



Impact Report 2024-25

Incorporating the report and financial statements
for the period ended 31 March 2025

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FOREWORD

Verity Glasgow, CEO

For over 50 years, OnePlusOne has been flying the flag for healthy relationships being accessible to all, always. We don't believe relational health should only be thought about when there's a need to separate or access counselling, but also in those early days when the foundations start to show cracks. This is a completely normal aspect of being in a relationship – so why don't we talk about it more? It's the messy stuff we don't talk about that we need to attend to before relationship breakdown, be that with your partner, friend, parent, or colleague.

I have been encouraged to see the beginnings of a change in the wider societal narrative around this topic over the past year. When talking to others about healthy relationships being a prioritised public health message, I am being met with understanding and curiosity as to how we can achieve that, which is refreshing! We've been tackling this through training, awareness raising, digital behaviour change interventions, and speaking at events across 2024-25.

Over the past year, we have focused on developing and refining our skills-based training to raise awareness, broaden our reach, and access new audiences. Our goal has been clear: to develop and implement innovative products that enhance and nurture both personal and professional relationships. We have achieved this through creating a first-class training intervention that teaches relational capability skills both as helping interventions in home situations and in workplaces. By building on OnePlusOne's well-known side door approach, we have been able to embed relationship support in environments where it is most needed. Our training creates relational individuals, helping people get on better, wherever they are.

We could not carry out the depth of training we do without the research and evaluation element of our work. This year, we have re-ignited our research partnerships, deepened our expertise, and paved the way for new evidence-based projects that strengthen our foundation and broaden our reach by adding to the evidence base. In this way, we are providing more helpful tools and tips to share with people.

Alongside this, we have continued to support parents to separate better with our unique app, *Separating better*. This app covers a full digital behaviour change intervention: emotional readiness, emotional regulation, collaboration, communication, and practical support, helping families navigate what can be extremely challenging transitions with care and confidence. Our evaluation of the app's impact has shown real promise in improving separated parents' emotional readiness and their ability to collaborate.

Looking ahead, we must work collaboratively with the national government, local government, and the third sector to champion the importance of building healthy relationships. It is our responsibility to fly the flag for early intervention in relationship support and engage government

in cross-departmental collaboration. Relationships cannot be an afterthought; they are the first foundation we lay in any interaction. We cannot talk about parenting without talking about the parental relationship. We cannot talk about team dynamics without talking about team relationships.

Relationships are vital for our health and happiness, and we must nurture them.

A handwritten signature in grey ink, appearing to read 'Verity Glasgow', is positioned above the printed name and title.

Verity Glasgow
CEO



FOREWORD

Ruth Kennedy, outgoing chair

During 2024-2025 OnePlusOne has continued to pioneer: designing, testing and delivering interventions that directly support both families and professionals all over the country. I am so proud of all the achievements highlighted in this annual report. Our work – whether through digital innovations like the *Separating better* app, or our evidence-based training for practitioners and professionals – continues to meet people where they are at, equipping them and growing their relational capabilities and confidence. We have continued to forge partnerships with businesses

and charities, councils and governments, academic institutions and researchers, funders and families; demonstrating the rich potential of collaboration that's rooted in evidence, empathy, and practical hope.

As we increasingly drown in stories of political and social fracture from around the world, the need to invest in relational capability is clearly urgent. Encouragingly, research suggests that Gen Alpha is switched onto the need to prioritise wellbeing and already has a strong sense of self-worth. So I am particularly excited by our proposal to develop a digital behaviour change intervention to strengthen primary school pupils' relational skills and confidence. These young people are the key to all our futures.

As I bow out as chair, I want to raise a cheer to the amazing team that creates the magic that really is OnePlusOne. The incredible staff team, led so ably by Verity, has continued to respond with creativity to financial uncertainty, shifts in the operating environment and the perennial challenge of pursuing ambitious aims with constrained resources. Looking forward, OnePlusOne continues into its sixth decade as an organisation that is well governed, resilient, secure in its purpose and fizzing with ideas and future possibilities. I am passing the baton to talented new leadership in the form of co-chairs Nell and Jonty, and they will be supported by a vibrant board of trustee colleagues.

The times we are living in ask us all – leaders, policymakers, practitioners, colleagues, neighbours and families – to champion relationship health with renewed creativity and urgency. I am certain OnePlusOne is poised to lead this next chapter with confidence and hope.

A handwritten signature in blue ink that reads "R Kennedy".

Ruth Kennedy
Chair



FOREWORD

Eleanor Boase and Jonathan Slater, incoming chairs

Ruth Kennedy is a hard act to follow. She has been a trustee of OnePlusOne for 15 years and has served as chair for five years. She has brought wisdom, experience and humour to the role, ensuring that the charity focuses on the big picture and its core aims, while steering a great team of trustees. We are privileged to take the baton from her, and – importantly – to do so together.



As co-chairs, we believe there is real value in sharing leadership. Co-chairing enables us to bring diverse perspectives, skills, and experiences to the table, while ensuring continuity, resilience, and balance in decision-making. It also models the very principles that OnePlusOne promotes: collaboration, communication and the strength that comes from healthy relationships.

These are challenging times for the charity sector, as we witness government aid being reduced in Britain and around the world. It is even more challenging to see funding cut in areas where early intervention makes such a significant difference. Early intervention is the key, as OnePlusOne has consistently demonstrated through its use of behavioural research and analysis of interventions.

Relationship support is vital because relationships underpin society, creating better outcomes for health, happiness, and the next generation. OnePlusOne makes a measurable difference, and the need for its work has never been clearer.

As ever, we are awed by the amount that this small but dedicated band can achieve. With strong leadership from its CEO, the team has built and proven the success of the *Separating Better* app. They have created the *Relational Leaders* training, which is expected to help diversify our income and has already received excellent feedback. And they have made a strong start on updating our digital presence to modernise and simplify our offerings.

In the coming year, we will lose three outstanding trustees: Emma Ries, Simon Eckstein and Pravin Somasundrum. However, we will also welcome James Freeman, who brings extensive experience in family law.

In today's world, creating strong and healthy relationships is more important than ever. We still have a lot to do: we need to understand relationships better, discover how they can be strengthened, and find new ways to share that knowledge widely throughout society. It is an honour to be part of this work, and a privilege to lead it together.

Eleanor Boase
Co-chair

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Jonathan Slater
Co-chair

ABOUT US

OnePlusOne is a leading research and innovation charity with over 50 years' experience in relationship science. We create evidence-based resources to help people learn relationship skills that will let them "get on better".

To develop these innovative resources, we combine evidence from a range of disciplines. Our inclusive co-design process involves the people who the resources are created to support, including parents and practitioners from communities all over the country.

It is never too late to learn skills that can help you have happy and healthy relationships. Our research and evaluation efforts contribute to the wider evidence base on how relationships work and their impact on individuals, families, and society.

Vision

Relational capability for all.

Mission

We envisage a world where everyone has the knowledge and skills to form, maintain, and strengthen relationships with the people in their lives. We empower people to do this through evidence-based training and digital resources.

Objectives for the public benefit

- To advance the education of the public in all aspects of committed relationships.
- To safeguard and protect the mental, physical, emotional, and psychological health of those in committed relationships and their dependents.
- To prevent and relieve poverty, hardship, and distress caused by difficulties in the breakdown of committed relationships.
- To further such exclusively charitable purposes, according to the law of England and Wales, that the trustees in their absolute discretion determine may assist those who are in/have been in committed relationships and their dependents.

We recognise a 'committed relationship' to mean marriage, civil partnership, or an enduring family relationship (whether recognised by law or otherwise), regardless of whether or not the relationship is conducted in the same household.

Values

We are inclusive, transparent, evidence-based, relatable, and progressive.

The team

We are a small, agile organisation with a unique range of expertise. Each member of our team is passionate about our mission and is encouraged to grow and develop with the organisation. Thank you to all our core staff and associates!

