

relate  
the relationship people

Because  
relationships matter

Annual review 2018/19



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# Welcome

## Simon Wilson Chair of Trustees at Relate



“ Welcome to Relate’s 2018/19 Annual review. This year, we’re proud to have reached around four million people (up from two-and-a-half million in 2017/18). This increase reflects an explosion in the number of those visiting our website for information and support.

The feedback we receive from people who have used our services remains extremely positive: 88% of adult relationship counselling clients say their

communication has improved after counselling and 92% say they will recommend Relate to others.

These impressive results have been achieved against the backdrop of a tough economic climate. With this in mind, we’ve been building new partnerships, proactively seeking out new funding and making sure we’re operating as effectively as possible. We’ve also won two contracts under the Government’s programme to

reduce parental conflict, for which delivery will begin in 2019/20.

With one in five people in the UK in a distressed relationship we’re acutely aware that there are even more people who could benefit from our work. We’re ambitious to continually achieve more for those we exist to serve, making expert information and support for healthy relationships available to everyone.



"With one in five people in the UK in a distressed relationship we’re acutely aware that there are even more people who would benefit from our support."

# Aidan Jones

## Chief Executive at Relate



“ Since joining Relate in September 2018, I've been constantly impressed by the dedication of our workforce.

Everyone is motivated by a shared understanding that the ups and downs of life can put enormous strain on relationships, which in turn weighs heavy on individuals' health and wellbeing as well as on the public purse. Supporting the nation's relationships is an extremely important remit.

Relate's vision is a future where healthy relationships are actively promoted as the heart of a thriving society. There's an increasingly bright spotlight on relationships in public policy right now, with a minister for loneliness, a new Domestic Abuse Bill and Relationships and Sex Education set to become compulsory for primary and secondary schools from 2020. Relate has a pivotal role to play in all these areas and in ensuring relationships remain a priority for government.

Our work already helps to prevent some of society's biggest issues, including loneliness, depression,

abuse, homelessness and debt, but to make a difference on an even bigger scale requires investment in our services. That's why we launched our Invest in Relationships campaign with the British Association for Counselling and Psychotherapy, calling for more government investment in relationship support. We're also delighted to have partnered with Lloyds Bank to raise awareness of the importance of talking about money, and with iQ Student Accommodation to research and recognise loneliness at university. This work helps us to reach more people and to generate more funds.

In addition to these national partnerships, I'm particularly proud of the impactful work being driven locally to support people to build and maintain healthy relationships. Relate Coventry, for example, is delivering workshops in primary schools to help children to nurture healthy relationships; in Wales we've trained health visitors to discuss relationship problems with new parents;

and in several areas we're working with perpetrators of domestic abuse to understand and change their behaviour. These are just a few examples and there is more brilliant work going on across the whole Relate Federation.

Looking to the future, we must continue to innovate and work in new ways to ensure everyone who needs it has access to relationship support.

”  
"Our work already helps to prevent some of society's biggest issues, including loneliness, depression, abuse, homelessness and debt, but to make a difference on an even bigger scale requires investment in our services."

# Who we are and why we're here



Relate is the leading relationships charity and the Relate Federation is the largest provider of relationship support in England and Wales

The Relate Federation comprises the national charity Relate – which delivers services in 15 Relate Areas – and 32 federated Relate Centres which are independent registered charities. Led by the national charity, we all work together under the Relate brand to ensure consistently high-quality services for those we exist to serve.

In total, around 1,400 practitioners work across our Federation: face-to-face at a large number of local Relate services, online and on the phone.

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.

## Amy's story

“ My ex-boyfriend was into drugs and had mental health issues. When I tried to end the relationship he would emotionally blackmail me. I became isolated from my friends and felt unable to socialise or concentrate at school.

At Christmas time I felt so alone that I tried to take my own life. The GP referred me to Relate and after attending counselling sessions for a few months, I began to find myself again. My counsellor, Kathy, was amazing. She helped me to understand what a healthy relationship should look like and I realised I definitely wasn't in one.

We worked on my self-esteem and came up with coping mechanisms which helped me to deal with my anxiety and emotions. I found the strength to end my relationship without feeling guilty and was able to move on with my life.

I'm now confident, surrounded by friends and family, have passed my A levels and am off to university. At one point I was worried I wouldn't even pass my A levels let alone get into uni. I can't put into words how much the counselling helped me. Having somebody completely separate to talk to made me realise for myself what needed to change. I'm forever grateful for what Kathy helped me to overcome and am now in a really good place.

