

Annual Review 2013-14



relate
the relationship people



Welcome to Relate's Annual Review 2013. This is a very special year for Relate as we celebrate our 75th anniversary. Relate has been promoting the importance of strong and healthy relationships since 1938 and this year, we're looking to our history and experience to help us to shape our future. We're immensely proud of our rich and valuable history, and we are also excited and ambitious for our future. We know that the need for Relate is as great as ever - what we are doing now will pave the way for strengthening couple, family and social relationships into the future.

In this review, we look back on our first 75 years - celebrating the achievements and experience we have gained as an organisation. But this review isn't just about the past - in the last year, we have welcomed a new strategy which will determine how we grow and evolve over the next few years. This strategy is focused on growth. We want to increase the reach of our services, our client numbers and our influence. We know, especially in the current financial climate, that this is ambitious, but we are determined to increase our support for the nation's relationships.

Vision and mission

Relate's vision is a future in which healthy relationships are actively promoted as the heart of a thriving society.

Relate's mission is 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.

"When a relationship goes wrong, you can't see the wood for the trees. Relate gave me an outside perspective on things and gave me time to address problems before making rash decisions."

Angela, Relate client





Andrew Ketteringham, Chair of Council

is made up of thousands and thousands of individual stories - many of which have never been told but have been shared between clients and counsellors for decades.

When I think of all of these stories, I also think of all the work that has gone into them - and that is what we must celebrate as we all raise our glasses to Relate's 75th anniversary. We call them 'Relate Heroes' - the people who have worked and continue to work passionately and tirelessly to support those who need help with their relationships. Relate Heroes come from all aspects of life, from all over the country, and they

have a variety of roles. All of them go above and beyond the call of duty to ensure that other people can access the services they need. From the volunteer counsellors and the charity shop staff to the marketing interns, the appointment secretaries and the trustees, Relate Heroes are making a difference.



We asked our Federation to tell us about some of them, and many have been recognised this year at our celebrations. Their stories are well worth reading about. But many Relate Heroes are not recognised formally - some of them have moved on, some of them are no longer with us, others continue to work away quietly, doing their bit.

I'd like to take this opportunity to thank all the staff and volunteers that have made and continue to make Relate's history and will make its future.

What a great privilege it is to be involved with an organisation that has been strengthening the nation's relationships for 75 years! It's incredible to think that Relate has been here, working behind the scenes, helping people with some of the most personal aspects of their lives for so many years. The history of Relate



Professor Cary Cooper, President

We have much to be proud of as Relate reaches its 75th anniversary and this is a great time to celebrate. Personally, I'm proud to be a part of an organisation which has been such a great source of support to so many people for so many years. This year, like any year, has been full of hard work for Relate, and it's this hard work that ensures Relate remains relevant and accessible now and in the future.

One particular highlight for me was the Relate Annual Lecture, which was delivered by Charles Handy in April. We were lucky enough to host the event in the National Portrait Gallery, and Charles spoke with passion and humour about his own experience of balancing the world of work with personal relationships. It was a great occasion and a chance for Relate to make new links with businesses, thought leaders and other charities.

I'd like to thank everyone who is involved with bringing Relate's services to the public - we are spread far and wide, but we all do our bit to help support strong and healthy relationships.

Happy 75th birthday, Relate!



Ruth Sutherland, Chief Executive

Relate was formed in 1938 as a response to the effects of the First World War and the Great Depression on families and couples. Since then, Relate has been there for people and their relationships throughout some great upheavals, testing times, and times of great celebration.

Nowadays, the outside world is once again impacting upon our personal lives. The recent financial situation in the UK has been difficult for many, and this has had an effect on our couple, family and social relationships. Some may see financial struggles as something separate from our relationships, but our relationships are central to

our everyday happiness and wellbeing. They are like shock absorbers that see us through good times and bad, and they can be stretched by external factors. The effects of the financial situation on our relationships are widespread - from the young couples who cannot afford to leave their parents' home and start a life together, to the 40-somethings whose relationship has come to an end, but who cannot afford to live apart. It has affected children, whose parents have been under more pressure than usual, and it has made getting out and about more difficult for older people.



Decreasing personal income and public spending cuts are having an impact on Relate Centres.

This double effect of an increased need and a reduced funding pot means that we need a new strategy to allow us to grow and

diversify. I believe that our new strategy (see page 12) sets the tone for the future of Relate. As we reflect proudly on our 75 years of rich heritage and experience, we are also unashamedly ambitious about what the future holds. The need for Relate services is great. We are needed just as much, if not more than ever before - and I am determined and confident that the changes we have made this year are positioning us for growth, innovation and exciting times in the future, so that we can be accessible, appropriate and relevant for at least the next 75 years.

