

A photograph of two women standing at a table outdoors. The woman on the left has bright pink hair, wears glasses, a nose ring, and a black jacket over a white shirt. She has a purple lanyard around her neck with the text 'T 019422 415550' and 'Valderdale Recovery Space'. The woman on the right has short brown hair and is wearing a white t-shirt with the text 'WELL GROVE' and a colorful graphic. They are both looking towards the camera. In the background, there are other people, rainbow flags, and a striped awning.

ANNUAL IMPACT REPORT

2024–25



CHAIR'S REPORT



This year has been one of both challenge and transformation for the Brunswick Centre. As ever, the pressures of the cost-of-living crisis, shrinking public resources, and rising hostility levels towards trans people and people of colour are having a profound impact on the health, wellbeing and safety of our communities. Yet despite this, we continued to deliver meaningful and impactful work in our communities.

I am particularly proud that this year marked the beginning of our anti-racist workstream. This is a significant step in ensuring that our values of social justice and equality are embedded throughout our organisation. This work signals our commitment to being an organisation that stands in solidarity with all the people we work with, not just in words but also in actions.

We are also pleased to share the news about The Brunswick Centre's next steps to ensure our long-term resilience. We've entered into a formal collaboration agreement with Gaddum, one of the North's longest-established charities. They will support us with operational and management-level back-office, enabling us to focus more on delivering our services while remaining fully independent.

Alongside these developments, our teams have continued to deliver outstanding work: from HIV prevention and supporting people living with HIV and their families to thrive, to creating safe, joyful and life-affirming spaces for LGBTQ+ young people - always centering the needs of our communities and our ethics, rather than ease and convenience. Each story in this report is a reminder that behind every statistic are individuals and communities whose lives matter to us.

As Chair, I want to extend my sincere thanks to our previous chair Ben Whalley, our CEO, staff, volunteers, trustees, commissioners, funders, partners, and every member of our communities. Your commitments each day to stand up for what is right and support each other are the reasons the Brunswick Centre can continue to be a cornerstone in Calderdale and Kirklees.

In this report, you will see that thanks to our strong foundations of love and solidarity, the partnerships we are building, and the values we hold, we have once again achieved beautiful outcomes.

VIRGINIE ASSAL

Chair of Trustees

CHIEF OFFICER'S REPORT

It has been a busy year for The Brunswick Centre. Services continue to be delivered across Kirklees and Calderdale with our colleagues working hard, going above and beyond to meet the needs of people accessing HIV, youth, counselling and other services we provide. They have my sincere gratitude for their commitment and dedication.

We have worked hard over the past year to develop new services and secure additional resources for people in hardship and the communities we serve. This is detailed throughout this report.

Additionally, we continue to bring added value to all our contracts and services. The Kirklees HIV contract alone has generated an additional £204,822 in social value in the first 3-years of the contract – approximately 80% over the contractual requirement.

During the year we developed a co-production strategy to better inform people how our services are developed, delivered and improved, and I look forward to this being implemented in the coming year. Another significant piece of work we are developing is our approach to racism with a workstream in place to make The Brunswick Centre an anti-racist organisation.

Through our wider projects and campaigns, we aim to raise awareness of the issues impacting the communities

we serve. Our Queer as Smoke campaign for example is designed to raise awareness among the LGBTQ+ community of the services available to support them to quit smoking or swap smoking for vaping. Working with Black Africans in Calderdale to create HIV prevention community champions means we can get messages to a community often omitted from wider prevention campaigns. In addition, the What's in a Name? campaign developed by LGBTQ+ young people has supported young people, families and professionals on gender identity issues.

Looking forward to the coming year, I will be working on our collaboration with Gaddum as part of securing the future of The Brunswick Centre. This will bring exciting opportunities for both charities as we navigate an ever-changing and complex future.

I want to close by thanking our commissioners, funders, allies and supporters who invest and champion the work we do. Thanks to our amazing service users, people with HIV, LGBTQ+ young people and their parents/carers who show remarkable courage and resilience in the face of hostility, hate and stigma – they inspire us every day to be the best we can as advocates and as a service provider.

JOHN MCKERNAGHAN
Chief Officer



HIV PREVENTION

HIV Point of Care testing sessions were delivered at various community venues, which for the first time included testing at a local Mosque in Halifax.

We delivered 535 HIV tests in community settings across both local authorities, reaching out to our key populations, sharing information about sexual health, how to access free condoms, PEP and PrEP, U=U, vaccinations and any other relevant information. We also created opportunities for people to ask questions and discuss any issues.

National HIV Testing Week took place in February 2025. Directors of Public Health from Calderdale and Kirklees Councils, the Kirklees Council Cabinet lead for Public Health, and Kim Leadbeater MP for Spen Valley all supported the campaign by taking HIV tests themselves to raise awareness and demonstrate how easy it is to test, highlighting the importance of knowing your HIV status.



Partnership testing session for Mission Zero at Jamia Mosque Madni, Halifax



Kim Leadbeater MP testing for HIV supporting National HIV Testing Week

21,285

Condoms distributed

535

HIV tests

Working with people from Calderdale African communities and funded through the Mission Zero project, we delivered sessions on HIV awareness and provided information from the Hepatitis C Trust on TB services. In addition, we organised a training day for PrEP and Prejudice, which was delivered by the African Advocacy Foundation from London.