Core staff

- **Verity Glasgow**, CEO
- **Rob Beal**, Project manager (left 30 August 2024)
- **Johnny Burke**, Content designer
- **Jennifer Cameron FCA BFP**, Head of finance
- **Emma Cookson**, Communications officer (left 11 December 2024)
- **Ben Coulson**, UX manager (left 13 December 2024)
- **Charmari Downing**, Programme development manager
- **Tabitha Frangoullides**, Communications manager
- **Alex Hamilton**, Content producer
- **Dr Shannon Hirst**, Senior research lead
- **Sara Light**, Operations manager
- **Stephanie Millward**, Training manager
- **Matt Nel**, Senior UX officer
- **Jimi Odell**, Content manager
- **Chantal Savignon**, HR and governance manager
- **Gemma Slade**, Project and people coordinator
- **Claire Trainor-Gray**, Customer relationship manager
- **Alex Tzvetkova**, Research assistant
- **Sereena Vaja**, Junior research and communications assistant
- **Amy Watts**, Research assistant (left May 2024)

Associates

Accounts

- **Emma Joyce**

Research

- **Professor Abigail Millings**
- **Professor Janet Reibstein**
- **Jenny Reynolds**

Trainers

- **Natalia Medina**
- **Heleen Molenaar** (left July 2024)
- **Caroline Morgan**
- **Dr Clare Murray** (left December 2024)
- **Natasha Vickers**

Content and communications

- **ClearView Communications**
(November 2024 to March 2025)
- **Helen Molloy**

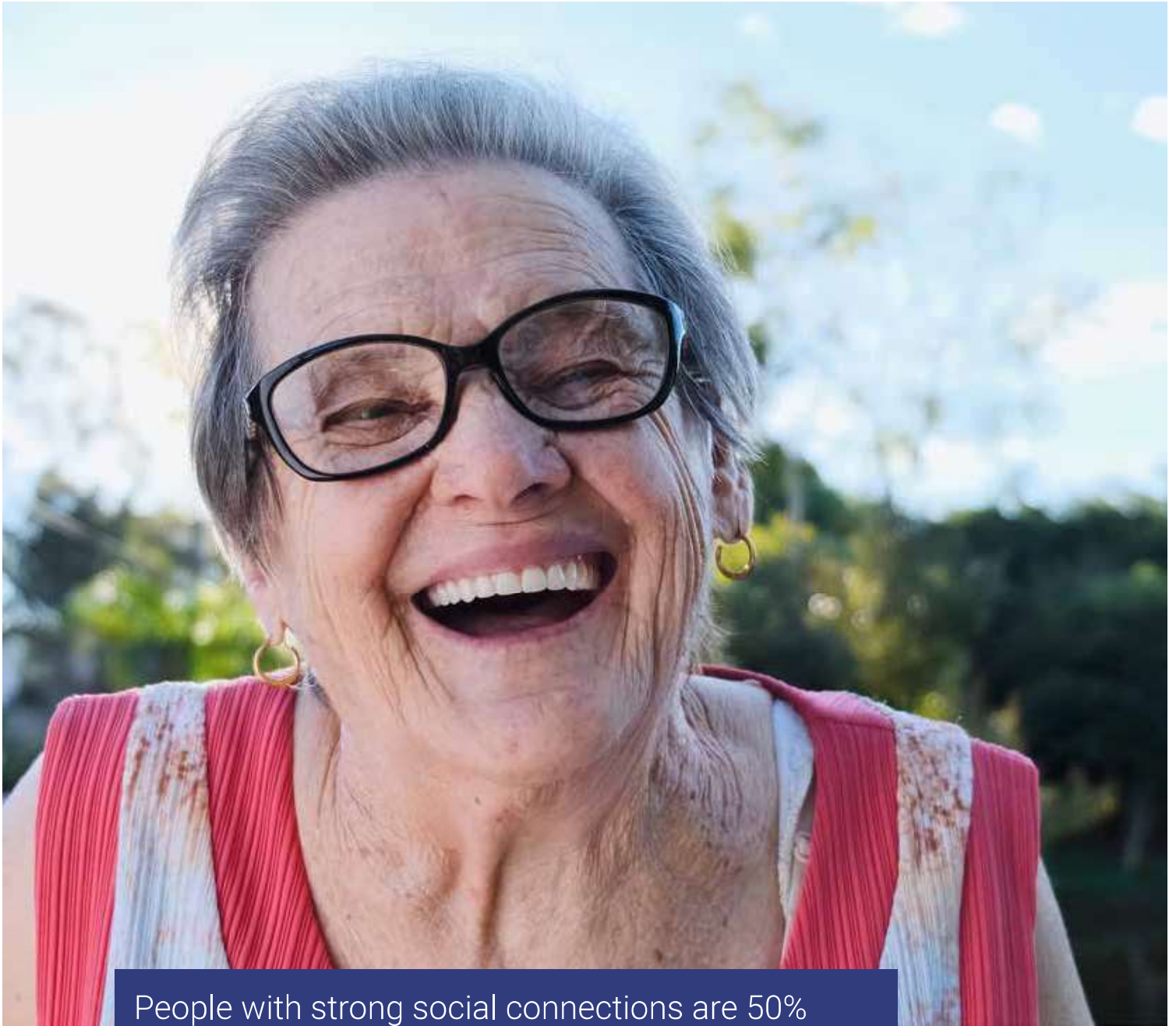
REPORT OF THE TRUSTEES

OnePlusOne Marriage and Partnership Research — for the year ending 31 March 2025.

The trustees, who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 31 March 2025. The trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice, applicable to charities preparing their accounts in accordance with the Financial Reporting Standard, applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

Public benefit

All our charitable activities focus on providing a broad range of early interventions in support of relationships. They are undertaken to further our charitable purposes for the public benefit. We work in partnership with other organisations and have established online services accessible to the general public. This allows us to greatly extend the reach of our services. The Trustees confirm that in exercising their powers and duties, they have complied with their duty to have due regard to the guidance on public benefit published by the Charity Commission.



People with strong social connections are 50% more likely to live longer than those with weaker connections. Good quality relationships affect your chances of longevity in the same way as avoiding smoking or drinking alcohol.

PLoS medicine. "Social relationships and mortality risk: a meta-analytic review."

Aims and achievement 2024-25

1. Further develop and implement a strategic approach for entering new markets with innovative products that enhance and nurture both personal and professional relationships.

This approach will leverage market research, customer insights, and tailored marketing strategies to effectively meet the unique needs and preferences of diverse target audiences, fostering strong customer relationships and driving sustainable growth of the organisation.

Building relational capability across services

Building on decades of research into what makes relationships effective, we have developed and delivered training based on our evidence-based relational capability framework. We focused on two key programmes: *Relational capability* and *Relational leaders*, each designed to strengthen confidence and relational skills across health care, social care, and other workplace settings.

We trained 29 practitioners and partnered with four local authorities to deliver *Relational capability*, which supports practitioners working directly with service users. Our evaluation results demonstrated measurable improvement in behaviours over a six-week period, with early signs suggesting this improvement continues over time.



"Since attending the Relational leaders training, I have felt more confident in my abilities to lead [others] and build meaningful relationships. The two-day course was really well thought out, with a pace that kept me engaged and challenged. The course leaders were incredibly knowledgeable and able to tailor the training to the group, with discussion points that enabled us to reflect on our own experiences."

Laura Bell, supporter care associate, Comic Relief

To expand our reach, we developed and delivered *Relational leaders*, a training course tailored to leaders, managers, and teams in workplace settings. We had successes with both Cornwall Council and Comic Relief, where participants reported greater confidence and enhanced leadership capability.

Significantly, these programmes were accredited by the CPD Certification Service, offering formal recognition of their quality and impact. Positive feedback highlighted that participants from both programmes were able to apply their enhanced relational skills not only in professional settings, but in their personal lives as well.

Throughout the year, we delivered the *Reducing parental conflict* (RPC) programme in standard and *Train the Trainer* formats to 11 cohorts across 14 local authorities. We also provided targeted consultancy sessions to BCP

and Cornwall councils, and shared our learning through forums including Family Hubs networks, early help teams, and our own *Lunch & Learn* sessions.

Despite overall training delivery slowing this year, we are proud of the progress we have made in programme development and the promising outcomes demonstrated through evaluations. These results reinforce the power of relational practice and leadership in achieving better outcomes for service users, teams, and communities.

Reducing parental conflict

In the ongoing delivery of our *Reducing parental conflict* package, we are excited to be helping families in four new areas: Cheshire West and Chester, Wigan, North East Lincolnshire, and Newcastle City. There are also four areas who have returned to using OnePlusOne resources after a break: Knowsley, St. Helens, Middlesbrough, and Lancashire.

