in income.

Plans for the future

This year we plan to develop and run, regular in person workshops in London, Manchester and Bristol. We also plan to apply for funding to help us achieve this goal. AnyBody UK will be re-branding, along with it's global sister organisation, Endangered Bodies, hopefully by the beginning of 2022 and we will re-launch our website. We are also looking at ways of gaining more interaction and visibility on social media platforms.

This report was approved the 12 January 2022 and signed on behalf of the Trustees by:

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R Gardiner

Trustee and Treasurer for AnyBody UK

ANYBODY UK / ENDANGERED BODIES

STATEMENT OF FINANCIAL ACTIVITIES FOR THE PERIOD ENDED 1 APRIL 2021

	Notes	2021	2020
		£	£
<u>UNRESTRICTED INCOME FUND</u>			
<u>INCOMING RESOURCES</u>			
Grants and other income		706	1,625
TOTAL INCOMING RESOURCES		706	1,625
<u>LESS: RESOURCES EXPENDED</u>			
Charitable activities, management and administration	5	3,098	3,331
TOTAL RESOURCES EXPENDED		3,098	3,331
<u>NET INCOMING RESOURCES FOR THE PERIOD</u>		(2,392)	(1,706)
<u>RECONCILIATION OF FUNDS</u>			
Total funds brought forward		14,041	15,747
TOTAL FUNDS CARRIED FORWARD		11,649	14,041

ANYBODY UK / ENDANGERED BODIES

BALANCE SHEET AS AT 1 APRIL 2021

	2021	2020
	£	£
Current assets		
Cash at bank	11,649	14,041
Other debtor	-	-
TOTAL CURRENT ASSETS	11,649	14,041
 <u>CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR</u>		
Other creditors	-	-
	<hr/>	<hr/>
<u>TOTAL ASSETS LESS CURRENT LIABILITIES</u>	11,649	14,041
Capital fund	-	-
Restricted income fund	7,415	11,004
Unrestricted income fund	4,234	3,037
	<hr/>	<hr/>
	11,649	14,041

The notes on page 9 form an integral part of these financial statements.

Approved and agreed by the Trustees on 12 January 2022 and signed on their behalf by:

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R Gardiner

Trustee and Treasurer for AnyBody UK

ANYBODY UK / ENDANGERED BODIES

NOTES TO THE FINANCIAL STATEMENTS FOR THE PERIOD ENDED 1 APRIL 2021

1. Accounting policies

1.1 Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts on a receipts and payments basis.

1.2 Fund accounting

The unrestricted income fund consists of funds to be used for the purpose of meeting the charity's operating expenses and towards meeting the charity's objectives.

The charity's capital fund is attributable to the original amount settled on the charity and, under the terms of the charity, is expendable at the discretion of the Trustees on expenditure which meets the charitable objectives.

2. Taxation

No liability arises as the Trust is a registered charity and is therefore exempt from taxation on the income arising from its normal activities.

3. Particulars of any outstanding guarantee given by the CIO

In December 2015 the Burdett Trust provided a grant of £43,000 in respect of the training of antenatal workers to deepen their understanding of the susceptibility of eating and body problems that expectant mothers may have. As at the year end the charity had spent a total of £35,585 towards the delivery of this project which is ongoing.

4. Particulars of any outstanding debt

None.

5. Charitable activities, management and administration	2021	2020
	£	£
Workshops and travel expenditure	1,169	1,731
Other expenditure	967	476
Website and computer costs	362	524
Accountancy	600	600
	<hr/>	<hr/>
	3,098	3,331