From December, due to some extra funding from Kirklees Council, we are now offering rapid syphilis tests alongside our HIV testing in key venues across the authority.

Staff delivered 86 outreach sessions across Calderdale and Kirklees, engaging with over 1,014 individuals around HIV prevention.

These individuals received up-to-date and relevant information on HIV prevention to enable them to make informed decisions about their proximity to HIV infection and what they can do to prevent transmission, and wider sexual health.

Our team distributed 21,285 condoms at public sex environments, supporting safer sex and reducing HIV and STIs. The impact of condom provision reduces HIV and sexually transmitted infections, keeps people and their partners safe, improves sexual health, and reduces pressure on clinical sexual health services.

As part of the DRAG project (Discovery, Resilience, Acceptance, Growth for LGBTQ+ people) we arranged for the Chief Executive from London Friend's Antidote service to deliver training around chemsex to professionals who may come across this in their work.



Monty Moncrieff, CEO of London Friend delivering chemsex training in Kirklees



PrEP and Prejudice session with members of Calderdale's African community



Josh Fenton MP offering support at Happy Valley Pride along with Malcolm Struthers our Projects Manager and John McKernaghan, our CEO



Rachel Spencer-Henshall Deputy Chief Executive and Executive Director of Public Health and Corporate Resources Kirklees Council and Ben Whalley Chair of Trustees The Brunswick Centre making opening remarks at Kirklees Pride

Formula milk plays an important role in ensuring babies born to HIV positive mothers do not acquire the virus. Through our prevention work, we distributed 179 units of formula milk to 26 mothers, supporting them in preventing onward transmission of HIV.

As a result of this work, 26 babies did not acquire HIV, meaning they will not have to face the complexities of treatments and will not have to grow up with a lifelong stigmatized condition. Lifetime HIV treatment costs range from £73,000 to £404,300, depending on the drugs used (generic or branded) and the age of the individual (aidsmap.com). Preventing HIV therefore has huge cost savings for the health economy.

Staff delivered a total of 129 online sessions through our netreach work on internet sites, online adverts and phone apps getting sexual health and HIV messages to over 56,725 individuals. As a result, individuals were better informed on how to protect themselves against HIV and other sexually transmitted infections, as well as where and how to test for HIV and how to receive free condoms through the post from us.

Our condoms by post service continued over the year with 2,000 condoms mailed out. Our packs support people to practice safer sex, and our slam packs provide IV equipment and harm reduction information, reducing the risk of HIV and other blood borne infections. In addition, the provision of condoms reduces the impact on clinical sexual health services.

Our team was out and about supporting pride events across Calderdale and Kirklees, including Happy Valley Pride, Kirklees Pride and Calderdale Pride. Our staff had stalls at these events offering information about our organisation and the services we provide, along with specific information about HIV Prevention and HIV testing. We engaged with 562 people at Pride events.



HIV SUPPORT:

Wellbeing, dietician and benefits

Our support team has built on previous work, making engagement with service users a priority. In the last year, our team supported 160 people living with HIV in Calderdale and Kirklees.

Every person living with HIV is an individual with individual needs. Our engagement work reflects this, offering varying levels of support. An individual's issues may be directly related to their HIV status, there may be other difficulties that negatively impact their overall wellbeing, or it could be a combination of both. Some may only need brief support around a specific issue that they require more information about, whilst others may have multiple and complex needs requiring more intensive support over a longer period.

With the needs of the individual at the forefront, our community workers co-produce an assessment of need with service users to identify how to action-plan, address their needs and further identify where they may need extra support. We have found that the co-production that takes place gives service users autonomy over what

matters to them and what they need, leading to overall better outcomes, such as improved physical health and emotional health, better access to and adherence with their HIV medication, reduced isolation, and improved coping and resilience skills for the future.

To ensure that all service users get the best care, we work closely with our wellbeing, dietician, counselling and benefits services, and we take part in activities that bring all the arms of the HIV service together, such as the walking and allotment groups (and other wellbeing activities), which we find are a great way to connect with people. We also continue to work closely with local HIV clinics in Halifax, Huddersfield and Dewsbury to ensure a wraparound service is in place for people with HIV.

The cost-of-living remains one of the greatest challenges facing many of our service users, and we still provide support and assistance where there is need. For those service users who are destitute, our staff ensure they have access to additional hardship payments through our welfare fund.

IN ADDITION, OUR TEAM:

- **Secured £28,444** through various household support funds to assist 110 service users with the increased cost of living, reducing hardship, and ensuring people were able to eat and heat their homes
- **Provided 50 emergency payments** to service users who found themselves in unexpected and urgent financial hardship
- **Gave out 70 personal hygiene packs** to service users who found themselves in acute hardship, meaning they can take care of their personal hygiene and do their laundry



BENEFITS AND WELFARE RIGHTS

Now well-established in their role, our Benefits and Welfare Rights worker delivered 660 appointments over the past year, more than double the number from 23/24. Through skill, knowledge and expertise, our worker secured a total of £183,734.72 in additional benefits entitlement for service users, a 109% increase on the previous year.

