

# Community Chest Application Summary 2016/2017

Local Authority	St Edmundsbury Borough Council
Organisation	<b>Relate Norfolk and Suffolk</b>
Amount Requested	<i>Yr1 - £5,000 / Yr2 £5,000 / Yr3 £5,000 £15,000 over three years</i>
Total Project Cost	£12,600
Match Funding	£7,100
Partnerships	Suffolk Wellbeing Service, Norfolk and Suffolk Foundation Trust
West Suffolk Bid?	Yes

## Key Points

- Relate Norfolk and Suffolk aim to support people to build better couple relationships by helping relationships withstand the pressures which could otherwise lead to breakdown as well as working to limit the damage, which commonly accompanies failing relationships, separations and divorce.
- Relate are seeking funding to subsidise the cost of counselling for residents of St Edmundsbury that cannot afford a fee, allowing them to provide equal access to all regardless of ability to pay. The Community Chest grant will enable Relate to support the most vulnerable couples and families in the area.
- The way relate works encourages the support between family members and helps families recognise points of potential conflict and how to handle these in a positive way and teaches how to avoid conflict. This work can support couples in their home and work life as well as supporting their children at home and school.

**St Edmundsbury Borough Council  
Community Chest Grant Application Form  
Part A**



Community Chest funding supports voluntary and community groups who make a contribution to improving the quality of life for people in West Suffolk. The information you provide will help us consider your application. If you have any questions, please give us a call on 01638 719763. Before completing this form, we ask you to please read the guidelines, which are available on:

<http://www.westsuffolk.gov.uk/community/community-grants.cfm>

Please return your completed, signed form and supplementary documents to:

[richard.baldwin@westsuffolk.gov.uk](mailto:richard.baldwin@westsuffolk.gov.uk)

1. Name of your organisation(s):

Relate Norfolk & Suffolk
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2. Organisation address details

Address Ln1	53 Corbet Avenue		
Address Ln2	Norwich		
Address Ln3	Norfolk		
City/Town	Norwich	Postcode	NR7 8HS
Main phone	01603 484306	E-mail	<a href="mailto:info@relatenorfolksuffolk.co.uk">info@relatenorfolksuffolk.co.uk</a>
Website	<a href="http://www.relate.org.uk/norfolk-suffolk">http://www.relate.org.uk/norfolk-suffolk</a>		

Main Contact Person		Second Contact Person	
Title	Mr	Title	Ms
Forename	Mark	Forename	Liz
Surname	Bishop	Surname	Farrow
Role	Projects Officer	Role	General Manager
Daytime Tel No.	██████████	Daytime Tel No.	██████████
Mobile No.	██████████	Mobile No.	██████████
Email	<a href="mailto:mbishop@relatenorfolksuffolk.co.uk">mbishop@relatenorfolksuffolk.co.uk</a>	Email	<a href="mailto:lfarrow@relatenorfolksuffolk.co.uk">lfarrow@relatenorfolksuffolk.co.uk</a>
Address Details (if different from Org address)		Address Details (if different from Org address)	
Ln1		Ln1	
Ln2		Ln2	
Town		Town	
Post Code		Post Code	

## About your organisation

3. What local authority area(s) does your organisation work in?

Our Counsellors (and training workshops) are based in St Edmundsbury (in Bury St Edmunds, Short Brackland) but we also work across all of Suffolk (& Norfolk)

\*Community Chest funding is offered by both Forest Heath and St Edmundsbury councils. As the decision making process is different any projects applying for funding across West Suffolk, must apply separately.

4. What is the status of your organisation?

Registered charity	X	Charity number: 1068906
Applying for charitable status		
Company limited by guarantee	X	Company number: 3490477
Community Interest Company		
Part of a larger regional or national charity (Please state which one)		No, we are a separate charity but part of the Relate Federation
Constituted Community Group		
Social Enterprise	X	
Other (Please specify)		

5. How many people are involved in your organisation?

Management committee (volunteers)	7	Service users (2014/2015)	3010
Full Time staff / workers	1	Volunteers and helpers (non-management)	
		• Counsellors (part paid)	4
		• Administrative volunteer	1
		• Charity Shop Managers P/T (paid)	10
		• Charity shop volunteers	20
Part Time staff / workers	3		

6. What is the purpose of your organisation? Please briefly describe why your organisation was set up, its aims and objectives and who primarily benefits from your organisation.

