



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 the courses to date have been part of a clinical trial studying the effect of the activity on symptoms of depression and anxiety. The preliminary results are incredibly encouraging. 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.

Sandrea 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 and Brighton and Sussex Medical School to set up a national clinical trial to study 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 plan to investigate the effects of the course on participants' mental health and levels of inflammation levels in the body and compare this natural treatment to their usual care of chemical antidepressants and/or talking therapies.

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





'This course has quite literally changed my life'  
December 2020

## Let's start making waves

Our plan is to set up 50 **CHILL HUBS** across the UK in 5 years.

### Year One

We will create 12 new hubs running Chill courses. These will predominantly be based in the South West and on the South Coast. In or close to areas of multiple deprivation. We have already identified 2 sites in Cornwall, a further 2 in Devon, and are currently looking at 2 areas on the South Coast.

To enable the hubs to run courses effectively we will create resource packs for them, these will include manuals on how to run sessions effectively, how to carry out the appropriate risk assessments, resources to assist them in marketing courses and to help them link with local social prescribers and get courses running.

We will also provide all hub leaders with training on how to run an effective hub, this will comprise of a training weekend to give

them information and resources but also to share ideas to enable us to continually improve and develop the **CHILL UK** concept.

We will set up an IT system using already established packages used in clinical settings which will enable all **CHILL HUBS** to manage their course participants efficiently whilst also maintaining participant confidentiality and ensuring medical records are stored securely.

We will enhance our website to make it easy for people to see where Chill sessions are available. We also want it to become a resource centre.

The go to place for information on cold water immersion and open water swimming which is presented in an easily digestible format to give people from all walks of life the opportunity to learn more about the benefits but also the dangers of open water.

### Year Two

Will develop on the progress in year one and we intend to open a further 18 hubs. Based on each **CHILL HUB** running 14 courses for 16 people each year (a conservative estimate) this will mean nearly 7,000 people benefiting from the sessions in year 1 and 2.

### Years Three to Five

We will consolidate and continue to open new **CHILL HUBS** until we have 50 active hubs across the UK – delivering courses for over 11,000 people each year.

The following page shows our detailed financial plan for the next 5 years.

After year 2 CHILL UK becomes self sustaining.





## 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>						
Funding	50,000.00	40,000.00				90,000.00
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



 @bravethechill

For further information contact [info@chilluk.org](mailto:info@chilluk.org)  
[www.chilluk.org](http://www.chilluk.org)

Registered Company: CHILL Therapy CIC. Company Number: 12987779

**CHILL**  
chilluk.org