Service users were assisted with a range of issues related to benefit entitlement, including form filling, calculating entitlement, attending assessments, obtaining medical evidence, writing mandatory reconsideration requests, representation at tribunal hearings, and obtaining arrears for past periods due to official errors.

Our service users are supported with home visits where needed, are provided with help preparing for assessments and supported while they are conducted. This is part of our service that many other organisations cannot or do not offer.

In addition to help with benefits related issues; we have supported service users across varied areas of advice, particularly regarding debt and housing, which are more acute given the ongoing cost of living and housing crises.

The impact of this element of our service has seen a reduction in financial hardship, reduced stress on individuals and families, a reduction in food and fuel poverty, and improved health and wellbeing.

£183,734.72

Secured total of additional benefits for service users

SERVICE USER COMMENTS ON THE HIV SUPPORT SERVICE:

“It’s been a lifeline. When I was in crisis, depressed, without benefits, they were there. Without them, I don’t know if I’d be alive. That’s how serious it was”

“They always came through. If I had no toiletries or food, I’d call, and they’d help. You felt seen. Like someone had your back”

“Honestly, I have nothing but gratitude. From the professionalism to the friendliness, every time I dealt with them, it was consistent, respectful, and supportive”



DIETITIAN

Nutrition plays an important part in living a long and healthy life. Our dietitian provides tailored specialist advice to people living with HIV to enhance and sustain wellbeing, which includes advice on nutrition and HIV treatments, along with advice for handling nutrition when also dealing with the side effects of treatments or symptoms of illnesses. Service users new to us are automatically referred for dietitian support.

Moreover, our colleagues at the local HIV clinics in Huddersfield, Halifax and Dewsbury can refer directly to this element of the service as and when they need to. Appointments are delivered over the phone or online, making them accessible to all our service users.

The aims of dietary change are to improve both short and long-term health gain: e.g. symptom management and chronic disease prevention for healthier ageing.

Taking a 'make every contact account' approach, medication adherence, smoking, drinking, stress management and activity levels are discussed during a holistic assessment. In the past year our dietitian provided support and advice to 40 people living with HIV.

WELLBEING SERVICE

The past year was another busy one for the Wellbeing Service, regularly connecting and supporting 20+ people each quarter, helping them reach their health and wellbeing goals. The feedback we get from group activities is always positive with service users reporting that their sleep has improved, their mobility and stamina has improved, and perhaps most important, they feel less isolated and have built lasting friendships, with advice and support regularly being shared in the group.

The allotment is a source of continued pride and joy, getting people out in nature, growing the food they want to eat, including foods particularly enjoyed by our Black African community which can be expensive to buy in the UK, including kovu, maize, pumpkins and a variety of herbs. We have some keen cooks in our group who are happy to share recipes, encouraging others to include a wider variety of fresh produce in their diets.



Our blooming allotment looking amazing in the sunshine



Our walking group heading off on one of their walks

WALKING GROUP

Our monthly walking group remains popular. We explore both urban areas and rural walks (something different every time) and enjoy finding out about the local history, as well as looking for wildlife and plants, with laughter and conversation along the way. This is a diverse group, bringing people together from all areas of our HIV support service. Out of the many benefits people get from walking groups, the one most valued is peer support, giving people an opportunity to be themselves with others who understand what they are going through.

11 service users enjoyed another day trip to RHS Bridgewater in Manchester, gaining a lot of inspiration for our allotment, as well as benefiting from a day with friends, in a calm and restful place.

WORLD AIDS DAY

We marked World AIDS Day (WAD) this year with a social media campaign supported by Keegan Hirst, former professional rugby player and founder of gay man's coaching.

We ran billboard ads across strategic sites in Calderdale and Kirklees including Halifax Road, Dewsbury, Gelderd Road, Birstall, Shorehead Roundabout, Huddersfield, Huddersfield Road, Mirfield and Burdock Way, Halifax (pictured) reaching an estimated 200,000 people. Thanks to Calderdale Council we were able to light up Wainhouse Tower (pictured) in red to mark the day.



Double sided billboard promoting WAD, Burdock Way, Halifax



Wainhouse Tower lit in red to mark World AIDS Day

YOUTH SERVICES

What another fun and exciting year we have had with our LGBTQ+ yOUTH service.

Over the year we delivered over 223 group sessions to young people across Kirklees and Calderdale; we've had 154 referrals into the service, many of whom have gone on to join our youth groups, have counselling, family support or one-to-one sessions.

In the last year, our team delivered 547 one-to-one sessions for young people, 331 in Kirklees and 216 in Calderdale.

In Kirklees we have continued to run our weekly youth groups in Dewsbury and Huddersfield. The programme was wide and varied and saw us collaborate with a range of amazing partners.

We have worked closely with Locala, building relationships with the sexual health outreach teams. They attended groups each quarter offering sexual health advice, condoms, and further referrals into clinic. We jointly supported older young people access PrEP and detailed sex education.

