



relate
the relationship people

**We are the
relationship
people**

Annual Review 2013/14

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Andrew Ketteringham

Chair of Relate Board of Trustees

Our Annual Review presents some of Relate's major highlights from the past year. What is very clear is just how vital our work is at the heart of our society.

I was delighted this year to see the publication by the Department for Education of one of the largest evaluations of relationship support interventions ever undertaken. It tells a very positive story for our organisation and, most importantly, for our clients. The study identifies the ways in which relationship support improves the quality of people's lives, and delivers good value to the taxpayer. The study estimated that, for every pound spent, our couple counselling delivers £11.40 of benefit.

Through campaigns like Being Parents Apart, we continue to strengthen our voice around the issues that matter to our clients. As you will see as you read on, we have a unique part to play in promoting strong and healthy relationships as the basis of a thriving society. For this reason, it is imperative that we reach even greater numbers of people through the many services that we offer. As ever, I'd like to take this opportunity to thank all of the staff, practitioners and volunteers who continue to make Relate the great and trusted organisation that it is.



“We have a unique part to play in promoting strong and healthy relationships as the basis of a thriving society.”

Professor Sir Cary Cooper, CBE

President of Relate

I've been a huge fan of the work that Relate does ever since I entered the field of mental health and wellbeing. Relationships are under more pressure and more stress than ever before, so working for an organisation that is tackling interpersonal and relationship problems is fantastic.

I'd like to say a big thank you to everyone involved in bringing Relate services to the public.

A particular highlight for me from the past year was the 75th birthday party. It was so wonderful to meet the Relate Heroes who work tirelessly to make this great charity what it is.

I was also excited to see the publication with Relationships Scotland of The Way We Are Now 2014, a major piece of research that examines the ways in which we conduct our family, couple, sexual, social and work relationships. The report involved talking to nearly 6,000 people, as well as our practitioners, and sought to capture the state of the UK's relationships.



“...working for an organisation that is tackling interpersonal and relationship problems is fantastic.”

Ruth Sutherland

Relate Chief Executive

If Relate is about anything, it's about people: the people who use our services and the people who provide these services. This review tells the stories of all the people that make up Relate today.

Our three year corporate plan commits us to grow our services and influence and these goals are the driving force behind all the decisions we make and all the work we do. Our successes this year are milestones on our journey to providing services that help more people in more ways that work.

The big news in services is the development of our service plan. This is where we set out how we're going to help more people and in more ways that work. In the past, Relate defined what 'relationship support' was, and now is our time to lead again. Counselling will always be a central part of what Relate offers, but we also know that information, education and support services are important.

It is in this area that we want to grow to satisfy the needs of an increasingly digital-by-default generation. Therefore, this year we developed Parenting Troubled Teenagers and What Next?, two new online services that reveal a side of Relate that hasn't been seen before, and reach people we weren't reaching before. We've also been reviewing our mediation services, which is going to become an increasingly important area for us.

So what about our influencing work? We've set up the Relationships Alliance with Marriage Care, OnePlusOne and The Tavistock Centre for Couple Relationships, which is giving us a bigger voice in our efforts to influence more policy and party-political activity.



We have been working on our first-ever manifesto, and are hopeful that we will be able to see all political parties' manifestos for the 2015 General Election recognise the importance of relationship support.

Our campaigning work has also been successful. Our ageing campaign highlighted a neglected area, and showed that Relate has a real role to play in meeting the needs of an ageing society. Our Being Parents Apart campaign similarly highlighted a different aspect of Relate, and promoted our services and interest in mediation.

It's been a real pleasure working with everybody this year. My team and I have visited more than fifty percent of Relate Centres; it's here that we see the day-to-day activity of Relate, which is a real pleasure. Together we provide more than a million people with relationship support services. We have a strong platform and a clear mandate to go forward, but there is still much more to do. I'm looking forward to working with you in the coming year.

“Our successes this year are milestones on our journey to providing services that help more people in more ways that work.”



Who we are and why we're here



Who we are and why we're here

We are Relate, the relationship people. We exist to support people to make the most of their relationships, at all ages and stages of life. We believe in the power and the potential of relationships to make our world a better place, and our lives more fulfilling.