We have been in discussions with four new local authorities regarding licenses for the next financial year and have received commitments from Hackney, Halton, London Borough of Sutton, West Northamptonshire, and Trafford for the financial year 2024-25. Given the uncertainty around local authority funding beyond 2024-2025, we were pleased to see commitment from these new authorities.

2. Expand the evidence base through re-igniting our partnerships with academic institutions, applying the latest research in our innovative products and content while sharing knowledge and expertise.

The comprehensive evaluations of our products will inform continuous improvement, drive innovation, and support evidence-based decision making. This will enhance the quality and effectiveness of our resources and cement our reputation as industry experts and thought leaders in this area of **applied research**. We will reinforce ourselves as the go-to applied relationship research experts, producing not only our own research but also partnering with academics to create impact by sharing their findings with our users.

University partnerships

We have maintained our relationships with our academic partners. This includes our emotional readiness work with the Centre for Behavioural Science and Applied Psychology (CeBSAP), and our participation in the student placement programme at Sheffield Hallam University. We also acted as a 'client' for Sheffield Hallam students to deliver a real world research project to, as part of their second year Applied Psychology module. Our digital resource data is currently being used as part of a secondary data analysis project for a PhD at CeBSAP.

OnePlusOne are part of a UK-Australia research team, led by the University of Lancaster, which submitted a bid to the Economic and Social Research Council (ESRC) exploring relationship breakdown in midlife. We are also the impact partner on an ESRC-funded project with the University of Surrey exploring nostalgia in romantic relationships, and a stakeholder partner for a Nuffield-funded project exploring parents' experiences. This is led by the University of Cambridge's Centre for Child, Adolescent and Family Research.

Our senior research lead remains part of the committee for organising the International Association for Relationship Research 2026 conference in Glasgow, and sits on the social events and volunteer subcommittees.

In the last quarter of 2024-25, the OnePlusOne research team, along with our research trustee, began the process of establishing a research advisory group to bolster our academic collaborations and research integrity. The group consists of academics and practice experts in the field of relationships.

Nuffield Foundation bid

Alongside an educational psychology researcher from the University of Surrey, OnePlusOne submitted a bid to the Nuffield Foundation's Research, Development and Analysis Fund. We want to develop and trial a brief digital behaviour change intervention (DBCI) designed to strengthen Year 5 (aged 9-10) pupils' capacity to engage in and maintain healthy relationships by teaching the fundamental social and emotional skills of 'relational capability'. These relational skills – self-regulation, mentalisation, empathy, communication, and psychological and cognitive flexibility and adaptability – are foundational to children's flourishing and later life outcomes. The intervention would be delivered as part of schools' personal, social, health, and economic (PSHE) healthy relationships curriculum.

We also proposed providing teacher training to strengthen teachers' relational capability and their ability and confidence in using the digital resource.

We anticipate the project will improve life chances for the most disadvantaged pupils by developing their emotional and relational capabilities through improvements in SEL delivery. This would be achieved by:

- Improving the quality of teaching and learning in SEL practice.
- Informing curriculum design and classroom practice.

The proposal is due for submission in April 2025.

Separating better evaluation

As part of our Challenge Fund project in which we developed and launched the *Separating better* co-parenting app, we conducted an evaluation between March and October 2024. The project was evaluated using a combination of qualitative and quantitative approaches. Between November 2024 and January 2025, we analysed this data and submitted a research report to our funders, the Department for Work and Pensions.

If we are to continue giving parents and children the best opportunity for a successful separation and ongoing co-parenting relationship, it is vital that we continue to offer easy access to resources that are free to use, engaging, and evidence based.

"I can't fault it in any way. It's presented really well. It's easy to navigate your way around. It's there when I need it. It's a touch of a button on my phone... It's been really useful."

Charlene, *Separating better* app user

"It helped me early on with just thinking about the stages I needed to go through. Think about the kids, think about the budget, think about the practicalities of the house and all that stuff. It was useful in that way."

Joanna, *Separating better* app user



Since 2021, we have trained 4,287 practitioners to use our package of *Reducing Parental Conflict* interventions.

3. Develop and promote a compelling narrative that underscores the importance of early intervention in relationships.

This narrative will be grounded in evidence-based research and real life stories, highlighting the benefits of proactive support in fostering healthy, resilient relationships. By effectively communicating this message through various channels, we aim to raise awareness, encourage timely action, and ultimately contribute to the wellbeing of individuals and communities – while increasing brand awareness.

Work it out: A proof of concept

At the end of the financial year, OnePlusOne took part in a proof of concept with the Department for Work and Pensions (DWP). The target audience was separated parents using the Child Maintenance Service (CMS) calculator, with the aim being to assess their appetite to click on a link offering support with co-parenting communication and post-separation negotiations.

The CMS calculator is an online tool hosted on the gov.uk site where parents can input financial details and get an idea of what their child maintenance payments might be. On the final page, where the calculator results are displayed, there are several links listed down the right-hand side. OnePlusOne's link was added to this page for the duration of the proof of concept.

The DWP had proposed using *Getting it Right for Children*, our video-based BMT intervention for co-parents. However, as this is part of our licensed *Reducing Parental Conflict* package, we were unable to make it nationally available. Instead, we extracted the Work it out videos from the *Separating better* app. These make up a similar BMT intervention and were already universally available through the app. To house the videos, we built a mini-course on the Thinkific platform.

CMS users who clicked on our link at the end of the calculator were given the option to do the Work it out course or download *Separating better*. Both options started with the EARDA questionnaire, the only validated measure of co-parental emotional readiness. This was not part of the proof of concept, but was an opportunity to test the impact of the videos independently of the app.

The link was live for eight weeks and received 326 unique visitors, with a conversion rate of around 6%. While this seems low, it is comparable with similar links on this page and the conversion rates exceeded general expectations for online relationship support, which suggest an optimal conversion rate of 2-5%.

The low numbers reflect some of the limitations. The aim was to test users' appetite to click on a link – this relied on the user reaching the end of the CMS calculator, noticing the link, understanding what it was, and then making the decision to click through.

The link was one of several simple text links on the page. Due to gov.uk regulations, no additional branding was permitted to help it stand out or show where it would lead. Placement at the end of the calculator meant the user was already at the end of a UX journey, having completed their 'goal'. There was no other route to the link, for example through internet search or direct link, so the pool of potential users was naturally restricted.

Despite these limitations, the findings are promising. The number of parents clicking through was in line with user activity for similar pages, and the conversion rate was on the higher end

of expectations for self-guided digital relationship support. Outside of this scope, the data we collected shows that parents who signed up had good progress rates and engaged well with the content.

As seen in our full evaluation of *Separating better*, using the app improves parents' emotional readiness and co-parenting cooperation. This demonstrates the value of a digital resource for parents in feeling supported, reflecting on their own behaviour, and bringing focus back to their children.

Renewing our communications strategy

The *Separating better* Challenge Fund project was a good opportunity to invest in digital marketing and see the impact it can have in real time. During the funded period, we saw a steady stream of downloads which dropped dramatically when advertising was paused.

To explore how digital marketing could increase the reach of other resources, we engaged a small agency called ClearView to help promote our professional training courses. ClearView were appointed to run two marketing campaigns, working alongside OnePlusOne staff to promote both *Relational leaders* and *Relational capability* training.

This campaign led to the creation of some lead magnets – freely available resources such as videos which provide value to users while encouraging them to opt in to marketing mailing lists. People who accessed the resources then received additional tips and advice on relational skills, with information about how to sign up to the full training courses.

ClearView also worked on a communications strategy for OnePlusOne. The team were invited to collaborate with OnePlusOne to learn about our business plan, future goals, and previous communications strategies, before offering up a staged strategy to increase engagement, reach, and share of voice.

Marketing campaigns are now paused as we look to reduce our outlay on digital marketing, but the collaboration with ClearView has given us valuable insight into comms and marketing more generally. We have a new strategy that ties in with our business plan and will help shape the next financial year. We will be focusing on organic marketing by increasing activity on social media, sharpening our SEO and AEO plans, and making ourselves more visible as a trusted authority on evidence-based relationship support.



Events and podcasts

This has been an exciting year for us as we've worked to increase our reach with new audiences. By attending sector conferences and events, and actively seeking speaking and exhibition opportunities, we have promoted the OnePlusOne brand and created future opportunities. We have attended Family Hubs events, including the five-year celebration held in Parliament in June and a conference in Derby in November. We also received invitations to speak at several events focusing on reducing parental conflict (RPC), including Newcastle's 'It's Great to Relate' conference, Peterborough's RPC Champions network, and regional Communities of Practice events with local authorities organised by the Department for Works and Pensions.

