

A close-up photograph of a Black man with a beard and a young girl with curly hair. The man is smiling broadly, and the girl is hugging him from behind, also smiling. They are outdoors with green foliage in the background.

relate
the relationship people

Supporting
the nation's relationships

Annual review 2019/20

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We're extremely grateful to so many people and organisations for the support they give Relate and our work. We simply couldn't do it without you all.

Below are just some of those we've worked with.

Adoption UK	Chroma	OnePlusOne
Andrew Selous MP	CLiKD	Parabl /CAIS
Anjula Mutanda	The Department for Work and Pensions	Professor Janet Walker OBE
Bank Workers Charity	Eharmony	Professor Tanya Byron
Bel Mooney	Flintshire County Council	Portsmouth City Council
British Association for Counselling and Psychotherapy	Grocery Aid	Powys Teaching Health Board
Cafcass	Lloyds Banking Group	Resolution
Cafcass Cymru	The Ministry of Justice	Roopa Farooki
Conwy County Council	Marriage Care	Ruby Wax
Royal Air Force Benevolent Fund	The National Lottery Community Fund	Tavistock Relationships
Royal Navy and Royal Marines Charity	NHS	The National Lottery Digital Fund
Charity for Civil Servants	Nick Tarsh	Together 4 Children – Staffordshire County Council
Chartered Accountants Benevolent Association	Norfolk and Suffolk NHS Foundation Trust	Violence against women, domestic abuse and sexual violence (VAWDASV) services
Children In Need	North Wales Police Crime Commissioner	

Welcome

Simon Wilson Chair of Trustees at Relate



“ Welcome to Relate’s 2019/20 *Annual review*. During what has been a period of change for our organisation in terms of our set-up and the external environment in which we operate, an enduring focus on our mission to make expert information and support for healthy relationships available to everyone has been vital.

We have faced very significant financial challenges along the way, compounded by the COVID-19 pandemic. However, against that difficult backdrop we have still managed to grow our reach to more than 5.7 million people in 2019/20 compared with 4 million the previous year. With 95% of Adult Relationship Counselling clients saying they would

recommend Relate to others and 91% agreeing their communication improved after attending counselling, there remains a lot to be proud of.

”

Aidan Jones Chief Executive at Relate



“ I’m so grateful to staff, trustees and volunteers across the Relate Federation for their hard work and dedication this year. There have been some big achievements (see page 8 for more details), including being awarded government funding for two projects to transform the lives of children by reducing conflict between parents. Joint working has continued to develop during 2019/20, not least through the second year of our partnership with

Lloyds Bank to support their M-Word campaign. This has enabled us to talk to a much wider audience about the importance of having difficult conversations about money, as well as generating additional income.

March 2020 saw our service delivery, income generation and planning capabilities all come under unprecedented pressure as the COVID-19 pandemic hit. We shifted our business model almost overnight to offer our more-

vital-than-ever support entirely online. I’m pleased to say feedback from clients who have switched to digital services has been really positive on the whole. A big thank you to Sarwar and Farideh who share their experience of switching to webcam counselling on page 10. The people we exist to support are and always will be at the heart of everything we do.

”

Who we are and why we're here



Relate is the leading relationships charity. Working with our partners across the Relate Federation we deliver vital relationship support services face-to-face, online and on the phone with people of all backgrounds and sexualities at all stages of life.

Our 1,200 highly trained practitioners provide Adult Relationship Counselling, Sex Therapy, Children and Young people's Counselling, Family Counselling and Mediation. We also offer training, education, information and support.

Relate works to inform the public and policy makers about relationships and what makes them flourish. We do this through our communications, policy and research work.

Our vision

A future where healthy relationships are actively promoted as the heart of a thriving society.

Our mission

To make expert information and support for healthy relationships available to everyone.

Our values



Be human

We respect everyone and value all relationships. We listen and support people to make positive changes in their lives.



Be connected

We're in touch with the world around us and use evidence to explain why relationships matter. We collaborate to provide great services for all our communities.



Be smart

We keep things simple and focus on what works. We put our clients first and maximise every penny for their benefit.

George's story

Profile

31-year-old fireman

Attended Individual Counselling with Relate Nottinghamshire

“ I was faced with a significant relationship breakdown with a number of my family members, people who I had always been very close to. Sleepless nights, appetite all over the place, and difficulty in concentrating and completing tasks, were just some of the symptoms I was starting to feel and people were starting to notice. It wasn't until after one particularly nasty occasion where I suddenly realised that I desperately needed some help.

