



let's end mental health discrimination

Time to Change Legacy Materials
www.time-to-change.org.uk/legacy

Funding Time to Change

Time to Change was funded in the first phase with £16m from the Big Lottery Fund and £4.5m from Comic Relief. The programme also benefited from the secondment of two members of staff from the Department of Health to work on stakeholder management and policy. The Department of Health also funded the annual National Attitudes Survey, which allowed us to measure the attitudes of the general public towards people with mental health problems.

The programme also went on to run two sports-related programmes: the Sport and Mental Health Project (funded by the Department of Health with £83,000), and Imagine Your Goals (funded by Sport Relief and the Premier League with £620,000).

Phase 1 funding

For more information on how the programme got funding for Phase 1 take a look at this [PowerPoint presentation](#) (care of Louise Farnell).

Phase 2 funding

Time to Change has always been clear that addressing stigma and discrimination is the work of a generation. The first four years represented an excellent start, but more time was needed to make the desired impact. Like Mind, Like Mine had been running in New Zealand since 1997.

In December 2009 – just halfway through the first phase – Time to Change started thinking about the second phase of work. Staff, Lived Experience Advisory Panel (LEAP) members and stakeholders were consulted on what should stay the same, what should change, and what the overall approach should be.

Even though the global economy had changed so dramatically, it was hoped that the government would fund Time to Change as part of their commitment to tackling mental health stigma and discrimination. When the bid process started discussions had already commenced with Comic Relief about their potential interest in funding the second phase of the programme. This stood the programme in good stead, showing that good relationships with funders had been maintained throughout the first phase.

The management team prepared 15 documents to support the bid with the help of LEAP, which rose to 26 once queries had been answered.

The bid documents included the following:

- Individual project plans



- Budgets
- Milestones and outcomes
- Letters of support from stakeholders, LEAP and other supporters
- Impact data and assessment of how well Time to Change had done in Phase 1
- Policy context: making an argument for Time to Change at a policy level

Several budgets were prepared, setting out what would be possible at different funding levels. This allowed us to justify the scale of funding we were asking for. Key elements that stood in our favour were:

Lobbying at a political level – the Rethink Mental Illness and Mind policy teams had been hard at work ensuring that stigma and discrimination were included in the cross-government mental health strategy No Health Without Mental Health, as well as other key pieces of work. This ensured that stigma and discrimination stayed on the political agenda. The remit of Time to Change didn't include lobbying, so this support from the partners was very significant.

Making the economic case – The Institute of Psychiatry, King's College London did additional evaluation work, looking specifically into the economic case for funding Time to Change. Their research showed that investment in an anti-discrimination programme can provide substantial economic benefits. In the lifetime of the programme there had been a shift from an economic climate in which people talked about outputs and 'spending to save' to one in which outcomes were everything and people wanted to 'save to save'.

Rigorous evaluation – this showed that the programme was definitely working. At a time when research showed that attitudes towards people with other disabilities seemed to be hardening, it was proven that the programme was improving attitudes and, crucially, behaviour towards people with mental health problems.

Clear outcomes – based on our experiences in the first phase we were able to propose clear outcomes with plans of how to measure them.

In addition, the programme was part of a huge social movement with a large base of support, consisting of a range of individuals and organisations, who wanted to continue to address stigma and discrimination with us.