We ran sessions on drugs, alcohol, smoking and vaping with The Base Kirklees, who gave young people harm reduction tips, hidden harm support and offered one-to-one support as needed. Working with The Base, several of our young people have become qualified peer mentors, volunteering for their service.



Young person wearing beer goggles during a visit from The Base





Our lead Youth Worker Kate meeting our local MP Harpreet Uppal



A youth trip to the Lawrence Batley Theatre to see a pantomime at Christmas

We have continued supporting young people with mental health and wellness by working with Northorpe Hall and Invictus to run a worry management course, which has helped support our young people with anxiety, low mood, helping them to build resilience and manage exam stress.

We have also built relationships with our local MPs so they can understand what it is like to be an LGBTQ+ young person in Kirklees, and to introduce them to our services, not just with yOUTH, but also within The Brunswick Centre as a whole.

A key part of our work is our involvement in the Emotional Wellbeing partnership board through engagement with other organisations across Kirklees to develop and implement different strategies to support young peoples' emotional wellbeing.

We delivered several art-based projects, including songwriting with world famous beatboxer SK Shlomo. The young people wrote lyrics and recorded a song, celebrating with a visit to see SK Shlomo's show at Lawrence Batley

The theatre continues to be an excellent partner, giving our young people access to different workshops and performances throughout the year. This year there was a session on Section 28, a contemporary dance show, and a Christmas pantomime. We worked with Huddersfield Town Hall, who provided free tickets for Taylormania and their LGBTQ+ prom event.

As well as covering a broad range of topics at our weekly sessions in accordance with National Youth Agency curriculum we have continued to ensure young people have access to food and the opportunity to learn cooking and other life skills.



Our welfare fund, which is made up of charitable donations, has helped young people with food, bills, and essential items like winter coats, clothes for interviews, hygiene packs, and electric blankets. This year we supported 20 young people with access to emergency payments in Kirklees and Calderdale. This led to working further with young people to offer support to apply for further funds from other charities, get ID to set up bank accounts, as well as work around budgeting and managing money.

We offer support for schools in setting up youth groups. One key highlight of the year was the establishment of a group at Royds Hall school, which saw fantastic attendance and is continuing beyond our input, supporting students at the school to find community and build friendships.

Dewsbury continues to be a smaller but growing group where we have delivered some fantastic sessions with young people ensuring LGBTQ+ youth work provision is accessible to as many young people as possible in Kirklees.

This year, we also managed to engage the group in some of our trips and activities outside of Dewsbury, which is something we've been unable to manage previously. Three young people attended our trip to Leeds, alongside our group from Halifax. One young person shared that this was their first time on a bus and a train, and since then they have been travelling more, saying they have gained confidence in using the train. Some of the young people attended our trip to the National Coal Mining Museum, which brought young people together from other groups.

A number of young people from Dewsbury and their families also took part in our What's in a Name? campaign video, sharing honest experiences about what it's like to be a trans young person growing up in Dewsbury. These videos have been a huge success, and it has been fantastic to be able to empower young people to be part of this. Another young person from the group was also part of a similar filming project where we captured stories from across the yOUTH service. He talked about what the group means to him and how important it is to have a safe space for LGBTQ+ young people growing up in Dewsbury.



A delicious healthy meal of yoghurts, fruit, carrots, and houmous made with and for the young people



Young people engaging in sensory play in the summer with Jelli Bath

Young people from Calderdale have taken part in a huge breadth of activities over the past year, including opportunities to meet a range of different groups and learn from others. These have included the Youth Work Unit's regional LGBT meet-up, which was hosted in York in Spring 2024. Young people took part in a range of workshops and learned about LGBTQ+ history, alongside young people from all over Yorkshire.

We've also held sessions in collaboration with Out Together (a local over 60s LGBTQ+ group) in which young people created artwork and were able to chat to a different generation of LGBTQ+ people. Many of our young people really enjoyed the opportunity to understand how far LGBTQ+ rights have come and discuss what it's like growing up as LGBTQ+ today. As ever, we did many joint sessions with our groups that run in Kirklees, including trips, seasonal sessions, summer activities, and so much more. One notable example was our trip to Leeds in May 2024, where we joined up with the Dewsbury group. We visited a queer bookshop, where every young person received a free paperback book! We also took part in a workshop about medicine making at the Thackray Museum, before having a tour of their exhibitions.

In addition to collaborating with various groups, we also collaborated with many of our partners from different organisations. For example, partners from our HIV prevention service came to discuss sexual health and relationships. The session included myth-busting around sexually transmitted infections and showing young people an HIV test.

We worked with a local filmmaker, who ran a session during the summer on filmmaking and what it's like to work in the TV and film industry.

Your Resilience (young people's mental health service) ran a 3-week worry management and resilience course for our young people, working collaboratively with them to ensure they got the most out of the sessions. The feedback was fantastic feedback regarding how helpful the brief interventions were.

In February, we had guests in from Handmade Productions who ran a two-week workshop about mythology in Calderdale. The first session was a spoken word soundscape workshop, where young people were able to record poetry they'd written to be part of Handmade Productions' showcase at the end of the month. The second was a coding session where young people learned how to change the colours of lights depending on what they coded.