Since joining the Fire Service in 2013, I have been aware that 'Relate' were an organisation who could help with relationship problems but I just assumed that it was for couples going through a rough patch. After hitting a very low point in my life however, I was willing to give anything a go.

Just to have someone sit there and listen to what I had to say without them judging me or anyone else was a great feeling and over the following three months I had visits every two weeks. During those visits we stripped the issues right back to their root causes and it was fascinating to see how far back they actually went, much further than the two years I had originally thought. It was clear during these sessions that the relationships with these family members had become toxic, and if left unchecked they would have continued to get worse. My counsellor encouraged me to find ways to regain control of the situation in a much more emotionally healthy way than I had been before, as she put it “you cannot change other people, but you can change how you deal with them”.

There is no comparison between how I felt then, to how I feel now. I cannot speak highly enough of the help Relate have given me and I would encourage anyone experiencing relationship problems, whether it's with their partner, their family, their friends, whoever or whatever they may be, to make that first step.

”

Our year in numbers

We reached more than
5.7 million people this year



Our services

All statistics in this column include face-to-face, phone and webcam

59,885

people attended
Adult Relationship
Counselling



4,035

people attended
Sex Therapy



6,467

children and young
people received
counselling



4,356

people attended
Family Counselling



615

people attended
Mediation



8,051

people accessed our
support services via
digital mediums



includes phone, webcam, Live Chat and email

4,302,996

people used our
online self-help services



5,593,797

website users
includes online self-help



911

people attended
Couple Therapy for
Depression



Training

Our training equips a range of people to support relationships and wellbeing. Whether it's new training and development opportunities for practitioners or offering courses like Counselling for Non-Counsellors to the public, we're doing it.

10,156

people used our training services



What we do works

91% of our Adult Relationship Counselling clients said their communication had improved after counselling



95% of clients would recommend Relate to others



79% felt able to cope with any difficulties they may face in the future



Other ways we've helped

As well as our core services, we delivered many other important and innovative projects across England and Wales. Here are just a few statistics highlighting this work.

312

parents attended our government-funded Relationships Matter programme



in the North East of England aimed at reducing parental conflict in workless households

2,200

people accessed our services for free



thanks to our much-valued partnerships with benevolent charities: **Royal Air Force Benevolent Fund**; **Royal Navy and Royal Marines Charity**; **Bank Workers Charity**; **Chartered Accountants Benevolent Association**; **Charity for Civil Servants** and **Grocery Aid**

119

men in Wales, Dorset and Coventry



attended **Choose2Change**, which works to understand and change the behaviour of domestic abuse perpetrators

99

primary and secondary schools



had Relate counsellors supporting their pupils

Our key achievements

Reducing Parental Conflict

We were awarded funding for two projects as part of the Department for Work and Pensions' Reducing Parental Conflict programme:

- Up to £3.5 million to run the Relationships Matter programme in the North East of England, which aims to improve communication and reduce parental conflict in workless households. As well as Relate National being a key provider in the North East, Relate Dorset is also a delivery partner for another key provider in the South West.
- £200,000 to deliver relationship counselling for families in Kent and East Sussex where one parent is in prison or has recently been released.



Lloyds Bank M-Word campaign

Relate partnered with Lloyds Bank for a second year on their M-Word campaign which is all about helping to make conversations about money easier. This included supporting in real-time the relationship issues of viewers of Channel 4's *Save Well*, *Spend Better* series and creating the brand new *The Relationship Podcast from Relate*. The podcast episodes were hosted by two Relate counsellors and covered issues like how to handle a difference in pay when moving in together and how to talk about parenting and finances. Find out more at relate.org.uk/mword.

Connected Relationships

Relate was awarded just under £500,000 from The National Lottery's Digital Fund to transform our digital capabilities and reach more people over the next three years. The grant and ecosystem of help that comes with it will enable us to better understand the communities we exist to support and create targeted, innovative ways to help them.

Love in London

Relate was thrilled to be the charity partner of Love in London 2020 Photography Competition set up to celebrate love, diversity and unity. Founded by London-based start-up CLiKD dating app and supported by main media partner Time Out, this city-wide campaign resulted in some wonderful entries. The entry fee included a donation to Relate. The winning image of a proposal at London Pride is pictured here.