Everything we do is focused around helping people to build, maintain and enjoy healthy, fulfilling relationships in every aspect of their lives. We are the UK's largest provider of relationship support, and every year we help over a million people of all ages, backgrounds and sexual orientations to strengthen their relationships.

“Our vision is a future in which healthy relationships are actively promoted as the basis of a thriving society.”

Relate is a federated charity, and most of our services are delivered through our network of 60 Centres across the country.

We aim to develop and support healthy relationships by:

- helping couples, families and individuals to make relationships work better
- delivering inclusive, high-quality services that are relevant at every stage of life
- helping both the public and policymakers improve their understanding of relationships and what makes them flourish.

This review aims to give an overview of what we did in 2013-14 to bring us nearer to our vision



How we've helped people

How we've helped people

This year we've helped over 130,000 clients through our face-to-face counselling and support services.

Relationship Counselling

- **94,961** clients
- **250,432** sessions delivered

Children and Young People's Counselling

- **10,394** clients
- **47,589** sessions delivered

Sex Therapy

- **4,277** clients
- **21,751** sessions delivered

Family Counselling

- **5,548** clients
- **13,124** sessions delivered

Education and Learning

- **16,002** service users
- **18,738** sessions delivered

Online and phone support

In 2013/14 we answered 168,848 calls to our Response phoneline and had 1 million visitors to our website.

We also delivered a range of online and phone support services, meeting more clients where they are.



- **743** Email counselling clients
- **718** Telephone counselling clients
- **1,063** people completed *Reveal* – our online personality profiler

How we do what we do: Our five priority goals

In 2014, we launched a new three year strategy, which will help us to help more people in more ways that work.

It builds upon our one year plan for 2013-14, and sets out five priority goals.

These five goals will be our focus until 2017 and everything we do will fall within these priority areas.

1

Service effectiveness

We help people in more ways that work.

“Over a million people every year access information, support and counselling from Relate, but we know that many more would benefit from our services. Our challenge now is to make sure that we develop and innovate so that we remain experts in our field and the UK’s first port of call for relationship support.”

– Chris Sherwood, Director of External Affairs



2

Influence and visibility

A known brand becomes an increasingly understood and valued leading brand.

“We want individuals, governments and organisations to see relationships as a key priority in all aspects of life and society. Our campaigning work aims to draw attention to the issues that matter to the people with whom we work, and champions the importance of strong and healthy relationships as the basis of a thriving society.”

– Chris Sherwood, Director of External Affairs



“Our challenge now is to make sure that we develop and innovate so that we remain the UK’s first port of call for relationship support.”

3

Impact and value

The return on investing in relationships and relationship support is demonstrable and disseminated.

“ A strong evidence base is important to demonstrate the impact and value of our services for individuals, families and society. Our challenge is to ensure that Relate can make a big noise about the impact and difference we’re making in people’s lives. ”

– Jeni Graham, Director of Corporate Resources and Organisational Development



4

Income generation

We grow and diversify our sources of income.

“ If we are to be in a position to offer our services to more people, we need to have a robust income strategy that supports us to grow and sustain ourselves into the future. This will enable us to extend our influence and services so that we can reach more people. ”

– Richard Ashton, Interim Director of Income Generation



5

Sustainability

The organisation is fit for purpose now and into the future.

“ We need to be the most efficient and effective organisation we can be. The challenge is to work collaboratively across Relate to maximise the available skills, goodwill and resources in order to demonstrate the difference that we make. ”

– Jeni Graham, Director of Corporate Resources and Organisational Development

“If we are to be in a position to offer our services to more people, we need to have a robust income strategy that supports us to grow and sustain ourselves into the future.”



Our year

Our year

It's been a big year for Relate. Here are just a few of our successes.



Being Parents Apart campaign

We know that sometimes, relationships come to an end and couples feel the best thing is for them to separate. In order to provide support for parents facing separation, Relate launched the Being Parents Apart campaign in January 2014.

We offer a range of services, both online and face-to-face, to help parents and their children cope with any heartache and changes in the best way possible. Our new survey results promoted discussion in the media about how to handle the particularly difficult times during separation—such as explaining what is happening and dealing with 'moving day'. We brought the campaign to life by offering expert advice via our website—our counsellor video was watched over 600 times—and we used social media to get people talking. We also used the campaign to launch our What Next? service, which provides parents with a guide to separation.