Relate Norfolk & Suffolk's Vision is a future in which healthy relationships are actively promoted as the basis of a thriving society.

Relate Norfolk & Suffolk's Mission is to:

- Enhance the quality of couple, parental and family relationships

- Support people to build better couple relationships by helping relationships withstand the pressures which could otherwise lead to a breakdown
- Work to limit the damage, which commonly accompanies failing relationships, separation and divorce and increasing the prospect of subsequent relationships succeeding

Relate aims to deliver its services with cultural sensitivity and without discrimination and believes that:

- an individual's well-being and emotional and mental health benefit from a committed relationship
- children thrive in families where relationships are positive and free from destructive conflict
- people gain from an understanding of their sexuality expressing clear commitments is a helpful contribution to a healthy and secure couple relationship

### **Quality standards and frameworks**

Relate services operate using the Practical Quality Assurance System for Small Organisations (PQASSO) framework and external professional benchmarks including the ethical frameworks of the British Association of Counselling and Psychotherapy (BACP), the College of Sexual and Relationship Therapists (COSRT) and the Association for Family Therapy and Systemic Practice (AFT).

### **Quality assurance**

Relate has a clear track record of community work, having 75 years experience of delivering high quality therapeutic interventions in this locality. Interventions are based upon integrated training of three core modules: psychodynamic ideas, systemic ideas and understanding human sexuality. This provides Relate counsellors with a variety of therapeutic interventions and a unique understanding of individuals, couple and family relationships. All assessments and interventions are delivered in the context of the dynamics of their client relationship.

Relate provides high quality professional interventions within quality assurance structures to ensure that delivery is in line with policies and best practice guidance.

Every counsellor meets minimum standards required to remain on the Relate Register of Practitioners. All Relate counsellors are provided with casework supervision of a minimum of 18 hours a year in addition to their line management. Each supervisor consults regularly with a senior practice consultant. Relate also operate a practice helpline to ensure that every counsellor can access clinical advice on the issues they face. All Relate counsellors are professionally trained to meet the high standards of the Relate Directory of Practitioners.

7. What was your organisation's total income for last financial year?
8. What was your organisation's total expenditure for last financial year?
9. Does your organisation have more than six months running costs? No
10. What are your organisation's current unrestricted reserves or savings?

11. West Suffolk prioritises building resilient families and communities that are healthy and active. Please indicate which of the following areas your project contributes towards:

X	A thriving voluntary sector and active communities who take the initiative to help the most vulnerable.
	People playing a greater role in determining the future of their communities.
X	Improved wellbeing, physical and mental health.
	Accessible countryside and green spaces.

**About your project – why are you applying for this funding?**

12. What do you want the funding for? Please be specific. Please note that 'project' is meant to describe the project for which you are seeking funding, and not your organisation.

We are seeking funding to support our bursary in St Edmundsbury

The uptake for the services of our counsellors in both Norfolk & Suffolk increased by 10% this year.

The economic situation still continues to be a concern with lower income families having increasingly smaller amounts of disposable income. This highlights the necessity for the maintenance of our bursary fund, which supports clients unable to pay the full fee.

We are looking for funding to subsidise the cost of our counselling for residents of St Edmundsbury that cannot afford the fee, allowing us to provide equal access to all regardless of ability to pay. We believe that our services should be available to everyone irrespective of their ability to pay and we need this community chest grant to enable us to support the most vulnerable couples and families in the area.

We track fee subsidies by postcode so we know precisely what we have spent in each area. Based on the subsidy provided for St Edmundsbury residents in last year, we would expect to offer counselling to 450 adults/young people per year of which we estimate at least 75-85 would need to pay a reduced fee. Any dependent children (minimum of 50-60) will also benefit from the service: –

Research is increasingly showing a strong link between the quality of the relationship between parents and the quality of their parenting. The quality of the parent's relationship has an important impact on children's emotional, social and academic development as such children who experience sustained inter-parental conflict are at greater risk of anxiety and depression, increased aggression, hostility and antisocial behaviour, as well as lower academic performance (independent of their socio-economic status)

Our services are open to all, we see couples, individuals, young people as well as children under 10 in our family counselling setting. We are open to people of all faiths, ethnicity and sexual orientations. We seek help with subsidising our costs to allow us to offer our services to all people regardless of their ability to pay. A large part of our counsellors training is to help them to work with all different types of people, to consider cultural differences, learning disability, physical disability and mental ill-health and the different effects these have on relationships. We access interpreters when we need to if language is a barrier.