It was a privilege to have our exhibition stands at Only Mums & Dads' inaugural separation conference held at Reading University and at a conference organised by Foundations – What Works Centre for Children & Families. These explored building early help and family support around parental relationships, providing us with an opportunity to showcase our evidence-based resources to support parental relationships.

Our team has also been focused on promoting our *Separating better* app and the importance of supporting co-parents during the separation process. We maximised the opportunity to raise awareness of this funded resource at every event attended, including reaching out to new audiences in family law. We were delighted to be invited to take part in a panel discussion at the Westminster Legal Policy Forum in December to discuss modernising the family justice system and supporting families through non-court dispute resolution (NCDR).



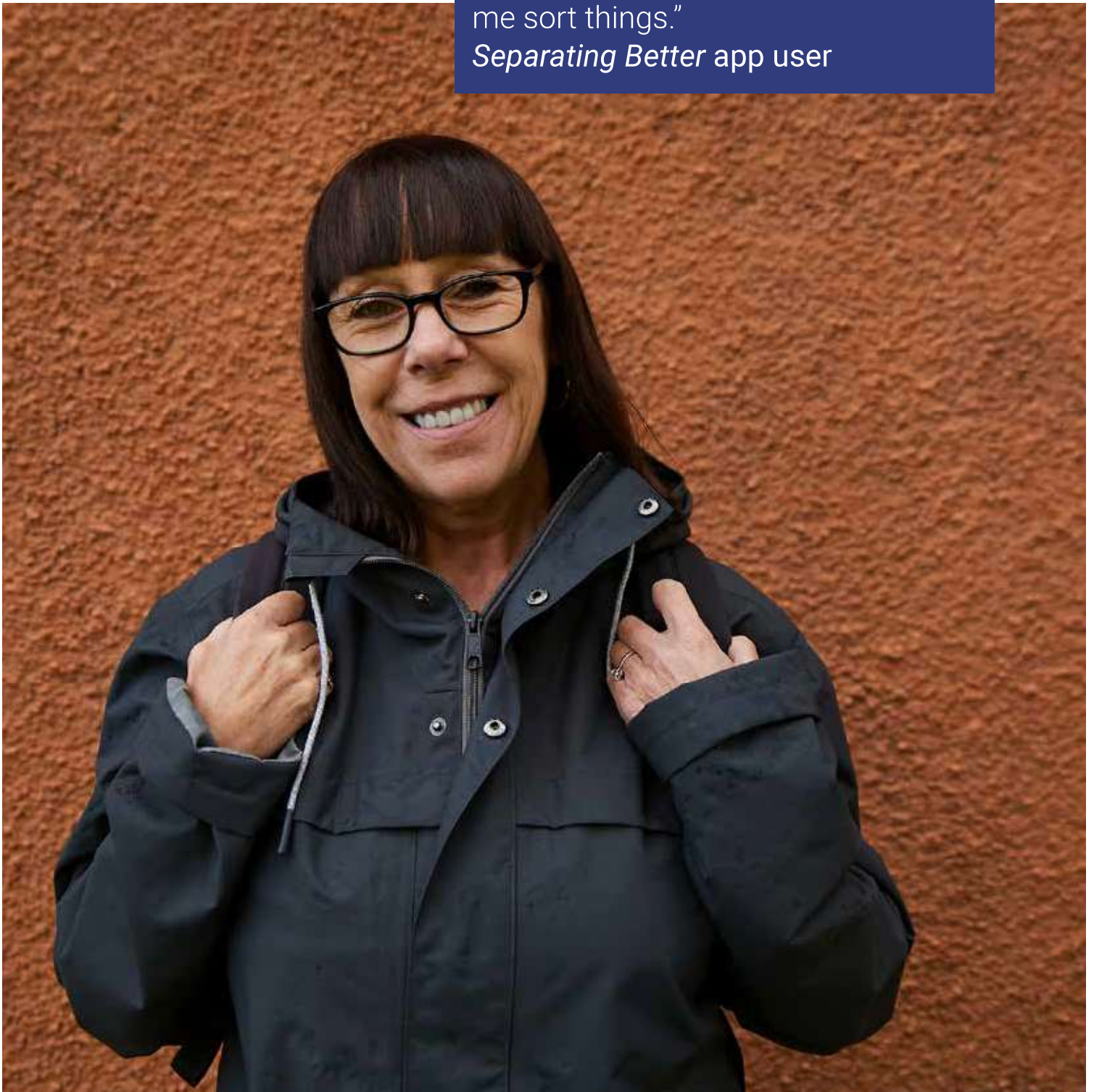
As part of our continuing efforts to raise awareness of the importance of relational skills in the workplace, we had an exhibition stand at the Institute of Government and Public Policy's (IGPP) Health & Wellbeing conference. We also spoke at The Happiness Index's annual conference about workplace relationships. These events led to us delivering *Relational leaders* training with Comic Relief and our CEO Verity Glasgow appearing on the *Speaking of Inclusion* podcast. The podcast is hosted by Katie Allen, a diversity, equality, and inclusion expert who spoke with Verity about how people can have better relationships.

We have continued to host several online events of our own, including an open webinar about relational capability, themed *Lunch & Learn* sessions, and RPC coordinator networking events for local authorities who license our resources.



"It helped me feel like I'm not alone in this... like, I've got it. It's there to help me sort things."

Separating Better app user



4. Consolidate the public-facing and professional websites into a single, cohesive online platform to effectively serve the diverse needs of the charity's stakeholders.

This unified website will enhance user experience, streamline access to information and resources, and strengthen our brand identity.

Starting point

We started the year with a thorough evaluation of our digital platforms. User research showed that 67% of people struggled to find what they were looking for on our website, and 57% found the navigation confusing. Our Click community platform was costing £2,520 annually while suffering from security issues and technical problems that made it increasingly difficult to maintain.

The team approach

Our first Miro workshop in 2024 focused on Click and gave us the answers we needed. This kicked off our digital strategy. We conducted content and UX workshops, combining heatmaps, feedback surveys, recorded sessions, stakeholder interviews, heuristic evaluation, competitor analysis, and UX teardowns with analytics from tools like Hotjar and GA4 to understand where people were getting stuck. The Separating better app retrospective helped us identify what worked well in project delivery and areas for future development.

Our core priorities

Four main goals guided our work through 2025, with our future focus on putting foundations in place for our growth strategy:

1. **A modern, scalable website (2025-2026).** Creating a digital hub that works properly on mobile devices, meets accessibility standards, and provides clear pathways for parents, professionals, funders, and partners to find what they need.
2. **A flexible community platform (2025-2027).** Replacing Click with Circle to create secure spaces where people can connect, share experiences, and access peer support.
3. **Content-led proof of concept (2025-2027).** Testing different ways to reach people through social media, podcasts, and blogs while building our reputation and demonstrating impact without relying on advertising spend.
4. **Separating better app development (2026-2027 and beyond).** Supporting and improving our flagship app through new UX projects, reviewing user journeys, and refreshing the look and feel. Working with our development agency Holdens and exploring partnerships to help maintain costs and general upkeep.

What we're building

We're replacing Click with Circle, a more secure and flexible community platform, and building a new website using Webflow. The new site is designed to work properly on mobile phones and meets accessibility standards. We now have an integrated set of tools including Webflow, Circle, Thinkific, Stripe, and analytics platforms. These work together and cost less to run than our previous setup.

Building our digital marketing capabilities

We're developing in-house digital marketing expertise, including developing a dedicated social media creator role and leaning into community management for the future. We're working to get the whole digital team aligned into one pipeline that fits our digital marketing efforts across platforms. Professional video content, including interviews with trustees in their workplace settings, will provide social proof and credibility to attract new partners, course participants, and community members.

Our digital channels, website, social media, and community platform are being designed as part of a wider growth strategy. This approach will help us secure support for maintaining our apps, investing in advertising, and expanding our reach. Our goal is for "getting on better" to be talked about with the same magnitude as physical fitness and mental wellbeing.