1 in 4 have experienced the breakdown of their parents' relationship



Being Parents Apart art competition

As part of our Being Parents Apart campaign, we launched an art competition that asked children to depict their favourite family moments.

Here are some of the judges' favourites:



Annabelle Gibson, age 5



Isobelle Scott, age 5



Raphael Allen, age 13



Joelle Chow, age 6



Max Campbell, age 9

What Next? The parents' guide to separation

This year saw the launch of a new digital platform, What Next? This is a parent's guide to separation, which has been supported by the Department for Work and Pensions. It offers parents thinking about or going through separation access to a range of information and tools to manage the practical and emotional realities of their family relationships during this difficult time, all in one place.



“We know that sometimes, relationships come to an end and couples feel the best thing is for them to separate.”



Professor Tanya Byron, Relate Patron

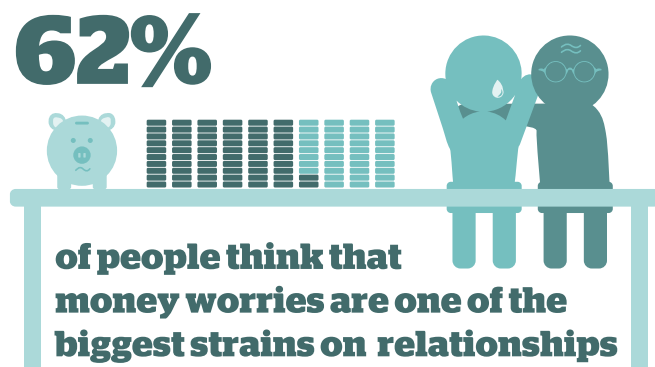
Professor Tanya Byron is an academic and clinical psychologist, and has done high profile TV work on child behaviour.

“ Relate understands that healthy relationships are important from a young age. I am proud to support an organisation that helps young people

make sense of relationship difficulties at home and school. We need more of this kind of provision to help young people reach their potential. ”

Family mediation services

This year, we have placed a particular focus on supporting our family mediation work. In February we published a report that looked at the drop in the number of couples accessing our mediation services following changes to legal aid funding. Minister of State for Justice and Civil Liberties Simon Hughes MP met with mediation staff and clients at our North East London Family Mediation Service in Ilford. The aim of the visit was to talk about how the process of mediation can help couples and families to better navigate the separation process, without needing to go to court.



Relate / YouGov 2014



Tricia's story

Tricia came to Relate Mediation with her ex-husband after they decided to separate.

“ In the first session I started to cry, and they said “this is really painful, isn't it?” When my ex replied “only for some,” I thought that mediation was never going to work. But they were so skilful that, even though we hadn't even got a friendship left, by talking about stuff – and because we both really loved our children – we both started speaking sensibly. It was amazing and, after we'd finished, we remained friends. For that, I want to thank Relate and the mediators.

Both of my children are really happy. They love their dad and they love me, and they haven't been through the trauma of a difficult separation. This is purely because of mediation, which was 100% focused on the



children and was really about that little family unit still being there in a way, but in a different structure.

My daughter she said it “never felt like we lost our dad, he just happened to live in another place.” She said when she was a teenager she would try and play us off against each other, which can be really difficult if you live apart and you're not friendly. But I would always support my ex and he would always support me, and our daughter really values that now.

New patrons and ambassadors

In order to reach as many people as we can, we need to build relationships with high profile people who can amplify our messages.

This year, we were pleased to welcome journalist and advice columnist Bel Mooney as a patron of Relate.

We were also pleased to welcome Justice Minister Andrew Selous MP and Anjula Mutanda, a psychologist and television presenter, to our team of Relate ambassadors.

We thank them wholeheartedly for all they do to champion our work, and we know that their voices help to encourage people of all ages and stages of life to seek help from Relate.



Andrew Selous MP, Relate Ambassador



Anjula Mutanda, Relate Ambassador



Bel Mooney, Relate Patron

Bel Mooney is one of Britain's most successful journalists and writes an advice column in the Daily Mail. She is also the author of over 25 books, including six novels and a highly successful series of children's books.