Relating to Ruby

Relate's President from December 2017 to October 2019, the brilliant Ruby Wax, hosted an evening of comedy and conversation in aid of Relate at the Shaw Theatre in Kings Cross in June. Ruby took the audience on a riotous whirlwind tour of relationships, evolution, emotions, sex, kids, the future and compassion. Ruby's performance was followed by a fascinating Q&A chaired by relationship psychologist and Relate Vice President, Anjula Mutanda.



Choose2Change expands in Wales

Relate's domestic abuse perpetrator programme, Choose2Change, increases the safety of victims of domestic abuse by working with perpetrators to change their behaviour. The service is funded by Violence Against Women and Domestic Abuse and Supporting People Grant, via the office of the Police and Crime Commissioner, North Wales. This year it was expanded from three counties in North Wales to all six. We're also now working with perpetrators in Dorset and Coventry.



Ending the blame game

In April, then-Justice Secretary David Gauke announced plans for changes to divorce laws which would mean divorcing couples would no longer be led to apportion blame. Relate has long been calling for this much-needed change to the law, which aims to lessen conflict between parents and improve children's long-term life chances. Relate's Chief Executive was quoted in the Ministry of Justice news release which received widespread attention and also provided oral evidence to the committee looking at the Bill. The Bill has since been given Royal Assent.



Relate's response to COVID-19

As we approached the end of 2019/20, the COVID-19 pandemic hit, forcing a national lockdown. The impact of the pandemic on charities has been enormous and Relate is no exception.

We were left with no choice but to shut down our face-to-face services practically overnight and move entirely to online and telephone delivery. Relate provided training, resources and the infrastructure to equip practitioners to upskill incredibly quickly, allowing us to continue to support the nation's relationships during this extraordinary period.

We're incredibly proud of how our workforce, including practitioners, administration teams and all support functions, pulled together and of what was achieved in such a short space of time.

We've had some excellent feedback from counselling clients who made the switch from face-to-face to online, not least Sarwar and Farideh who we caught up with to find out more.



Profile

Sarwar and Farideh

Together for eight years

Working in IT and media

In their 30s/40s

Attended Adult Relationship Counselling at Relate in South West London

So why did you seek out counselling in the first place?

Sarwar: We were struggling to communicate after going through a traumatic experience so we decided we would try couples therapy to understand each other better and encourage healing.

How has lockdown/the current situation impacted on your relationship?

Farideh: On the whole, our relationship has been good due to spending more time together. But there have been tough patches, too. Continuing therapy virtually has been a real help!

What were your initial thoughts about switching to webcam?

Sarwar: We were not sure at first and wanted to put the sessions on hold. Neither of us had received therapy via webcam before and felt we would be getting a poorer experience than an in-person session.

How have you found the webcam counselling sessions in practice?

Sarwar: We were surprised at how well it went and actually enjoyed having the sessions from home. We feel we got more out of the sessions because we were in our natural setting and could be more open with each other.

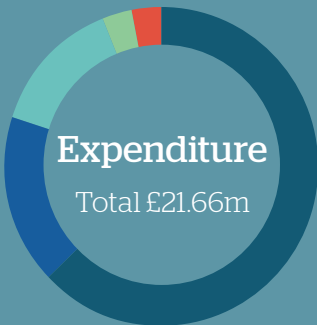
What would you say to other couples considering counselling via webcam during the current situation?

Farideh: Counselling via webcam has been incredibly helpful for us so don't be put off especially if you're feeling the strain or want to work on your relationship with your partner.

Our finances



- £10.16m (50%) Individual client payments
- £2.92m (14%) Paid for services
- £4.85m (24%) Local and national government
- £0.93m (5%) Grants and donations
- £0.96m (5%) Charity shop/retail
- £0.50m (2%) Investments and other income
- £0.05m (0%) Fundraising and events



- £13.70m (63%) Direct costs
- £3.67m (17%) Support costs
- £2.93m (14%) Infrastructure
- £0.68m (3%) Governance
- £0.68m (3%) Fundraising and marketing

These figures cover the whole of the Relate Federation.

They are compiled from both audited and unaudited management data for the period 1 April 2019 to 31 March 2020.

In some cases estimates of income and expenditure have been used.



relate

the relationship people

relate.org.uk

Relationships are the beating heart of our lives.
When they aren't healthy, we suffer.

Relate is the leading relationships charity.
We need your help to reach out to everyone who needs us.

To donate to Relate visit relate.org.uk/donate