Looking ahead

We are aiming to launch our minimum viable product (MVP) website in December 2025, with more to be added throughout 2026. We're also planning to develop our digital marketing capabilities and exploring partnerships to find support for our work. These improvements give us a stronger foundation for reaching our target audiences and user groups.

The goal is straightforward: make it easier for users to find what they need and help them get on better.

Looking forward: aims for 2025-26

Aim 1

Improve relationship wellbeing, prioritising transitions and ongoing areas of need while improving the process of separation for parents. This will be met by delivering high quality resources to people who need them through our licensing model and other relationship support services. It is important to us that these remain free at point of access to provide aid to anyone who needs it, rather than only those who can afford it.

Aim 2

Diversify our income by selling our bespoke professional training in social care, education, health, charity, and corporate settings. We will achieve this by offering workplace training that focuses on growing and improving relational capability skills. This training can improve an individual's reaction to work-home stress by enhancing their knowledge, understanding, and confidence in establishing and maintaining relational leadership skills within the workplace and beyond.

Aim 3

Maintain OnePlusOne's position as a leading expert in applied relationship research. There are many ways we can continue to work at this, such as contributing to the evidence base through literature reviews, and the evaluation of our own resources. It is an important priority for us to continue to carry out research relevant to our strategic aims. This will allow us to keep updating our resources in line with new evidence and best practice while also focusing on impact dissemination. By maintaining this excellent standard, we can be assured that we are only working with the newest and most relevant information.

Aim 4

Disseminate the latest evidence and relationships know-how to influence policymakers. Our hope is that this will allow us to create a stronger narrative for the public around the importance of healthy and strong relationships for quality of life and societal health. We will achieve this through increasing the profile and influence of OnePlusOne with key decision makers and influencers, running social media campaigns, attending and speaking at events to share our learning, speaking on podcasts, and so much more.

Success criteria

As we work towards these aims, we will measure our success on a range of criteria:

- The number of people reached and supported by our digital interventions.
- The number of professionals trained in our evidence-based courses.
- The availability of our resources to users, free at the point of access.
- Evaluation of the efficacy of our interventions.
- How and where we are disseminating evidence.
- How we are applying the latest research.
- Partnership work in research and policy.
- Growth of our public profile.
- The happiness of the staff team.



Since 2021, more than 14,500 parents have used our online courses.

Financial review

The results for the year are shown in the Statement of Financial Activities on page 34 and the financial position is shown in the Balance Sheet on page 35. In 2024-2025 a surplus of £210k (£337k surplus 2023-2024) was recorded, a continuation of the improvement in profitability.

Reserves policy

It is the Trustees' general view that the desirable level of immediately available unrestricted reserves is three months' operating costs. This ensures the charity can cashflow its activities without recourse to drawing on longer term cash deposits if there are delays in payment from funders or clients, and allows current activities to continue in the short term. Three months' operating costs during 2024-25 averaged £270k and the balance held on instant access with Lloyds Bank Plc was £276k at the year end. Trustees regularly review the reserves policy and continue to maintain this position at 31 March 2025.

Reserves which may be applied at the discretion of trustees comprised of the general fund, expendable endowment, and funds designated by trustees, totalling £973k.

Reserves designated for development and delivery of services and the general fund total £836k, with a further £136k available at trustees' discretion held as the expendable endowment. Trustees go beyond reviewing the level of reserves by regularly reviewing the cashflow forecast and measuring against actuals to ensure any anomalies or cash-related pressure are quickly identified and resolved.

Principal funding sources

The charity's main sources of funding are detailed in the table below:

OnePlusOne was awarded grant funding via a Challenge Fund from the Department for Work and Pensions (England) for a digital intervention test and learn project to run from June 2023 to February 2025. This has provided a significant source of income although offset with associated expenditure.

Source	2024-2025	2023-2024
Specialised contracts	£14,850	NIL
LA training and licence	£600,561	£776,764
DWP Challenge Fund grant	£468,355	£473,424

Financial position and going concern

At the balance sheet date, OnePlusOne had unrestricted reserves of £837k (£617k in 2023-2024) and restricted reserves of £0k (£10k in 2023-2024). Cash at bank amounted to £1,185k (£1,174K in 2023-2024).

We are working to expand the reach of our training by engaging universities and intermediary training providers.

Insights from our Separating better evaluation will be used to inform and influence policy and funding decisions in the area of separation and divorce.

Additionally, we are enhancing our website and communications to ensure we are recognised as the go-to provider for people seeking relationship support.

We are focused on engaging government departments in the societal benefits of healthy good quality relationships. We will engage ministers across Department for Work and Pensions, Department for Education, and Ministry of Justice to encourage cross-government approaches to funding relationship support. As well as this national focus, we will continue to engage local authorities and work with them to deliver their Reducing Parental Conflict directive to March 2026 while there is still a commitment from government.

Risk statement

The trustees consider the risks to the charity on a regular basis, particularly those related to the governance and management, operations, and finances of the charity. Risks are identified and assessed for their likelihood and their impact on both reputation and finances. Systems are in place for mitigation and their efficacy is reviewed by the CEO, finance manager, and trustees.

Risk at 31 March 2025	Actions to mitigate
1. DWP commitment to funding relationship support continues to be uncertain, beyond March 2026. There is a risk that government commitment to relationship support will fall between stools and it will not be picked up by any department in March 2026.	Central government have been committed to supporting relationships within the UK since the 1970s, irrespective of which party is leading. OnePlusOne remains a member of the Relationships Alliance which is continuing to work to affect policy at this time of change. OnePlusOne have engaged and written to ministers across DWP, DfE, MoJ, and the Children's Commissioner to highlight the risk, as well as engaging ministers in the House of Lords.
2. Difficulty gaining traction with our Relational leaders product in new market.	OnePlusOne will target intermediary training providers and universities looking at adding the two specialist training products to courses such as Business and Social Work. In addition OnePlusOne will be working with Family Hubs providers strategically with a view to embedding the training.
3. Implementation of new website and content could face delays or roadblocks potentially impacting the brand of OnePlusOne.	Regular reviews of project roadmaps and work schedules are held within the operations and UX team. This enables potential issue to be raised and resolved without unnecessarily delays. Highlighting new challenges early ensures the correct software and coding support can be brought in sufficiently early.

Structure, governance and management

Governance

One Plus One Marriage and Partnership Research was originally registered as a charity in 1971. It is now a charitable private company limited by guarantee, as defined by the Companies Act 2006. It was incorporated on 29 December 2000 and registered as a charity on 13 August 2001. It commenced activities on 1 January 2002 with the transfer of operations from the unincorporated charity.

The company was established under a Memorandum of Association which established the objects and powers of the charitable company and is governed under its Articles of Association.

Registered Charity Number: 1087994

Registered Company Number: 04133340

Registered Office: c/o MHA MacIntyre Hudson, 6th Floor , 2 London Wall Place, London EC2Y 5AU

Trustees

The charity is governed by a board of Trustees, who are also directors under company law. The board consists of three to fifteen persons elected by the membership and up to five members co-opted by the Trustees. The charity has a policy that its members are all directors. The recruitment for the Trustees is conducted by the senior Trustees and the senior staff, and is based on an evaluation of the skills required to govern the charity.

Newly appointed Trustees receive a letter of appointment and a pack of information about the charity, their fellow Trustees, and their responsibilities as Trustees. They are invited to away days and additional training is provided as requested. Trustees are elected for a three-year period and may be re-elected for further three-year periods.

The Trustees and key management personnel serving during the year and since the year end were as follows:

Trustees and directors

Ms Ruth Kennedy, Director, ThePublicOffice, Chair

Ms Katharine Landells m.Scott, Lawyer, Deputy Chair

Ms Eleanor Alison Boase, Digital management,

Ms Emma Ries, Lawyer

Gavin Peter Hartland-Shaw, Accountant

Simon James Eckstein, Product lead, Deloitte Digital

Jonathan Richard Marston Slater, Consultant

Ms Karen Ritchie, Financial Planner

Mr Pravin Somasundram, Deputy CFO Homerton Healthcare NHS Trust Treasurer

Dr Erica Hepper m.Dickie, (appointed 5 November 2024)

Bankers

Lloyds Bank Plc
25 Gresham Street
London
EC2V 7HN

Triodos Bank UK Limited
Deanery Road
Bristol
BS1 5AS

Redwood Bank
The Nexus Building
Broadway
Letchworth Garden City
Hertfordshire
SG6 3TA

Insignis Asset
Management
SJIC
Cowley Road
Cambridge
CB4 0WS

Solicitors

EARM Services Limited
840 Ibis Court
Centre Park
Warrington
WA1 1RL

Auditors and Accountants

Ward Goodman Audit
Holdings Limited
Statutory Auditor
4 Cedar Park
Cobham Road
Ferndown Industrial Estate
Wimborne
Dorset
BH21 7SF

Professional advisers**Senior management team**

Verity Glasgow, CEO

Jennifer Cameron FCA BFP, Head of finance

Chantal Savignon, Company secretary

Organisational structure

The Trustees meet on a quarterly basis to monitor the strategic objectives, financial data and operational activities.