”



# Our impact

We reached over **4 million people this year**



## Our services

Face-to-face

**72,400**

people attended  
Relationship  
Counselling



**4,300**

people attended  
Sex Therapy



**6,600**

children and young  
people received  
counselling



**5,600**

families were seen for  
Family Counselling  
and Mediation



Digital

**20,900**

people accessed  
support via our digital services

including Live Chat, Message a Counsellor,  
Webcam and Telephone Counselling



**2,621,700**

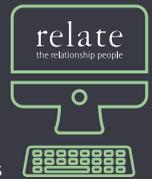
people used our  
online self-help services



Website

**3,955,400**

website users  
includes online self-help figures



Training

**11,300**

people used our training  
and education services



## Of our adult Relationship Counselling clients...

92%

would recommend  
Relate to others



88%

said their communication  
had improved  
after counselling



78%

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



72%

felt confident in  
their relationship



## Other ways we've helped

As well as our core services, we support the nation's relationships in a range of other ways. Here are just a few examples of what we've achieved this year.

2,900

Couple Therapy for  
Depression and Behavioural  
Couples Therapy sessions



were delivered by Relate counsellors  
as part of the NHS Improving Access to  
Psychological Therapies Programme (IAPT)

6

benevolent funds



including **The Royal Navy and Royal Marines Charity**, **The RAF Benevolent Fund** and **The Charity for Civil Servants** offered free relationship support to their members this year via Relate

56

men in Wales

attended our **Choose2Change** programme which works with perpetrators of domestic abuse to understand and change their behaviour



32

primary and  
secondary schools



benefitted from Relate Coventry's classes on healthy relationships

# Spotlight on IAPT Couple Therapy for Depression

Relate Counsellor Peter Saddington talks about the benefits of IAPT Couple Therapy for Depression and the training he received to deliver it.

“ There’s a strong link between our relationships and our mental health, with people in troubled relationships three times as likely to experience depression as those who aren’t.

In recognition of this, Relate provides a service called Couple Therapy for Depression in several parts of England, which couples affected by depression and anxiety can access for free as part of the NHS’ Improving Access to Psychological Therapies (IAPT) programme.

Thanks to funding from Health Education England, I was one of a number of Relate counsellors who received IAPT Couple Therapy for Depression training in April.

The training has helped me to work more effectively with couples where depression and anxiety are an issue. I've delivered the therapy to couples of varying ages and backgrounds at Relate Derby and the results have been really promising. I think it works so well partly because it's very focused

on the depression, how it’s impacting the relationship and how the relationship itself can have an impact on the mental health problem. By working closely with the couple to improve the way they communicate and manage any depression or anxiety together, they are usually able to make positive changes to their relationship and overall wellbeing. My experience is backed-up by official IAPT statistics which suggest that 56% of people who access the service recover from their depression and anxiety.

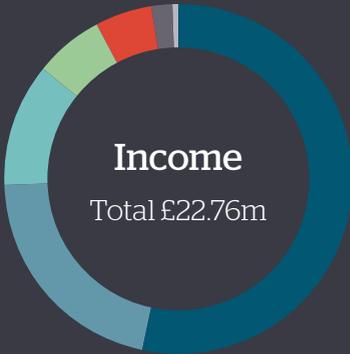


"By working closely with the couple to improve the way they communicate... they are usually able to make positive changes to their relationship and overall wellbeing."

# Our finances

These figures cover the whole of the Relate Federation.

They are based on the audited financial statements for the 12 months to 31 March 2019 for the national charity and unaudited management accounting data for independent Relate Centres for the same period.



- £12.17m (53%) Individual client payments
- £4.84m (21%) Paid for services
- £2.55m (11%) Local and national government
- £1.48m (6%) Grants and donations
- £1.18m (5%) Charity shop/retail
- £0.47m (2%) Investments and other income
- £0.07m (0%) Fundraising and events



- £17.26m (73%) Direct costs
- £3.33m (14%) Support costs
- £2.04m (9%) Infrastructure
- £0.53m (2%) Governance
- £0.34 (1%) Fundraising and marketing

## Thank you

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



relate  
the relationship people

[relate.org.uk](https://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](https://relate.org.uk/donate)