Ruth Sutherland

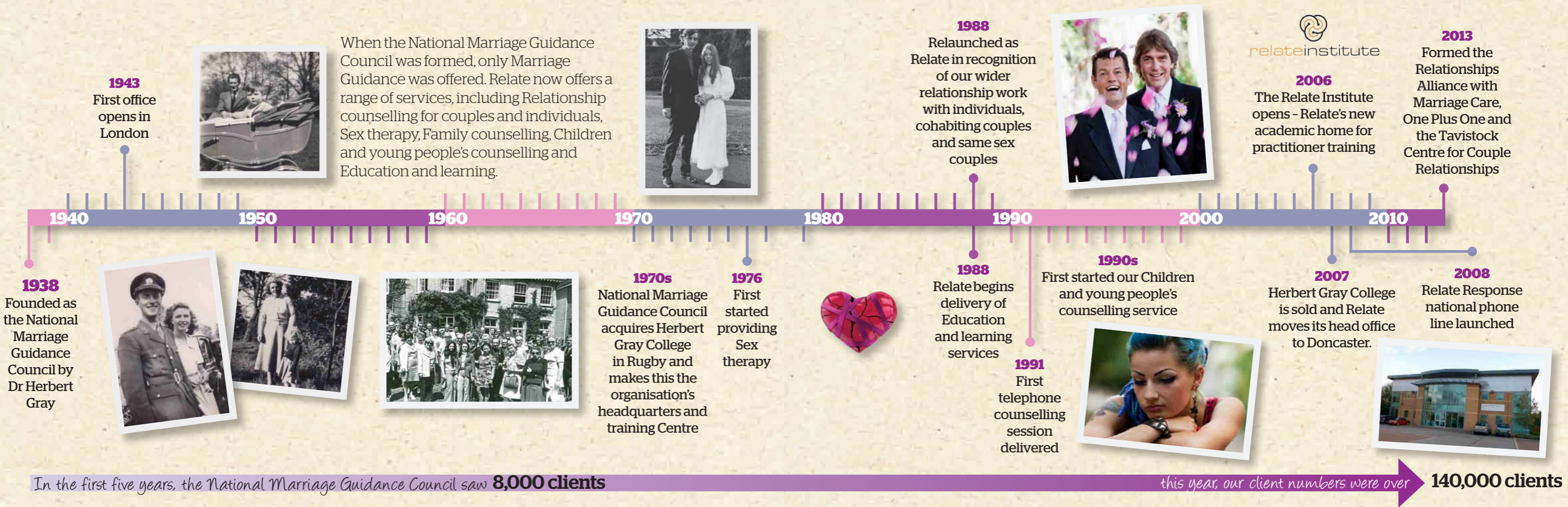


Our Patron Professor Tanya Byron

This is my second year as Patron of Relate and what a year. As a consultant in child and adolescent mental health, I see first-hand the importance of a healthy and loving parent-child relationship. It was, therefore, a privilege to chair the launch of Relate's innovative Parenting Troubled Teenagers service which gives parents free access to online help and support. I am really excited by the potential of this service and the great remit of Relate in its 75th year.

"I rang Relate and arranged some urgent telephone counselling. I **desperately** needed to talk to someone independent, who didn't have a view, or take sides or give me their opinion. I **needed support** desperately. The counsellor was **very helpful**, as before this I felt I had nobody to talk to and that my whole world had been turned upside-down."
Susan, Relate client





Highlights

Worried about your teenager?



New project supported by DfE to help parents of teenagers

Winning funding from the Department for Education has enabled Relate to provide a free online service for parents who are worried about their teenagers. The service includes

information, online resources and the opportunity to chat online to a Relate counsellor. The service is available nationally at www.relateforparents.org.uk

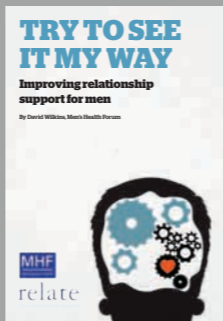
Relate's campaign to help men with their relationships

In early 2013, Relate ran a national campaign to help men seek help for their relationships.

The campaign included online and outdoor advertising, a public policy report and a dedicated microsite for men.

www.wheresyourhead.org.uk.