The CEO, head of finance and company secretary attend the main Trustee meetings.

Pay policy for senior staff

The trustee directors of the charity are not remunerated. Details of directors' expenses are contained at Note 10 to the accounts. In line with the pay of all staff, the pay of senior staff is reviewed annually with the aim to maintain staff salaries between the top of the lower quartile and the median of market salaries compared to organisations of a similar size, nature, and location. Trustees consider the rationale and affordability of any cost of living rise or individual salary adjustment annually in the light of benchmark reviews.

Statement of trustees' responsibilities

The trustees (who are also directors of OnePlusOne Marriage and Partnership Research for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), including FRS102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland".

Company law requires the trustees to prepare financial statements for each financial year, which give a true and fair view of the state of affairs of the charitable company and of the incoming resources, including the income and expenditure of the charitable company, for the year. In preparing these financial statements, the trustees are required to:

- Select suitable accounting policies and then apply them consistently.
- Observe the methods and principles in the Charities SORP.
- Make judgements and estimates that are reasonable and prudent.
- State whether applicable Accounting Standards, comprising FRS 102 have been followed, subject to any material departures disclosed and explained in the financial statements.
- Prepare the financial statements on the going concern basis, unless it is inappropriate to presume that the charitable company will continue in operation.

The trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the corporate and financial information included in the charitable company's website. Legislation governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Disclosure of information to auditor

Each trustee has taken steps that they ought to have taken as a trustee in order to make themselves aware of any relevant audit information and to establish that the charity's auditor is aware of that information. The trustees confirm that there is no relevant information that they know of and which they know the auditor is unaware.

Auditors

The auditors, Ward Goodman Audit Holdings Limited, will be proposed for re-appointment at the forthcoming Annual General Meeting.

Report of the trustees, incorporating a strategic report, approved by order of the board of trustees, as the company directors, on **4 November 2025** and signed on the board's behalf by:

Jonathan Slater and **Eleanor Boase**.



Eleanor Alison Boase
Trustee

4 November 2025

Company No 04133340



Jonathan Richard Slater
Trustee

4 November 2025

Charity No 1087994



Since 2021, we have supported families in 123 local authority areas across England and Wales.

Report of the independent auditors

Opinion

We have audited the financial statements of One Plus One Marriage & Partnership Research (the 'charitable company') for the year ended 31 March 2025 which comprise the Statement of Financial Activities, the Balance Sheet, Statement of Cashflows and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is United Kingdom Accounting Standards, comprising Charities SORP – FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and applicable law (United Kingdom Generally Accepted Accounting Practice) .

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2025 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The trustees are responsible for the other information. The other information comprises the information included in the Annual Report, other than the financial statements and our Report of the Independent Auditors thereon.

Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Report of the Trustees for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Report of the Trustees has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Report of the Trustees.

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept or returns adequate for our audit have not been received from branches not visited by us; or
 - the financial statements are not in agreement with the accounting records and returns; or
 - certain disclosures of trustees' remuneration specified by law are not made; or
 - we have not received all the information and explanations we require for our audit.
-

Responsibilities of trustees

As explained more fully in the Statement of Trustees' Responsibilities, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Our responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue a Report of the Independent Auditors that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

- We obtained an understanding of the legal and regulatory frameworks applicable to the charity and the sector in which they operate.
 - We obtained an understanding of how the charity is complying with those legal and regulatory frameworks by making enquires of management
 - We assessed the susceptibility of the charities' financial statements to material misstatement, including how fraud might occur. Audit procedures performed by the engagement team included:
 1. Identifying and assessing the design effectiveness of controls management has in place to prevent and detect fraud
 2. Understanding how those charged with governance considered and addressed the potential for override of controls or other inappropriate influence over the financial reporting process
 3. Challenging assumptions and judgements made by management in its accounting estimates
 4. Identifying and testing journal entries, in particular any journal entries posted with unusual account combinations; and
 5. Assessing the extent of compliance with the relevant law and regulations.
-

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at www.frc.org.uk/auditorsresponsibilities. This description forms part of our Report of the Auditors.

Use of our report

This report is made solely to the charitable company's trustees, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's trustees those matters we are required to state to them in an auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's trustees as a body, for our audit work, for this report, or for the opinions we have formed.



Signed

Dated 14 November 2025

I M Rodd BSc FCA FCCA (Senior Statutory Auditor)

for and on behalf of

Ward Goodman Audit Holdings Limited

Statutory Auditor

4 Cedar Park

Cobham Road

Ferndown Industrial Estate

Wimborne

Dorset

BH21 7SF

Statement of Financial Activities for the year ended 31 March 2025 (Including Income and Expenditure Account and Statement of Total Recognised Gains and Losses)

	Note	Unrestricted funds	Restricted funds	Endowment fund	2025 Total £	2024 Total £
Income and endowments from:						
Donations and legacies	3	6,424	-	-	6,424	7,623
Charitable activities	4	615,411	468,355	-	1,083,766	1,250,188
Investment income	5	36,342	299	-	36,641	23,885
Other income		242	-	-	242	16,800
Total income		658,419	468,654	-	1,127,073	1,298,496
Expenditure on:						
Raising funds		(432)	-	-	(432)	(1,286)
Charitable activities	6	(406,159)	(510,206)	(5)	(916,370)	(960,115)
Total expenditure		(406,591)	(510,206)	(5)	(916,802)	(961,401)
Net income/(expenditure)		251,828	(41,552)	(5)	210,271	337,095
Transfers between funds		(31,894)	31,894	-	-	-
Net movement in funds		219,934	(9,658)	(5)	210,271	337,095
Reconciliation of funds						
Total funds brought forward		616,971	9,658	136,239	762,868	425,773
Total funds carried forward	18	836,905	-	136,234	973,139	762,868

All of the charity's activities derive from continuing operations during the above two periods.

The funds breakdown for 2024 is shown in note 18.

Balance sheet as at 31 March 2025

	Note	Unrestricted	Restricted	Endowment	2025 Total	2024 Total
Fixed assets		£	£	£	£	£
Tangible assets	14	-	-	-	-	228
Current assets						
Debtors	15	164,117	-	-	164,117	223,346
Cash at bank and in hand	16	1,048,562	-	136,234	1,184,796	1,173,513
		1,212,679	-	136,234	1,348,913	1,396,859
Creditors						
Amounts falling due within one year	17	(375,774)	-	-	(375,774)	(634,219)
Net current assets		836,905	-	136,234	973,139	762,640
Net assets		836,905	-	136,234	973,139	762,868
Funds of the charity						
Endowment funds					136,234	136,239
Restricted income funds						
Restricted funds					-	9,658
Unrestricted income funds						
Unrestricted funds					836,905	616,971
Total funds	18				973,139	762,868

The financial statements were approved by the Board of Trustees and authorised for issue on 4 November 2025 and were signed on its behalf by



Eleanor Alison Boase
Trustee
4 November 2025
Company No 04133340



Jonathan Richard Slater
Trustee
4 November 2025
Charity No 1087994

Statement of cash flows for the year ended 31 March 2025

	Note	2025 £	2024 £
Cash flows from operating activities			
Net cash income		210,271	337,095
Adjustments to cash flows from non-cash items			
Depreciation		228	271
Investment income	5	(36,641)	(23,885)
		173,858	313,481
Working capital adjustments			
Decrease/(increase) in debtors	15	59,229	(117,493)
Decrease in creditors	17	(258,445)	(97,806)
Net cash flows from operating activities		(25,358)	98,182
Cash flows from investing activities			
Interest receivable and similar income	5	36,641	23,885
Net increase in cash and cash equivalents		11,283	122,067
Cash and cash equivalents at 1 April		1,173,513	1,051,446
Cash and cash equivalents at 31 March		1,184,796	1,173,513

All of the cash flows are derived from continuing operations during the above two periods.