“ I have recommended Relate services in my column for many years, so I am delighted to have had the chance to meet some of the staff who provide these invaluable services. I wasn't

surprised that they are just like you and me, but they have an amazing ability to listen and help with the most painful situations. I was blown away by how much they care. ”



Brand refresh

Increasingly, many people’s first impression of Relate is through our website. We know that our digital reach is increasing, so it’s vital that this channel provides a good window into what we do and how we do it.

We re-launched our website this year with new features and a refreshed look and feel that’s optimised for mobile and tablet users. We’ve seen a big increase in visits as well as calls to our national phone line, which proves it is helping us to reach more people.

Building on this success, we also produced a new brand style guide and a set of resources to ensure that the Relate brand remains relevant and accessible to our audiences.



Roopa Farooki, Relate Ambassador

Roopa Farooki is an award-winning novelist and ambassador for Relate.

“ My relationship with Relate goes back about 10 years, from when I was a client. My husband and I were going through a difficult time with fertility treatment and living abroad, and Relate really helped us when the going got tough. Later on, I became an advocate for Relate

in books and newspaper articles about families in crisis, in which I talked about how Relate helped us and what they’d done for us. Now I’m really grateful to be able to raise awareness and tell people about the wonderful work that Relate does. ”

Image: Kate Eshelby

Relate Heroes at our 75th birthday party

To celebrate our 75th year, we invited our partners, stakeholders and supporters to a very special tea party in London.

The event was a huge success, at which we honoured and thanked our Relate Heroes for their personal contributions to their local Relate Centres. This was the first time Relate has recognised the contribution of its colleagues in this way, and this scheme will become an annual feature of Relate’s calendar.



“I’m really excited about the range of services we offer that help so many people. Making a difference is what makes me so keen to get to work every morning.”



Ewan’s story

Ewan is Chief Executive of Relate London North West and joined Relate this year

“ I’m really excited about the range of services we offer that help so many people. Making a difference is what makes me so keen to get to work every morning.

It’s great to see the expansion of the mediation offering across the Relate federation.

My background as a mediation practitioner – and as someone who developed mediation in Scotland – also fits well with the work that we do in other areas, such as counselling, training and all support around relationships. So I think

that mediation is a natural part of Relate’s offering.

I’m always surprised at how the vast majority of family, friends and people I come across in daily life have heard of Relate. While I know that there’s a worry about people not properly understanding what we do, they really do seem to know that we are the ‘relationship people.’ That makes a difference. If we’re seen as folk who can help with relationships, people just need to search for us online and they’ll very quickly find out the services we offer.





Relate Institute: the centre of excellence for relationship studies

The Relate Institute, a faculty of Doncaster College (with post-graduate programmes of study validated by the University of Hull), provides expert training in working with couples, families and individuals, particularly for Relate Centre staff. It is one of the main reasons that Relate's body of qualified practitioners can provide such a high-quality service, while the research undertaken by the Institute adds to the wealth of expertise and insight about relationships and relationship support.

The Institute offers a wide range of courses and continuing professional development short courses, and was commended in Doncaster College's recent Quality Assurance Agency (QAA) report, particularly for the high quality of its Code of Practice on Placement Learning.

In 2013–14, the Relate Institute had 267 students enrolled on its programmes—an increase of 50 over the previous academic year. Depending on their existing skills and qualifications, students are able to start at the relevant level and/or develop their knowledge and gain expertise in working with couples and families on relationship and psychosexual issues.

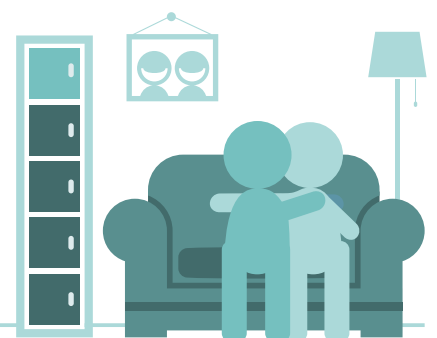
Since the Relate Institute started offering training courses in 2006, 120 practitioners have been awarded a Masters in Relationship Therapy (31 with distinction), and 171 have gained a Post-graduate Diploma in Relationship Therapy.