During the campaign, calls from men to Relate's national phone line increased by 14%.



Gaining the eQuality mark

In April 2013, Relate achieved the eQuality charter-mark which recognises organisational commitment to improving relationship support services for Lesbian, Gay, Bisexual and Transgender (LGBT) people. The accreditation is awarded to reflect the steps that Relate has taken to train its staff and volunteers to ensure that LGBT communities know that Relate will provide



a welcoming and appropriate service at every stage of their contact with the organisation.

Relate secures funding from Department for Education

Relate bid successfully for £7.1 million over two years in the Department for Education's funding round for relationship support.

Relate Annual Lecture

In April, we were very lucky to have Charles Handy deliver the Relate Annual Lecture at the National Portrait Gallery. Charles spoke with humour and emotion about the importance of relationships throughout life and how work life impacts on our personal space and relationships. Guests also had the chance to see Elizabeth Handy's photographic exhibition.

Forming the Relationships Alliance

Relate has led the formation of the Relationships Alliance – a group of charities who work together to raise awareness of the importance of relationships and to influence government policy. Our partners are Marriage Care, OnePlusOne and the Tavistock Centre for Couple Relationships and the Alliance will be officially launched in November this year.

Relate's campaign on relationships in later life

In March 2013, Relate launched a campaign to raise awareness of the importance of relationships in later life. The campaign included a dedicated microsite for older people, polling the over 50s, a partnership with Gransnet and publishing a policy report with the think tank NPC. The campaign gained impressive media attention, with 178 media mentions and enabled us to make several new partnerships with key ageing sector organisations.

www.retirementtogether.org.uk

Who will love me, when I'm 64?

The importance of relationships in later life

Ellen Harries and Lucy de las Casas
June 2013



NPC
New Prosperity Capital
relate
The Relationships Alliance



Achievement of the HSSF Mark

This summer, Relate became one of the first organisations to gain the Department for Work and Pensions' Help and Support for Separated Families (HSSF) Mark. The Mark was awarded to Relate in recognition of the work we do to support families before, during and after separation.

Relate's Army Welfare Service contract

Relate was successful in securing a contract through the Ministry of Defence to deliver Army Welfare Services. The service, which is run through Relate Centres, offers relationship counselling for army personnel and their families.

Our four strategic goals

As part of our new strategy, we have set ourselves four strategic goals to direct our work in the next three years and to help us to achieve our vision and mission:

Service effectiveness

Influence and visibility

Impact and value

Sustainability

“Our services are already helping thousands of people every year to strengthen their relationships. Our challenge now is to make sure those services develop and innovate so that we remain the experts in our field and the UK’s first port of call for relationship support.”

Gil Chimon, Relate’s Director of Services

1 Service effectiveness

- Relate sets the standard in delivering service effectiveness.
- Quality services meet need and deliver customer satisfaction.
- Relate leads in service innovation and development.
- The Relate Federation is developed and supported in ways that contribute to service and business excellence.
- Relate demonstrates a keen customer focus, understanding existing and potential customers now and in the future.
- Relate services reach and help more people in more ways, delivering on inclusion and diversity.
- Relate develops and supports a skilled workforce across the core service range and its management to underpin service quality.
- Relate adopts a learning and development culture to facilitate continuous service improvement.

2 Influence and visibility

- A known brand becomes an understood, valued and leading brand.
- The public, government, media, private, public and voluntary sectors know that relationship health is needed and valued.
- Relationship support is accessible and the norm.
- Public policy facilitates successful relationships.

“We want individuals, politicians, policymakers, commentators and organisations to start seeing relationships as a key priority in all aspects of life and society, and not just as an add-on.”
Chris Sherwood, Director of Policy and External Affairs



3 Impact and value

- Relate research capability can demonstrate the impact and value of relationship education and support.
- Research creates news.
- Research supports service development and excellence.
- Research supports the generation of income.
- Research supports credibility, authority and influence.

4 Sustainability

- Income strategy grows and diversifies income streams.
- The organisational structure, processes and culture are fit for purpose now and into the future.
- Collective activity delivers against the corporate vision.
- Relate forges strategic collaborations and partnerships in support of delivering its purpose and maximising impact.

“A strong evidence base can demonstrate the value and benefits of our services for individuals, families and society. We must be able to show the impact that relationship education and support can bring to all areas of our society.”

Jeni Graham, Relate’s Director of Corporate Resources and Organisational Development.