Notes to the financial statements for the year ended 31 March 2025

1) Charity status

The charity is limited by guarantee and consequently does not have share capital. Each of the trustees is liable to contribute an amount not exceeding £1 towards the assets of the charity in the event of liquidation.

The address of its registered office is:

C/O MHA Macintyre Hudson
6th Floor
2 London Wall Place
London
EC2Y 5AU

2) Accounting policies

a) Summary of significant accounting policies and key accounting estimates

The principal accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all the years presented, unless otherwise stated.

b) Statement of compliance

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice (applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)) (issued in October 2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

c) Basis of preparing the financial statements

One Plus One Marriage & Partnership Research meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy notes

d) Going Concern

The trustees assess whether the use of going concern is appropriate i.e. whether there are any material uncertainties related to events or conditions that may cast significant doubt on the ability of the company to continue as a going concern. The trustees make this assessment in respect of a period of at least one year from the date of authorisation for issue of the financial statements and have concluded that the charity has adequate resources to continue in operational existence for the foreseeable future, and thus they continue to adopt the going concern basis of accounting in preparing the financial statements.

e) Income

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

f) Donations and legacies

Donations and voluntary income is received by way of donations and gifts and is included in full in the statement of financial activities when receivable. Donated goods and services are recognised as an incoming resource at an estimate of the value of the contribution to the charity, where this can be quantified. Volunteer time is not included in the financial statements.

g) Grants receivable

Grants, including grants for the purchase of fixed assets, are recognised in full in the statement of financial activities in the year in which they are received or receivable whichever is the earlier unless:

- The donor specifies that the grant or donation must only be used in future accounting periods; or
- The donor has imposed conditions which must be met before the company has unconditional entitlement.

h) Charitable Activities

Sales of license packages are recognised in line with the license period of each contract signed excepting where components such as training and resources are delivered at the point of sale or within the financial year of the sale.

i) Resources expended

All expenditure is recognised once there is a legal or constructive obligation to that expenditure, it is probable settlement is required and the amount can be measured reliably. All costs are allocated to the applicable expenditure heading that aggregate similar costs to that category. Where costs cannot be directly attributed to particular headings they have been allocated on a basis consistent with the use of resources, with central staff costs allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use. Other support costs are allocated based on the spread of staff costs.

j) Raising Funds

These are costs incurred in attracting voluntary income, the management of investments and those incurred in trading activities that raise funds

k) Charitable activities

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

l) Taxation

The charity is exempt from corporation tax on its charitable activities

m) Intangible assets

Intangible assets are recognised where their creation is reasonably expected to result in future revenue generation with the value of direct development cost forming the basis of valuation excluding research and design or staff costs applied to create and manage the assets development. Intangible assets are depreciated once brought into use having reached the stage of minimum viable product. Further enhancements to the assets through development are added to the asset value reported. Intangible assets remaining in use generating license sales although fully depreciated, have not been revalued.

n) Tangible Fixed Assets

Items of equipment are normally capitalised where the purchase price exceeds £1,000, or where it is clear that future economic benefits will be derived from equipment purchases of a lower value which should be recognised against future activity. Depreciation costs are allocated to activities on the basis of the use of the related assets in those activities. Assets are reviewed for impairment if circumstances indicate their carrying value may exceed their net realisable value and value in use.

o) Amortisation

Amortisation is provided on intangible fixed assets so as to write off the cost, less any estimated residual value, over their expected useful economic life as follows:

Asset class	Amortisation method and rate
Computer software	3 years straight line

Depreciation and amortisation

Depreciation is provided on tangible fixed assets so as to write off the cost or valuation, less any estimated residual value, over their expected useful economic life as follows:

Asset class	Depreciation method and rate
Office equipment	3 years straight line

Research and development

Research and development expenditure is written off as incurred.

p) Trade Debtors

Trade debtors are amounts due from customers for merchandise sold or services performed in the ordinary course of business. Trade debtors are recognised initially at the transaction price. They are subsequently measured at amortised cost using the effective interest method, less provision for impairment. A provision for the impairment of trade debtors is established when there is objective evidence that the charity will not be able to collect all amounts due according to the original terms of the receivables.

q) Trade Creditors

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Accounts payable are classified as current liabilities if the charity does not have an unconditional right, at the end of the reporting period, to defer settlement of the creditor for at least twelve months after the reporting date. If there is an unconditional right to defer settlement for at least twelve months after the reporting date, they are presented as non-current liabilities. Trade creditors are recognised initially at the transaction price and subsequently measured at amortised cost using the effective interest method.

r) Cash

Cash at bank relates to cash held in instant access no penalty accounts.

Cash on deposit relates to cash held in 90-day access accounts and 35 day access accounts where depending on the notice period given there may be a loss of interest on sums withdrawn.

s) Fund Structure

Unrestricted funds are donations and other incoming resources receivable or generated for the objects of the charity without further specified purpose and are available as general funds and can be used in accordance with the charitable objectives at the discretion of the trustees.

Designated funds are funds set aside by Trustees from unrestricted reserves to meet specific purposes they may define from time to time. Funds are designated to develop activities which are essential to the sustainability of the organisation's capacity to deliver its objectives.

Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure which meets these criteria is charged to the fund.

The expendable endowment fund is for unrestricted funding purposes which will be approved by the trustees when appropriate.

The cost of generating funds relates to the costs incurred by the charitable company in raising funds for the charitable work.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

Exceptional items are recognised in the accounts where they are material to the understanding of financial statements in relation to continuing activities. They are reported in notes to the accounts so as to highlight within a relevant cost category exceptional activity during the reporting period.

t) Financial Instruments

The company only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

3) Income from donations and legacies

Donations and legacies;

Donations

2025 £	2024 £
6,424	7,623
6,424	7,623

4) Income from charitable activities

Project initiatives

Business development

Relational Education

2025 £	2024 £
1,049,803	1,250,188
14,850	-
19,113	-
1,083,766	1,250,188

RPC Product Licensing

Sales of training and resource

Sales of consultancy

Grants

Contracts

291,161	308,821
182,900	327,825
126,500	140,118
468,355	473,424
14,850	-
1,083,766	1,250,188

Grants received, included in the above, are as follows:

Challenge Fund

468,355	473,424
---------	---------

5) Investment income

Interest receivable and similar income;

Interest receivable on bank deposits

2025 £	2024 £
36,641	23,885

6) Expenditure on charitable activities

	2025 £	2024 £
Project initiatives	671,690	858,901
Relational Education	157,785	-
Core support costs	69,070	71,166
Core governance costs	15,548	10,679
Business development	2,277	19,369
	916,370	960,115

	Activity undertaken directly £	Activity support costs £	2025 £
Project initiatives	671,690	-	671,690
Business development	2,277	-	2,277
Core support costs	-	69,069	69,069
Relational Education	157,786	-	157,786
Core governance costs	36	15,512	15,548
	831,789	84,581	916,370

	Activity undertaken directly £	Activity support costs £	2024 £
Project initiatives	857,605	1,296	858,901
Business development	19,369	-	19,369
Core support costs	-	71,166	71,166
Core governance costs	-	10,679	10,679
	876,974	83,141	960,115

7) Analysis of support costs

Support costs allocated to charitable activities

	Governance costs £	Finance costs £	Information technology £	Administration costs £	Other support costs £	Total 2025 £
Core support costs	-	1,831	18,950	33,479	14,809	69,069
Core governance costs	15,512	-	-	-	-	15,512
	15,512	1,831	18,950	33,479	14,809	84,581

	Governance costs £	Finance costs £	Information technology £	Administration costs £	Other support costs £	Total 2024 £
Project initiatives	-	53	3	1,240	-	1,296
Core support costs	9,410	550	22,919	33,752	4,535	71,166
Core governance costs	10,679	-	-	-	-	10,679
	20,089	603	22,922	34,992	4,535	83,141

8) Net incoming/outgoing resources

Net incoming resources for the year include:

	2025 £	2024 £
Audit fees	10,475	10,250
Other non-audit services	1,275	1,250
Depreciation of fixed assets	228	271

9) Staff costs

The aggregate payroll costs were as follows:

	2025 £	2024 £
Staff costs during the year were:		
Wages and salaries	598,464	590,971
Social security costs	55,195	50,917
Pension costs	35,192	33,175
	688,851	675,063

The full time equivalent employee numbers are 14 (2024: 14).