The Institute's Masters in Relationship Therapy is accredited by the British Association for Counselling and Psychotherapy (BACP); the Post-graduate Diploma

Relate Institute: The centre of excellence for relationship studies in Psychosexual Therapy is accredited by the College of Sexual and Relationship Therapists (COSRT); and the level 4 and 5 qualifications in Relationship Counselling are accredited by the Counselling and Psychotherapy Central Awarding Body (CPCAB).

This year, we have continued with a review of the Relate Institute to ensure that we are making the most of the high standard of workforce development that the Institute offers now and into the future. We will continue this work in 2014–15.

4 in 5
people
have a good
relationship
with their
partner

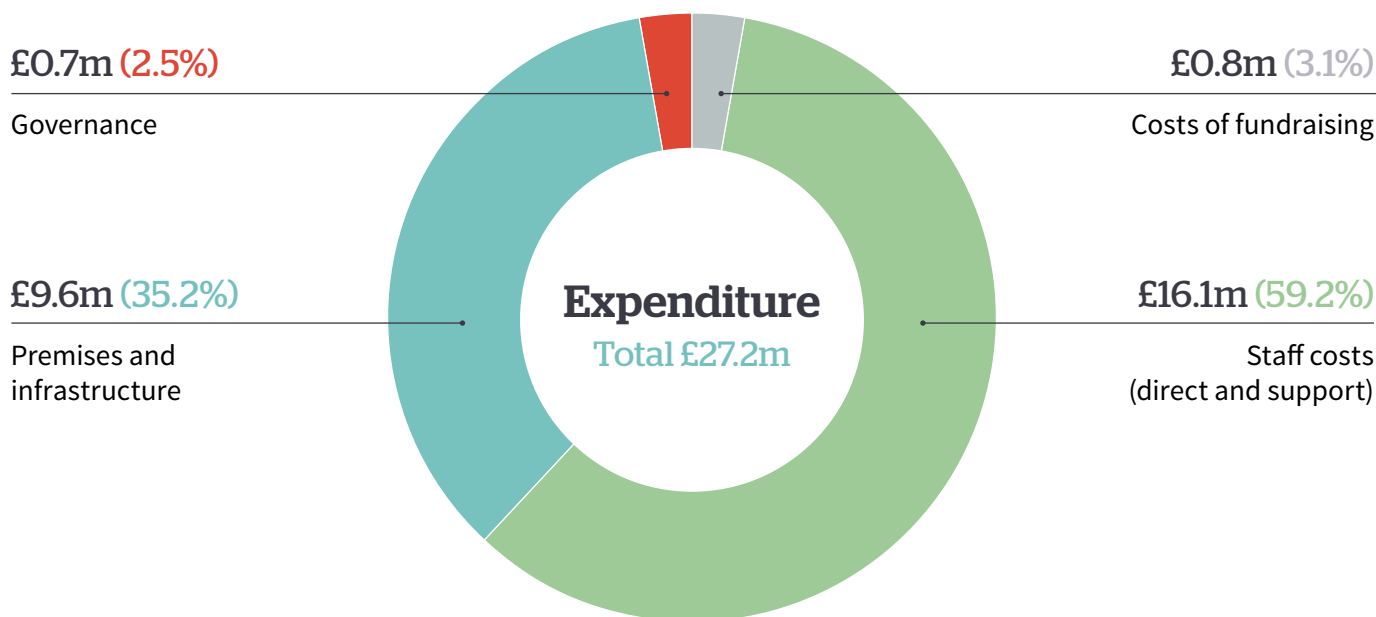
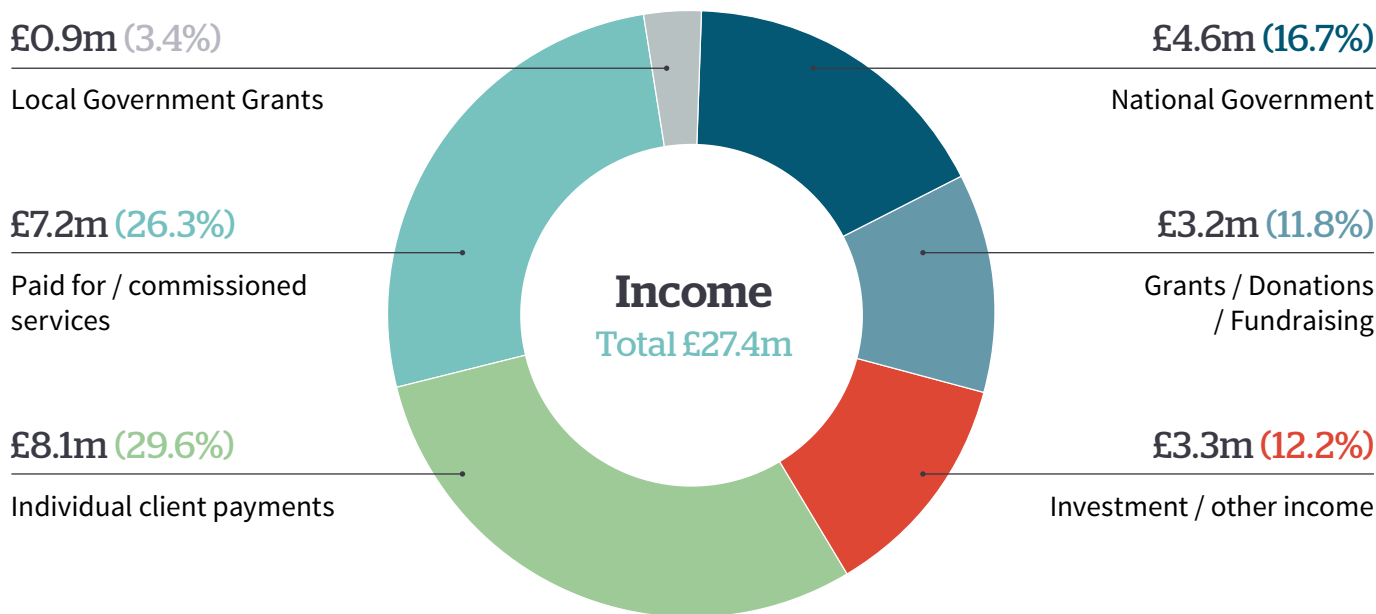




