



Cold water immersion and open water swim  
courses for mental health and wellbeing



## Going in cold...

2020 has been a challenging year for everyone. The idea for **CHILL UK** had been hatched and the first courses planned before Covid19 hit. It was tempting to put all the planning to one side and start afresh in 2021. However, in the knowledge that mental health was an increasing issue during the pandemic, we worked hard to design safe courses and with the fantastic support of our funders we pushed ahead to make it happen.

And what a summer season it has been – from one trial course in July 2020 we now have 5 active courses taking us into December with a total of 65 people participating. All courses are part of a clinical trial, and the preliminary results have been quite amazing with everyone showing remarkable improvements in depression, anxiety and functionality. What we are already absolutely certain of is that these courses make people smile. They make them laugh. They give them a sense of achievement. They connect people with the natural world and with others suffering from similar problems.

**They make people FEEL BETTER.**

**“If you had a drug that showed these results, they wouldn’t believe you”**

**Dr. Mark Harper**  
Head of the cold water clinical trial





## The future of Chill is warming up...

To that end we have big plans for **CHILL UK**. We know already from our piece that was aired on the BBC that there is huge demand out there for these courses. We've been inundated with requests for **CHILL UK** projects to be set up nationally, and from wonderful people asking if they can run something similar in their area.

### So that is our plan...

We want to set up **CHILL HUBS** across the UK to enable many thousands of people to experience the wonder and benefit of open water swimming and cold water immersion.

**CHILL HUBS** will be independent but will sign up to our code of conduct to ensure high quality sessions, designed specifically to help people with mental health conditions that can be improved with cold water therapy. They will be part funded by local authorities, NHS trusts and charities to operate in their area, thus making each **CHILL HUB** sustainable.

Importantly, as illustrated in the following figures, **CHILL UK** will be self-funding after year 2, whilst **CHILL HUBS** will continue to get funding locally to run courses.

Immersing yourself  
in natural cold water  
eliminates all your  
worries and stress.

It's transformed my life  
and I am certainly going  
to continue doing this.

Sandra Simons  
August 2020



**CHILL UK will help establish each CHILL HUB, provide course guidelines, safety protocols and support with funding applications.**

**CHILL UK** will continue to co-ordinate the medical research. We are working with Portsmouth University on a national clinical trial to prove how effective cold water treatment is in the fight against anxiety and depression. This is a direct result of the initial findings from the studies we have carried out this season. We are looking into the improvements of the participants' mental health, researching the benefits of reducing inflammation levels in the body through cold water immersion and comparing this natural treatment to chemical anti-depressants.

We already know it works – we see the smiling people and listen to their feedback but for this to be made available to many, many more people in need, it is essential we have the medical proof that it makes a real and lasting difference: Our long term goal is to have cold water treatment prescribed by the NHS.

**To achieve all of this and more (we're always coming up with bright ideas!) we do need your support.**

Motivating, life changing and uplifting, what more do you want?

Veronica Henry,  
participant,  
August 2020







## Case study

Veronica, a 57-year-old lady, was recruited to a **CHILL UK** course in July 2020. We measured depression severity before the start of the course, post-course and 3 months after the course, using the Patient Health Questionnaire 9 (PHQ-9).

She scored 19 before the start, dropping to 5 at the end of the course and maintaining 5 at 3 months. This validated tool showed a clear drop from a moderately severe depression to a mild episode.

At the end of the course, she described feeling “more confident...always came away feeling uplifted and energised... better able to cope”, as well as feeling “healthier too - lighter of heart if not of body!” She has continued to swim regularly saying: “it’s life changing and life affirming”... “it has massively improved my mental health”.

Dr. Amy Burlingham MBChB MRCPsych

## Our partner

**CHILL UK** has been one of our most successful projects (particularly in view of covid restrictions) in terms of engaging people who would otherwise have been inactive, whilst connecting them with nature. The level of commitment has been outstanding and we look forward to delivering more projects as we go forward.

Neil Blackburn MA GFireE





## Financial forecast - Five year plan CHILL UK Budget 1/01/21 - 31/12/25

	Year 1	Year 2	Year 3	Year 4	Year 5	Total
<b>Income</b>						
Corporate Sponsorship	10,000.00	10,000.00				20,000.00
Grant Funding	40,000.00	30,000.00				70,000.00
Hub Income	9,000.00	22,500.00	30,000.00	33,750.00	37,500.00	132,750.00
Fundraising	5,000.00	2,500.00				7,500.00
<b>Total Income</b>	<b>64,000.00</b>	<b>65,000.00</b>	<b>30,000.00</b>	<b>33,750.00</b>	<b>37,500.00</b>	<b>230,250.00</b>
<b>Expenditure</b>						
Project Management	33,500.00	33,500.00	15,400.00	15,400.00	15,400.00	113,200.00
Project Support	12,800.00	12,800.00	3,840.00	3,840.00	3,840.00	37,120.00
Training and Development	5,000.00	6,000.00	4,000.00	4,000.00	4,000.00	23,000.00
Material Production	500.00	500.00	500.00	500.00	500.00	2,500.00
Website	2,000.00	1,000.00	500.00	500.00	500.00	4,500.00
Administration	500.00	500.00	250.00	250.00	250.00	1,750.00
Travel Expenses	4,000.00	4,000.00	3,000.00	3,000.00	3,000.00	17,000.00
IT	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	5,000.00
Promotional Materials	500.00	500.00	500.00	500.00	500.00	2,500.00
Legal Expenses	2,000.00	2,000.00				4,000.00
<b>Total Expenditure</b>	<b>61,800.00</b>	<b>61,800.00</b>	<b>28,990.00</b>	<b>28,990.00</b>	<b>28,990.00</b>	<b>210,570.00</b>
<b>Surplus (Deficit)</b>	<b>2,200.00</b>	<b>3,200.00</b>	<b>1,010.00</b>	<b>4,760.00</b>	<b>8,510.00</b>	<b>19,680.00</b>
Hubs	12	30	40	45	50	
Participants (based on 14 courses)	2,688	6,720	8,960	10,080	11,200	39,648





## Financial forecast

### Single CHILL HUB Budget Year 1-2

	Year 1 14 courses	Year 1 20 courses	Year 2 14 courses	Year 2 20 courses
<b>Income</b>				
Course Fees	6,144.00	9,216.00	6,144.00	9,216.00
Grant Funding	15,000.00	21,000.00	15,000.00	21,000.00
<b>Total Income</b>	<b>21,144.00</b>	<b>30,216.00</b>	<b>21,144.00</b>	<b>30,216.00</b>
<b>Expenditure</b>				
Lifeguard Support	3,920.00	5,600.00	3,920.00	5,600.00
Hub Fee	750.00	750.00	750.00	750.00
Changing Robe Investment	4,000.00	4,000.00		
Material Production	260.00	260.00	100.00	100.00
Administration	50.00	50.00	50.00	50.00
IT	240.00	240.00	240.00	240.00
Training & Development	250.00	250.00	250.00	250.00
Promotional Materials	150.00	150.00	150.00	150.00
<b>Total Expenditure</b>	<b>9,620.00</b>	<b>11,300.00</b>	<b>5,460.00</b>	<b>7,140.00</b>
<b>*Profit (Loss)</b>	<b>11,524.00</b>	<b>18,916.00</b>	<b>15,684.00</b>	<b>23,076.00</b>

\*Income for CHILL HUB owner



For further information contact [info@chilluk.org](mailto:info@chilluk.org)  
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Registered Company: CHILL Therapy CIC. Company Number: 12987779