Transgender Day of Remembrance tapestry making and vigil with the young people



The outcome of our young people's work with the Thackray Museum, where they made medicine ideas



Part of the LGBTQ+ Rights exhibition at the People's History Museum



Our yOUTH stall at an event



Gender bread activity in schools, exploring identity in a fun way

In March we worked with Community Rail in a joint session with our Kirklees groups running a trip to Manchester, where we visited the People's History Museum. Young people wrote stories about their experiences on the railway, which were then published in the '200 Stories of Pride' showcase.

It's been fantastic having such a wide range of activities and organisations come into our Calderdale youth group and collaborate with us, as it has allowed us to engage with many different interests within the group and cater to the wide range of needs seen at our sessions.

In addition to our Halifax group sessions, we've also launched our school groups in Calder High and Tod High.

Our Calder High group has been incredibly successful, and after many months of working closely with this group, we've been able to take a step back and allow the staff to run the group independently. This has been fantastic for the young people at Calder High and has allowed us to extend our reach further with the launch of our Todmorden group. We ran a couple of drop-in sessions in the high school, where we had over 30 students sign up as interested in coming along to a school group, which really highlighted to us this need.

We've also been lucky enough to be able to employ a Family Support Worker to work in Calderdale building upon our services to LGBTQ+ young people and their families.

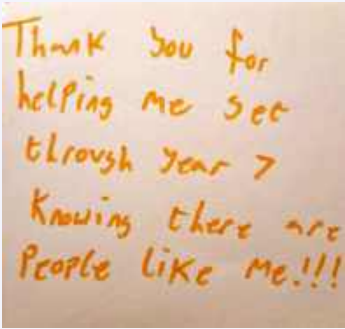


Our Kirklees Family Support Worker delivered 42 one-to-one sessions with young people, 22 parent/carer one-to-one sessions and 8 family together sessions for 16 young people and 16 parents during the last year. In addition, they attended 9 Team Around the Family meetings supporting 3 families. This work resulted in improved family relationships and school attendance.

22 children and 16 parents/carers attended Stay and Play where they engaged in activities such as making bath bombs with Lush and Halloween crafts, as well as attending the local pantomime. In January 2025, families fed back that they would prefer the sessions to be half termly during the school holidays, instead of monthly on a Saturday, due to children having sports and clubs to attend. This shift has been very successful with families attending Eden's Forest and participating in activities such as ten pin bowling, pottery painting and Inflata Nation.

Friendships have been formed between families that have extended outside of the sessions with families arranging their own playdates independently of the Brunswick Centre. This has been lovely to see. Many of our young people have aged-out as they turned 12 this year and have gone on to transition to our weekly youth groups. Knowing the service and staff through Stay and Play has made this transition to our youth groups much easier. Young people and families that attended Stay and Play have gone on to access other services such as counselling, family support and support with school mediation.

We are so proud of all the LGBTQ+ young people we serve, our brilliant team, partner organisations and funders ensuring young people are supported, engaged and safeguarded.



A card received by our lead youth worker after running a high school group



FEEDBACK FROM YOUNG PEOPLE:

"I feel like the staff at Brunswick are the only professionals who actually listen to me."

Young Person, 17 from Huddersfield

"Tuesdays are my favourite days because I get to come to youth group, it's like my safe space."

Young Person, 15 from Huddersfield

"I like the youth workers because they're helpful and kind."

Young Person, 14 from Huddersfield

LGBTQ+ AWARENESS TRAINING

In 2024-25 we delivered LGBTQ+ Awareness Training to 391 professionals across Calderdale and Kirklees, as well as further afield in Wakefield, Grimsby and Leeds.

These professionals were across primary and secondary schools, foster carers, residential children's homes, youth workers, sexual health practitioners, and mental health and community charities. As part of the DRAG and Queer as Smoke projects, we delivered training to the workforces of CGL drug and substance service and the Yorkshire Smokefree Calderdale smoking cessation team.

- **87% rated the training and trainer as 'excellent'**, and the remaining 13% rated them as 'good'.
- **100% of participants said they had a better understanding** and felt more confident to actively be LGBTQ+ allies after participating in the training.

QUALITATIVE FEEDBACK:

"It was relaxed and I really appreciated the open and positive way the trainer presented information and engaged with us."

"The exercise around pronouns, it has had an immediate impact on my work."

"I personally wanted to attend this training to understand and learn more about pronouns and non binary people so I can better support young people that I work with from time to time. I felt that the training material covered what I wanted to learn more about and I really enjoyed the activities and discussing important issues."

"The activities that allowed us to participate and talk to other people on the training were really good and engaging."

"Wren was a great clear, calm, kind facilitator and did a really good job. The content was easy to understand and interesting, liked the activities."

"As a member of the LGBTQ+ community, it was great to attend training delivered from a place of authentic lived experience. The activities were useful, particularly practicing using pronouns and responding to prejudice, and it was really important that the impact of the current media was discussed."