Our finances

Our finances

These figures represent the whole of the Relate Federation, including the national charity and all Relate Centres.



Reporting period 1st April 2013 to 31st March 2014.

All figures in millions of GB pounds.

Thanks

We would like to thank the following individuals and organisations for their support during the year.

Andrew Selous MP
 Anjula Mutanda
 Army Welfare Service
 Asian Family Counselling
 Association for Family Therapy and Systemic Practice
 Bank Workers Charity
 Baroness Tyler of Enfield
 Bel Mooney
 Birkbeck College
 British Association for Counselling and Psychotherapy
 British Forces Germany
 BT
 Children and Family Court Advisory and Support Service (Cafcass)
 Cathy Cassidy
 Centre for Social Justice
 Charity for Civil Servants
 Charles and Elizabeth Handy
 Chartered Institute of Personnel and Development (CIPD)
 Claire King Charitable Trust
 Cog App
 College of Sexual and Relationship Therapists
 Counselling and Psychotherapy Central Awarding Body (CPCAB)
 Curve
 Denis Tindley
 Department for Education
 Department for Work and Pensions
 Diageo
 Doncaster College
 Doncaster Council
 Dr Samantha Callan
 Ed Straw
 Family and Childcare Trust
 Fiona Bruce MP
 Goldman Sachs
 Gransnet
 Insight
 Institute of Family Therapy
 Institute of Public Care
 Intraskills
 Institute for Public Policy Research (IPPR)
 Kids Turn USA
 Marriage Care
 Marriage Foundation
 Ministry of Justice
 Mumsnet
 Nick and Helen Tarsh
 New Philanthropy Capital (NPC)
 Open College Network (OCN)
 OnePlusOne
 Open University Business School
 Pace
 Philip King Trust
 Professor Mick Cooper
 Professor Tanya Byron
 Prostate Cancer UK
 Royal Air Force Benevolent Fund
 Relationships Foundation
 Relationships Ireland
 Relationships Scotland
 Respect
 Riverside
 Roopa Farooki
 Rradar Legal
 St George's House (Windsor Castle)
 Stroke Association
 The Tavistock Centre for Couple Relationships
 United Kingdom Council for Psychotherapy
 University of Hull
 YouGov



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