“If we are to grow and thrive in these difficult times and in the future, we need to have a robust income generation strategy to broaden our sources of funding. This will enable us to grow in influence and to extend the reach of our services so we can help more people in more ways.”

Sarah Caulkin, Relate Deputy Chief Executive.



Relate's core services how many people we've helped this year.

Relationship counselling

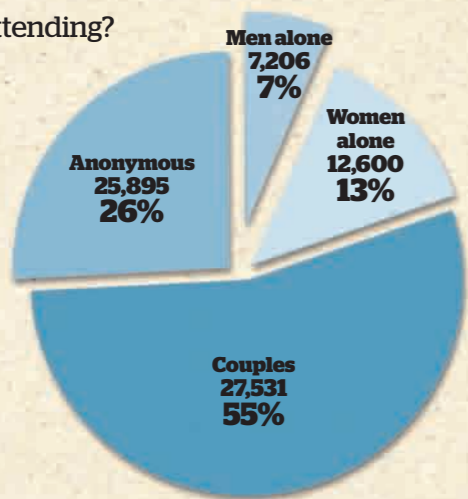


Number of clients
100,763



Number of sessions delivered
243,851

Who's attending?



Sex therapy

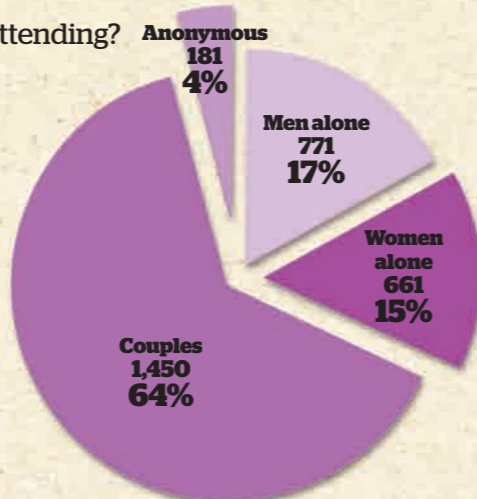


Number of clients
4,513



Number of sessions delivered
20,262

Who's attending?



Family counselling



Number of clients
15,213



Number of families
2,576



Number of sessions delivered
17,955

Education and learning



Number of service users
10,456



Number of sessions delivered
17,569

Children and young people's counselling



Number of service users
12,763



Number of sessions delivered
52,127

"I had big fears about going to a counsellor and was very nervous at my first session. But within the short space of two weeks, I felt a great weight lift from my shoulders and I began to sort things out."

Jack, Relate client

Relate Response and the Relate Institute

Relate Response

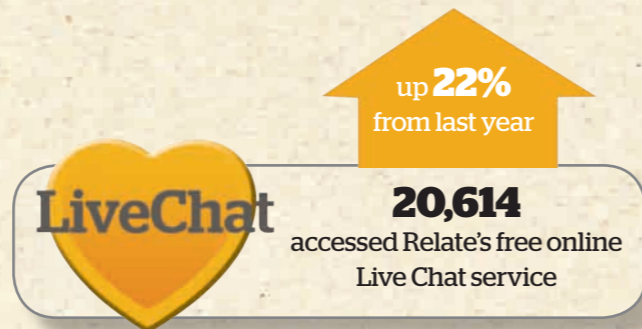
As well as our five cores services, we also deliver support to people via Relate Response, our team of trained counsellors who offer support over the phone and online.

This year, Relate Response has grown once again as we help more people when and how they need us.

Relate Response services

	Clients	Sessions
 Telephone counselling	294	576
 Webcam counselling	19	19
 Live Chat	20,614	20,614
 Email counselling	764	764
 Reveal, Relate's online personality profiler	1,249	1,249

Response highlights



Relate's national website www.relate.org.uk generated



Relate Institute

The centre of excellence for relationship studies.

The Relate Institute is a source of expertise in working with couples, individuals, children and families. It is one of the main reasons why Relate's body of qualified Practitioners can provide such a high quality service to our clients and the research undertaken at the Relate Institute is what gives us an authoritative voice to inform both practice and policy in the sector and with government.

As a faculty of Doncaster College, with an academic programme validated by the University of Hull, the

Relate Institute not only provides training and qualifications for Relate Practitioners, but also many other professionals across the UK. A full spectrum of courses is on offer, from Diplomas and Masters Degrees to a wide variety of continuous professional development courses. This enables students to begin at entry level or to develop their knowledge and ability to work with relationship and sexual issues.