KIRKLEES PRIMARY SCHOOL WORKSHOPS

Our trainer also delivered a day of workshops to Y5 and Y6 at a Kirklees Primary School around celebrating diversity, respect, and tackling bullying, following a transphobic bullying incident between children.

Another training development this year was a partnership working between The Brunswick Centre and Calderdale Integrated Sexual Health Service. As part of this initiative, we co-delivered training around providing inclusive sexual health drop-ins and education to school nurses. We also co-created a freely-accessible online resource for LGBTQ+ young people's sexual health in collaboration with our young people, [see here](#).

THE HEAD OF THIS SCHOOL SAID:

“We contacted The Brunswick Centre following some discriminatory behaviours in and out of school. [...] We had a great person to deliver our workshops: Wren. These were pitched perfectly and addressed important issues for children in an age-appropriate manner. Wren's manner with the children was calm and positive and their delivery was excellent. There were clear ground rules and expectations from the start and a range of different, engaging activities looking at differences in individuals, in families and the opportunity to gain a good understanding of LGBTQ+ in a safe environment. It was just what we needed. Thank you to all involved and particularly to Wren for being brilliant throughout. I will definitely be recommending The Brunswick Centre to other educators.”



COUNSELLING

Our counselling service spans our HIV and yOUTH services. Poorer mental health is traditionally associated with the service user groups we serve, not least because of stigma, discrimination and the disproportionate impact of health inequalities. 72 people accessed the service with 384 counselling sessions delivered.

REPORTED IMPACTS OF SESSIONS WITH OUR COUNSELLORS HAVE INCLUDED:

- Improved mood, reduced anxiety and a decrease in panic attacks
- Increased activity and social engagement; increased self-esteem and confidence
- Reduced self-criticism and feelings of guilt and shame
- Recognition of inner strength and the ability to challenge and overcome fears rather than 'run away' from them
- Becoming more comfortable with self and sexual orientation
- Greater acceptance of HIV diagnoses
- The ability to reach out to support groups to connect with others
- Re-engaging with social activities and interpersonal relationships (including better access and engagement with healthcare services)
- Increased resilience and the ability to deal with what is happening around them
- Greater ability to balance their needs alongside those of the child they are parenting
- Reduction of certain 'unhealthy' behaviors and a better ability to look after self (such as better sleep hygiene and healthier eating)
- Identification of stress to reduce self-destructive behaviors
- Improved relationships and family dynamics
- Being better able to take care of own needs within the context of difficult relationships

MARKETING AND COMMUNICATIONS

Alongside the use of social media for areas of our services, we also maintain a well-used and informative website. Over the past year, 13,592 people (an average of 261 per week) visited our site.

Our social media platforms allow us to quickly share updates, promote our work and services, highlight developments, and amplify important messages from both our organisation and our partners.

As we continue to strengthen our online communications, we are working behind the scenes to better understand our social media engagement and ensure our services remain accessible and reflective of the communities we support.

Our growing online presence has increased our visibility among the public, professionals, and local communities, ensuring information about our work and services is easily accessible 24/7.



On Facebook, our content reached **30,589 users**, with **1,211 engaging through comments, shares, and reactions**.



On X, our posts generated **6,123 impressions and 340 engagements (likes and reposts)**.



On Instagram, where we share day-to-day activities, raise awareness of local issues, and repost and share information provided by our partners, **our posts and stories reached 21,900 users, with 1,228 engaging**.



On LinkedIn, a newer platform for us aimed at professional audiences, **we reached 1,805 users, with 664 engaging through comments, shares, reactions, and link clicks**.

SUMMARY OF REACH AND ENGAGEMENT OVER THE YEAR:



13,592 website visits
(261 per week)



30,589 Facebook users reached
(1,211 engaged)



6,123 impressions on X
(340 engaged)



21,900 Instagram users reached
(1,228 engaged)



1,805 LinkedIn users reached
(664 engaged)

CAMPAIGNS AND PROJECTS

Mission Zero – Calderdale Fast Track Health Initiative

Launched in May 2024, Mission Zero is a 12-month initiative aiming to end new HIV, TB, and viral hepatitis transmissions, stop preventable deaths, and eliminate associated discrimination and stigma in Calderdale by 2030.

The initiative is a partnership between The Brunswick Centre, Calderdale Council, public health agencies, local healthcare providers, and community organisations including The Hepatitis C Trust, St Augustine's Centre, Calderdale Recovery Steps and West Yorkshire Liver Care Operational Delivery Network.

Over the year, the project delivered major milestones and significant achievements:

TESTING AT COMMUNITY VENUES INCLUDING ST AUGUSTINE'S, RECOVERY STEPS CALDERDALE, CENTRAL JAMIA MASJID MADNI:

- 300+ HIV tests
- 300 + Hep C tests
- 225+ TB tests



Josh Fenton MP taking a test and supporting our colleagues from the Hepatitis C Trust as part of the outreach work at Happy Valley Pride



The panel at the Mission Zero conference

WE HAD A SUCCESSFUL CONFERENCE WITH GUEST SPEAKERS, INCLUDING

- **Peter Tatchell** – LGBTQ+ and human rights campaigner
- **Rachel Halford** – Chief Executive Officer at The Hepatitis C Trust and President of The World Hepatitis Alliance
- **Ian Green OBE** – Chair of Salisbury NHS Foundation Trust, Vice Chair of the Health and Care LGBTQ+ Leaders Network and former Chief Executive Officer of Terrence Higgins Trust
- **Sue Hunter** – Terrence Higgins Trust, Positive Voices
- **Deborah Harkins** – Director of Public Health & Climate Action at Calderdale Council

We launched a new e-learning resource (with around 70 participants so far), a Black African community champions programme (engaging with 8 participants) and hosted a youth engagement programme (engaging with over 50 students from four schools).