The Children's Society highlighted in its 2012 report "Good Childhood" that to have a happy childhood it was essential to have a good quality of family relationships and stability and that children who have low levels of happiness are much less likely to enjoy being at home with their family, feel safe when with their friends and feel positive about their future. Children unhappy in this way are also more likely to experience longer-term confidence and health issues with knock-on implications for a wide range of public services.

13. How has the project been developed out of the community's desire to improve the lives of local people? What evidence do you have that there is a need for this project? Please include sources of evidence, including any public/user/community consultation.

Despite the fact that the general trend for relationship counselling is falling across the country, in Norfolk & Suffolk, Relate has seen an increased demand for our services over the last year. Overall, we provided a total of 9,744 counselling hours in 2014/2015 (8,850 last year) and 3,010 people registered for Relate counselling services during the year (2,854 last year).

The increased demand for our services shows that there is a need for this project. We also provide all people that receive help with our fees an exit questionnaire. At each Trustee meeting we review the exit questionnaires and the changes to our service that clients suggest and agree any changes we need to make.

Relate nationally measures the outcomes of our services and we participated in Relate's 'Action Research' on how we have developed our initial meeting to ensure the service is tailored to the needs of the clients. St Edmundsbury clients were interviewed as part of this consultation.

Our counsellors offer a one-to-one counselling session with each of the couple, which helps us to identify issues within the relationship more quickly (including issues such as domestic violence and alcohol abuse). This enables us to provide a more efficient service to the clients and in many cases has lessened the number of counselling sessions couples require.

In fact, "action research" is the main style of working that we do we do with each counselling session being designed around the needs of the client and being tailored to their needs, with the client themselves setting the agenda. The role of the counsellor (and their Relate Supervisor), in addition to the

therapeutic work is in monitoring progress against the client's original goals, which we ask them to state at the first session. So, whilst our services are not open to 'public consultation' each of our clients is consulted on a regular basis as part of our service to them and our ongoing provision is shaped by this method.

The new measuring outcomes work we do asks clients about the extent to which the counselling met their needs and in future, we will be better able to monitor this data and use it to improve our service to clients.

We ask our clients for feedback, including asking how we might improve our services in the future and all feedback we receive goes to the Trustee meetings for their consideration.

We work in partnership with the Norfolk Wellbeing Service on their initiative to increase access to psychological therapies (IAPT), which requires clients to complete a form at the end of counselling for clients to comment about the services we provide and how successful the counselling was.

The Way We Are Now: The State of the UK's Relationships 2015 survey of the nation's Relationships, which Relate jointly commissioned with Relationships Scotland and Marriage Care, offers a rich and varied insight into the home lives, working lives and sex lives of people across the UK. The survey is one of the largest of its kind, representing the views of over 6,000 people and over 450 relationship support practitioners.

The survey offers a unique perspective on how we conduct our relationships, what makes us happy and unhappy and what the key strains on our relationships are. It also demonstrates the clear links between relationships and areas traditionally considered to fall within the remit of public policy.

Relate Nationally has created an infographic to show the key findings from our "The Way We Are Now: The state of the UK's relationships 2015 report",

<http://www.relate.org.uk/policy-campaigns/our-campaigns/way-we-are-now-2015/uks-relationships-2015-pictures>

Last year, an independent evaluation of relationship support services demonstrated clear financial and emotional benefits to individuals and society as a whole. Specifically, the Department for Education-commissioned report found that Relate's couple counselling services deliver £11.40 of benefit for every £1 spent. This is calculated by looking at what costs are saved by reducing the likelihood of relationship breakdown. Many of the savings made benefit the public purse because of the additional costs in housing, welfare benefits, schooling and employment services.