The Institute has a total of 250 students at present and the new intake for the academic year 2013-2014 is predicted to be well up on September 2012 figures, including five Level 5 Diploma in Relationship



Counselling courses due to be delivered in-house over the country, as well as those scheduled for London and High Melton, Doncaster College.

The external examiner and the internal moderator commented at the July 13 Exam Boards on the high level of work submitted by students and the likelihood

of assignments being accepted for publication in Research Journals.

This year we have begun a review of the Relate Institute to ensure that we are making the most of the high standard of training that the Institute offers. This is continuing and the outcomes of the review will be published next year.

An overview of our finances

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

Total cost of providing relationship support (£m)*	10-11	11-12	12-13
Costs of fundraising	1.0	1.2	0.7
Staff costs (direct and support staff)	19.8	19.1	18.9
Premises and infrastructure	6.8	6.8	5.7
Governance	0.5	0.3	0.7
Total	28.1	27.4	26.0

"Counselling has quite simply changed my life. It was the best thing I ever did - I just wish I'd gone ten years ago."

Dennis, Relate client



"Now things are very different and we really don't have the heated arguments we had before. Things are so much better."

Natalie - Relate client

How we funded our services (£m)*	10-11	11-12	12-13
National Government Grants	16	2.2	2.3
One off National Government Grants	0.3	0	0
Local Government Grants	3.3	2.8	2.2
Grants donations fundraising	4.0	3.7	3.7
Investments and other income	0.4	0.8	0.5
Client individual payments	9.8	9.8	8.9
Commissioned and paid for services	9.1	7.8	8.0
Total	28.5	27.1	25.5


*Figures are taken from the unaudited consolidation of financial returns from all the members of the Relate Federation, which comprises the central charity and all Relate Centres. Copies of the audited financial statements of Relate can be obtained from the Finance department of Relate, copies of the audited financial statements of Relate Centres directly from each centre.

Thanks

Age Oxfordshire
Age UK
Andrew Selous MP
Anjula Mutanda
Army Central Fund
Army Welfare
Artemis Trust
Asian Family Counselling Service
Association for Family Therapy
AVA (Against Violence & Abuse)
Baroness Tyler of Enfield
Bel Mooney
Bircham Dyson Bell
Birkbeck College
Breast Cancer Care
British Association for Counselling and Psychotherapy
BT
CAFCASS
Centre for Social Justice
CEOP
Charities Evaluation Service
Charles Handy
Child Maintenance Options
Citizens Advice Bureau
Claire King Charitable Trust
Clinical Outcomes in Routine Evaluation (CORE)
CogApp
College of Sexual and Relationship Therapists
Contact A Family
COMAB
CPCAB (Counselling and Psychotherapy Central Awarding Body)
Dad Info
Department for Education
Department for Work and Pensions
Doncaster College
Family and Parenting Institute
Family Information Direct (formerly Parent Know How)
Family Room networks
Fatherhood Institute
Giles Insurance (formerly MCIS)
Gransnet
HEVAN
Institute of Family Therapy
IPPR
Ipsos Mori
Kids' Turn (USA)
Liz Handy
Local Government Association

Marriage and Relationship Counselling
Mind
(MRCS) Dublin and Eire
Marriage Care
Men's Health Forum
Mumsnet
Nafsiyat
NCB (National Children's Bureau)
National Family Mediation
NPC
NSPCC
Netmums
One Plus One
Open University
Oxford Brookes University
Pace
Pfizer UK
Philip King Trust
Pink Therapy
RAF Benevolent Fund
Relationships Foundation
Relationships Ireland
Relationships Scotland
Respect
Riverside Housing Group
Roopa Farooki

St George's House (Windsor Castle)
Stroke Association
Tag Institute for Jewish Social Values
Tavistock Centre for Couple Relationships
Tesco
The Bank Workers Charity
The Centre for Child Mental Health
The Charity for Civil Servants
The Health Professions Council
United Kingdom Council for Psychotherapy
University of East London
University of Hull
University of Leeds
University of Manchester
University of Sheffield
University of Strathclyde
University of the West of England
Welsh Assembly Government
White Ribbon
Women's Aid England
Women's Aid Wales
Youth Access



“These sessions opened up my whole life and allowed me time to try and cope with what happened.”

Jane, Relate client



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www.relate.org.uk

0300 100 1234

Relate, a company limited by guarantee (Company number: 394221 - registered in England and Wales) and a registered charity (Charity number: 207314). The registered office is Premier House, Carolina Court, Lakeside, Doncaster, DN4 5RA.