DEBORAH HARKINS, CALDERDALE COUNCIL'S DIRECTOR OF PUBLIC HEALTH, REMARKED:

"It's fantastic to see Calderdale bringing together national experts, local leaders, and community voices to tackle such important health issues. This collaboration is a positive step forward, and I'm proud to see Calderdale leading the way towards ending HIV, TB, and hepatitis transmissions by 2030."



Peter Tatchell speaking at the Mission Zero conference

QUEER AS SMOKE AND SWAP TO STOP

Queer as Smoke was rebranded and relaunched in 2024, initially focusing on Calderdale in partnership with Yorkshire Smokefree Calderdale (YSFC). The project included community engagement at Pride events, LGBTQ+ awareness training for YSFC, Very Brief Advice (VBA) training for The Brunswick Centre and other staff, and the production of promotional videos. The initiative has since expanded into Kirklees.

Queer as Smoke raises awareness of smoking in LGBTQ+ communities across Calderdale and Kirklees and promotes local smoking cessation services, including vaping support. The campaign has included the Swap to Stop initiative, providing free vape kits for smokers who are looking to quit with 130+ signing up across Calderdale and Kirklees in 2024/25. Work on the campaign continues in partnership with Yorkshire Smokefree Calderdale and Kirklees Wellness Service programmes.



ALCOHOL, DRUGS AND LGBTQ+ COMMUNITIES

Building on our partnership with Change Grow Live Kirklees, our joint work to support LGBTQ+ communities around alcohol and drug use developed into the DRAG project — Drug and Alcohol Resources for the LGBTQ+ Community.

Launched in Kirklees in October 2024, DRAG aims to improve knowledge and understanding of the issues impacting LGBTQ+ people, both within the community and among professionals, so that access to services and outcomes are improved. Activities have included community engagement at community events, targeted campaigns, resource development, and LGBTQ+ awareness training for 100+ CGL staff

Following its success in Kirklees, DRAG expanded into Calderdale late 2024/25, working alongside Calderdale Recovery Steps and other partners. The project is now a key part of our Well Proud campaign, which we will be launching in 2025/26 ensuring that conversations about substance and alcohol use are visible, inclusive, and linked to local support. We look forward to building on this momentum in the coming year.





LGBTQ+ DOMESTIC ABUSE RESEARCH

Working with colleagues from PDAP, the LGBTQ+ community and Kirklees Council over the last couple of years a research report on LGBTQ+ people's experience of experienced domestic abuse will be published in the next financial year.

We are hopeful this will help increase knowledge and understanding of LGBTQ+ needs and improve service accessibility for LGBTQ+ victims/survivors.

Both PDAP and The Brunswick Centre launched a Queerful not Fearful campaign to raise awareness of services that offer support for LGBTQ+ victims and survivors, which was well received at the Kirklees Pride.

ONE COMMUNITY MEMBER AT KIRKLEES PRIDE COMMENTED:

"It's great to see the services here today. When I was in trouble I didn't know where to turn. Thank God I had good friends and family but that's not always the case for us LGB people."

Queerful
NOT FEARFUL

LEVEL

We are pleased to be in partnership with the WomenCentre and being selected to deliver one of three national trial programmes around domestic abuse.

LEVEL is a community-informed trial programme supporting LGBTQ+ people who are causing harm in intimate relationships. LEVEL is part of Drive's National Systems Change work, which aims to reshape responses to domestic abuse for those often excluded from mainstream provision. The name LEVEL reflects the programme's values — equity, accountability, and change — and its focus on helping people take responsibility for harm, reducing risk to others, and initiating a process of change rooted in understanding, not judgement.

The trial will launch in Calderdale and Kirklees, with staff from both The Brunswick Centre and WomenCentre working closely across both areas.

Planning for the LEVEL programme took place throughout 2024/25, with the launch set for 2025/26. LEVEL is a new 22-week, one-to-one behaviour change intervention for LGBTQ+ individuals who have caused harm in intimate relationships. It will run alongside dedicated support for those who have been harmed, including current and ex-partners.

THIS APPROACH FILLS A CLEAR GAP IN EXISTING SERVICES BY RECOGNISING THAT:

- **Domestic abuse happens in LGBTQ+ relationships**
- **Traditional services often exclude or overlook LGBTQ+ people**
- **Identity, trauma, and discrimination must be understood as part of any meaningful response**



RAINBOW RESOURCES

Thanks to funding from the National Lottery, we were able to develop a series of resources by and for LGBTQ+ young people.