Relate's approach is designed around acting early with parents and families to positively influence longer-term life outcomes, as stated in your own strategy "there is a growing awareness of the importance of acting early – both in preventing problems, but also in determining life outcomes. It is often issues such as loneliness, work related mental health that can spiral out of control, causing crises at a later stage. Likewise investing in good relationships between parents and children and effective parenting techniques play a role in

determining social skills, educational and health outcomes and more that have a lifelong benefit. This understanding is growing and is starting to work its way into policy.”

#### 14. How will the project help local people to support one another?

Relate’s work is primarily preventative in that couples and families often come to us for help when they are still together and there is hope for reconciliation and in many cases, Relate can help clients to work together to resolve the issues to the benefit of the family and the wider community. In situations where the relationship has the potential to become harmful (such as in abusive relationships), we can support the victim to end the relationship safely thereby reducing the risk of the need for costly ‘emergency’ interventions at a later date.

Relate’s approach is to empower individuals to reduce the dependency culture and a creating a society better skilled in managing healthy relationships. We know from the work we have done with the Suffolk Wellbeing Service that our work leads to a stronger economy and fewer health inequalities.

As you will know, just like the NHS, Relate has tailored its services around the needs of the clients and promoted prevention over cure. Our locally-based counsellors work with families to teach them techniques which can be used in the future as self-help and solutions and ultimately our work reduces the necessity for further resources for both the individuals and society as whole. It has been proven that Relate’s work reduces the demand for other council and public services

The way Relate works encourages the support between family members and helps families recognise points of potential conflict and how to handle these in a positive way and teaches how to avoid conflict. We know that the work we do can support couples in their home and work life as well as supporting their children at home and school.

Relate Norfolk & Suffolk was created to ensure the sustainability of the previous separate Relates across Norfolk & Suffolk, but we have retained our ‘locality’ emphasis, working in each of our original locations, working with local counsellors and retaining our original local phone numbers. This sense of us belonging to and being part of the local community is very important to us and we believe it is to our clients too. We always ask for feedback and our clients love it that we have a place in Bury St Edmunds. Our local Trustees (who are volunteers) prioritise feedback from our clients as a way of involving them in shaping future services and projects.

There have been several studies which strongly support Relate approach to supporting local families and parenting in which the most important factor we consider is the improvement of our clients’ health and wellbeing.

And as you refer to in your own strategy (Young Foundation study, 2009) the better equipped parents feel able to engage with their children in an encouraging and supportive manner, the better they will be able to influence a child’s



conduct, educational achievement and health. We know that this will also yield long-term gains for the parents and their children in terms of employment, housing, income, relationship stability and a child's own parenting skills in the future.

Our website provides some examples of the kinds of cases Relate deals with and we think that this provides strong evidence of prevention / early intervention approaches being used, to build resilience and avoid the need for crisis interventions later on: <http://www.relate.org.uk/norfolk-suffolk>

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15. Are you working with any other organisations on this project? Yes

If yes, please state the names of these groups and the nature of the relationship.

On the surface of it we do not work directly with other partner organisations on this project specifically, however our counsellors are very proactive in working with other organisations in supporting our clients. We have really effective partnerships and active referral mechanisms in place with a range of organisations in Suffolk including:

- A very cost effective working relationship with our team of self-employed counsellors.
- Working in Partnership with the Suffolk Wellbeing Service has provided a source of income and referrals which has proved to be very effective to clients.
- The last year has seen a significant increase in our partnership working, having received over 80 active referrals from the Norfolk & Suffolk NHS Foundation Trust under the Wellbeing Service.

This partnership recognises the significant contribution relationship, youth and family counselling contributes to the health and well-being of families. All Relate counselling in West Suffolk is provided by Relate qualified and supervised counsellors. A lot of other organisations signpost people to us for help and rely on having our service available including West Suffolk's GPs, Health Visitors, School Family Workers, Children Centre Staff, Social Workers, CAB and the police all signpost people to our services. Where we have clients that are victims of domestic abuse then we work with the other local organisations such as the police DV unit and Leeway to provide the best possible help and advice.