Young people developed a Know Your Rights campaign because many young people were saying they did not know how the Equality Act applied to them. They wanted to create a leaflet with information and links to our website so young people could use this if they felt that they were not being treated fairly. The feedback on this has been fantastic, with many young people feeling more confident advocating for themselves.

Following from this we supported young people to create a series of videos which followed the lives of queer young people in Kirklees and Calderdale, the stories spoke about coming out, what it felt like as a queer person growing up in Yorkshire. The videos will be launched on our website and two events in the coming financial year.

What's in a Name

What's in a Name was developed as a campaign and resource to raise awareness of the impacts of using a transgender person's chosen name and/or pronouns as well as the potential impacts when they are not used. The campaign was created in response to a need identified by young people who reported that they struggled to communicate this to family members and professionals in settings such as schools.

We took a co-production approach working with young people and their families to create a video where they talk openly about their experiences of changing their name and pronouns and the positive impact this has when they are addressed by their chosen name and pronouns.

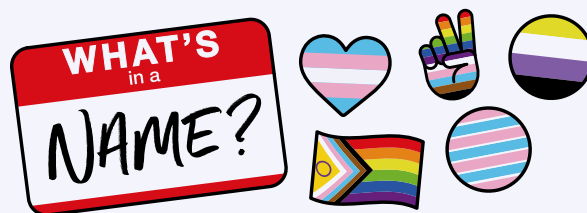
The video also features parents and carers talking openly about how they supported their young person when they changed their name and pronouns and how that impacted the family.

To support the campaign, we created small information cards for events, families and professionals. The cards have been very helpful for our youth workers and family support worker, who gave them out during 1:1 and family sessions. Young people have reported that this information has had a positive impact on family relationships, improving their parent's understanding.

Parents have also reported that listening to the conversations of parents featured on the video helped them see the issue from a different perspective. Professionals have been keen to take the cards and distribute them to colleagues, particularly in school settings, and have reported that the resource has helped them feel more confident when speaking to a student who wants to be known as a new name or different pronouns.

ONE YOUNG PERSON TOLD US:

“This video explains it really well and helped my mum to understand a bit better why it is important to use my chosen pronouns.”



QUEER BITS CAMPAIGN

Queer Bits is being developed as a local response to the high number of lesbian and bisexual women and transgender people not attending cervical or breast screening appointments and not self-examining. The campaign will be released in time for the Pride 2025 season.



The campaign will have an intentional fun and cheeky fruit theme and is designed to be as inclusive as possible to attract and engage people at events. The postcards were designed to be viewed as merchandise and to draw attention and encourage discussions.

We look forward to reporting in our next impact report how the campaign went.



MIND YOUR HEAD - LGBTQ+ MENTAL HEALTH

The Brunswick Centre continued working in partnership with Happy Valley Pride on the LGBTQ+ mental health project Mind Your Head.



The campaign was officially launched back in 2021 as part of the Happy Valley Pride festival. The online hub continues to host a number of resources, videos, and links, etc., and promote the counselling provision available through The Brunswick Centre.

The online hub Happy Valley Pride had

1,417

visits in 2024/25

happyvalleypride.co.uk/mind-your-head

VOLUNTEERS AND STUDENT PLACEMENTS

Volunteers have supported our work and services over the past year, giving 675 hours of their time. We used the Social Value Portal to measure the financial value of volunteering and in the past year the added value equated £10,800!

From supporting the delivery and smooth running of our groupwork sessions, helping with admin, along with packing condoms, our volunteers have ensured we can deliver more and regular services, contributing to the health and wellbeing of service users, promoting safer sex and the reduction of sexually transmitted infections and HIV.

Community members also help out at local public sex environments ensuring there are daily supplies of condom packs and that litter is picked, keeping the sites clean and tidy and ensuring a link between those who use the site and The Brunswick Centre, so we can keep everyone safe and engaged.

Our University of Huddersfield youth and community degree student completed their placement with us and went on to be successful in applying as our Calderdale Youth Worker. We couldn't have been more pleased with this result!

We welcomed a Bradford University nursing student placement this year. This is part of the university's initiative to support the future workforce with their understating of community provision.



THE STUDENT, TOLD US THE PLACEMENT WAS :

"A transformative experience that allowed me to develop a diverse set of skills and gain new knowledge across various areas. The staff were exceptionally welcoming and supportive, making me feel like a valued member of the team. I thoroughly enjoyed participating in tasks that supported others during my placement. It was a rewarding experience that not only allowed me to contribute positively but also fostered my personal development. The trust and encouragement I received from the team empowered me to take on responsibilities independently, boosting my confidence and professional growth."



CHANGING LIVES, CHANGING PERCEPTIONS

The Brunswick Centre enables people from the communities we serve to make informed choices, build healthier relationships and live positive lives free of stigma.

Our Main Office

Brian Jackson House
2 New North Parade
Huddersfield
HD1 5JP

Get in Touch

 01484 469 691
 01422 341 764
 info@thebrunswickcentre.org.uk

Socials

 [BrunswickCentre](#)  [_thebrunswick_](#)  [thebrunswickcentre](#)  [the-brunswick-centre](#)



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