We also work in partnership with other organisations for specific projects e.g. NSFT in Norfolk & Suffolk on the wellbeing services, Suffolk Young People's Health Project (4YP) for young peoples counselling in the Suffolk Wellbeing service, Families House (part of BREAK charity) and under contract with CAFCASS to support separated families going through the Court system.

16. When will the project start?

April 2016

Ongoing

17. When will the project finish? or is the project ongoing?

If this is an ongoing project, how will it be funded and continue going when the funding ends?

Ultimately, our Trustee Board would like us to move away from the necessity to receive grant funding and we are working towards having a contract-led budget. This is going to take time and although we have been successful in developing contracts with Suffolk County Council's Early Help teams to support families with young children and the wellbeing Services contracts, we still need to receive some grant funding to support clients who need our bursary fund.

We are also hoping that the economy will improve sufficiently that more clients will be able to make more of a contribution themselves and our counsellors do discuss this with each client.

To help further support the bursary, we set up a fourth charity shop last year, which is directly helping to subsidise the costs of client appointments. However, to maintain the service at its present level, the charity will require grant support from St Edmundsbury Council, which is so vital to us in helping local families.

18. Which years funding are you applying for? 2016/2017 + ongoing

19. How many people do you expect to benefit directly from the project on either a weekly, monthly or annual basis?

Between 75 and 85 in St Edmundsbury

20. What results (including targets/numbers) do you expect to see as a result of the funding and how do these relate to the Community Chest funding criteria?

We will be able to provide a monitoring report to inform the review of the project and identify any amendments that may be needed, to include:

- Client activity (Statistics on numbers of sessions attended) and we anticipate being able to support 75 clients directly plus their children (minimum of 65) indirectly each year with a reduced fee from the bursary. (Showing evidence of need backed up with community support for the project)
- Although relationship counselling is nothing new, our style of working is always evolving and we have recently amended our assessment criteria for all new clients to offer one-to-one sessions for every client to help reduce the risk of abuse and control. As the country's largest provider of relationship counselling, Relate prides itself on being innovative. Each contract is tailor-made and outcome focussed to measurable and to demonstrate that it has met the client's goals. (This shows you that the project is new in its approach and promotes innovation plus that the project

has strong element of capacity building for individuals)

- Client-reported improvement in wellbeing for at least 60% of the clients (based on results of the outcomes measurement tool (CORE10 / CORE YP) which measures the clients levels of stress / anxiety / depression at the start and end of counselling) (Showing that the project has a strong element of capacity building for individuals and the wider family)
- Client feedback / quotes (Questionnaire) (Showing capacity building and community support)
- Cost analysis (including client contributions)
- Critical incidents, safeguarding issues, complaints, compliments and feedback (Showing strong evidence of the project having clear outcomes that fit with West Suffolk's priorities for families and communities)
- Examples of partnership working with other voluntary sector organisations (showing that the project has tangible links with the local third sector as well as involving strong partnership working)

21. What is the total cost of the project?

Please provide a full breakdown of the total cost of this project, including VAT if applicable along with any in-kind contributions such as volunteer hours.

Item or activity	Cost (£)
Average cost of counselling for the 75 people needing help with the cost of relationship counselling	£12,600
<b>Total cost of items listed above:</b>	<b>£12,600</b>

22. How much funding are you applying to us for?

23. What funds have you raised so far for this project?

Source	Amount (£)
Client contribution towards that cost	£4,530
Counsellor subsidised contribution to cost	£1,260
Relate Norfolk & Suffolk shops contribution to cost	£1,310
<b>Total fundraising:</b>	<b>£7,100</b>

24. What other funders have you applied to for further funding for the project?

Funder	Amount (£)	Timescale for decision
We apply to other local authorities to cover other areas e.g. South Norfolk, King's Lynn & West Norfolk, Forest Heath		
<b>Total:</b>		

25. What other grants and contracts has your organisation received over the past year from either Forest Heath District Council or St Edmundsbury Borough Council?

Funder	Amount (£)	Reason for funding
St Edmundsbury	£5,000	Core funding grant for 4 years from April 2011.  We lease 9 Short Brackland, Bury St Edmunds from the Council and have done so since 1999
<b>Total:</b>	5,000	