The average monthly number of employees during the year was as follows:

	2025 No	2024 No
Headcount	18	19

The number of employees whose emoluments fell within the following bands was:

	2025 No	2024 No
£70,001 - £80,000	1	1

The total employee benefits of the key management personnel of the charity were £131,683 (2024 - £122,370).

10) Trustees remuneration and benefits

There were no trustees' remuneration or other benefits for the year ended 31 March 2025 nor for the year ended 31 March 2024.

Trustees expenses.

During the year ended 31 March 2025, one trustee was reimbursed training expenses totalling £170 (2024: £nil)

11) Taxation

The charity is a registered charity and is therefore exempt from taxation.

12) Comparatives for the statement of financial activities

	Note	Unrestricted funds £	Restricted funds £	Endowment fund £	Total 2024 £
INCOME AND ENDOWMENTS FROM					
Donations and legacies	3	7,623	-	-	7,623
Charitable activities	4	776,764	473,424	-	1,250,188
Investment income	5	23,819	66	-	23,885
Other income		16,800	-	-	16,800
Total income		825,006	473,490	-	1,298,496
EXPENDITURE ON					
Raising funds		(1,286)	-	-	(1,286)
Charitable activities	6	(486,412)	(473,703)	-	(960,115)
Total expenditure		(487,698)	(473,703)	-	(961,401)
Net income/(expenditure)		<u>337,308</u>	<u>(213)</u>	<u>-</u>	<u>337,095</u>
Net movement in funds		337,308	(213)	-	337,095
Reconciliation of funds					
Total funds brought forward		<u>279,663</u>	<u>9,871</u>	<u>136,239</u>	<u>425,773</u>
Total funds carried forward	18	<u>616,971</u>	<u>9,658</u>	<u>136,239</u>	<u>762,868</u>

13) Intangible fixed assets

	Computer software £	Total £
Cost	125,000	125,000
At 1 April 2024	(125,000)	(125,000)
Disposals	-	-
At 31 March 2025		
Amortisation	125,000	125,000
At 1 April 2024	(125,000)	(125,000)
Eliminated on disposals	-	-
At 31 March 2025		
Net Book Value		
At 31 March 2025	-	-
At 31 March 2024	-	-

14) Tangible fixed assets

	Furniture and equipment £	Computer equipment £	Total £
Cost			
At 1 April 2024	15,003	4,118	19,121
Disposals	(15,003)	(2,058)	(17,061)
At 31 March 2025	-	2,060	2,060
Depreciation			
At 1 April 2024	15,003	3,890	18,893
Charge for the year	-	228	228
Eliminated on disposal	(15,003)	(2,058)	(17,061)
At 31 March 2025	-	2,060	2,060
Net Book Value			
At 31 March 2025	-	-	-
At 31 March 2024	-	228	228

15) Debtors

	2025 £	2024 £
Trade debtors	77,984	81,852
Prepayments and accrued income	86,133	141,494
	164,117	223,346

16) Cash and cash equivalents

	2025 £	2024 £
Cash at bank	276,354	280,220
Short term deposits	908,442	893,293
	1,184,796	1,173,513

17) Creditors: amounts falling due within one year

	2025 £	2024 £
Trade creditors	380	4,317
VAT	42,524	46,434
Accruals and deferred income	332,870	583,468
	375,774	634,219

18) Funds

	Balance at 1 April 2024 £	Incoming resources £	Resources expended £	Transfers £	Balance at 31 March 2025 £
Unrestricted funds					
<i>General</i>					
General funds	-	57,798	(87,094)	29,296	-
<i>Designated</i>					
Development and delivery of service	616,971	-	(228)	210,315	827,058
Click digital platform	-	-	-	7,348	7,348
Sales of training and resources	-	182,900	(219,523)	36,623	-
RPC product licensing	-	291,221	(53,980)	(237,241)	-
Sales of consultancy	-	126,500	(45,766)	(80,734)	-
Edith Dominican Memorial					
Transfer	-	-	-	2,499	2,499
	616,971	600,621	(319,497)	(61,190)	836,905
Total unrestricted funds	616,971	658,419	(406,591)	(31,894)	836,905
Restricted funds					
Edith Dominican Memorial Fund	2,499	18	(5,170)	2,653	-
Challenge Fund 3 - Digital Project	-	468,355	(468,355)	-	-
Appeal fund (digital platform)	7,159	281	(36,681)	29,241	-
	9,658	468,654	(510,206)	31,894	-
Endowment funds					
<i>Expendable</i>					
Expendable Endowment	136,239	-	(5)	-	136,234
	136,239	-	(5)	-	136,234
TOTAL FUNDS	762,868	1,127,073	(916,802)	-	973,139

18) Funds *contd*

	Balance at 1 April 2023 £	Incoming resources £	Resources expended £	Transfers £	Balance at 31 March 2024 £
Unrestricted funds					
<i>General</i>					
General funds	-	48,050	(105,556)	57,506	-
<i>Designated</i>					
Development and delivery of service	279,663	-	(272)	337,580	616,971
Click digital platform	-	192	(16,132)	15,940	-
Sales of training and resources	-	287,951	(144,583)	(143,368)	-
RPC product licensing	-	240,565	(120,060)	(120,505)	-
Sales of consultancy	-	110,518	(26,955)	(83,563)	-
Product licensing - Wales	-	137,730	(74,140)	(63,590)	-
	279,663	776,956	(382,142)	(57,506)	616,971
Total unrestricted funds	279,663	825,006	(487,698)	-	616,971
Restricted funds					
Edith Dominican Memorial Fund	2,712	67	(280)	-	2,499
Challenge Fund 3 - Digital Project	-	473,423	(473,423)	-	-
Appeal fund (digital platform)	7,159	-	-	-	7,159
	9,871	473,490	(473,703)	-	9,658
Endowment funds					
<i>Expendable</i>					
Expendable Endowment	136,239	-	-	-	136,239
	136,239	-	-	-	136,239
TOTAL FUNDS	425,773	1,298,496	(961,401)	-	762,868

The specific purposes for which the funds are to be applied are as follows:

Designated Funds

Trustees review formally the opportunity to designate funds from resources available and at least annually specify in the light of known funding for at least the next twelve months, what designations to make for future aims and objectives.

Development and delivery of services – recognising the need to maintain core costs for existing services while seeking new funding, and develop those services in response to contract or grant opportunities which arise, together with the cost of submitting bids. At the balance sheet date in the light of known funding commitments no specific designations beyond supporting delivery of existing services could be made.

Click Digital Platform (decommissioned at the end of March 2025 and merged into the main website) – the aim of Click is to provide a digital service for individuals and couples to access information that enables them to work on and strengthen their relationship. The purpose of Click is to provide information and resources only.

Sales of Training and Resources

- **RPC practitioner training.** Ensures appropriate use and application of RPC licenses and resources.
- **Relational leaders training.** Evidence-driven CPD-accredited training course that teaches how to overcome barriers, enhance emotional competence, and encourage an empathetic workplace.
- **Relational capability training.** For anyone in a supporting role who wants to work more relationally with clients.
- **Resource sales.** *Getting on Better* and *Getting It Right for Children* cards which provide easy graphics and visuals to readily demonstrate learning themes to clients as part of the reducing parental conflict package.

18) Funds *contd*

RPC Product Licensing - OPO's Reducing parental conflict digital package is licensed on an annual basis and includes access to three evidence based digital behaviour change interventions ((Me, You and Baby Too, Arguing better, and Getting it right for children).

Sales of Consultancy - Quarterly evaluation reports are supplied to those with an RPC license to provide data on the impact the interventions are having on users. Additional consultancy can be purchased outside of licenses for assistance with specific projects and evaluation plans.

Edith Dominican Memorial Transfer - funds designated to continue the delivery of a memorial lectures.

Restricted Funds

Edith Dominican Memorial Fund - funds restricted to the delivery of a memorial lecture.

Appeal fund - specific campaign to raise funds for development costs of the digital platform Click.

Challenge Fund 3 - Digital Project - funding received from the Department for Work and Pensions to produce a new app for separating parents to self-manage the separation process, thereby reducing pressure on the family court system.

Transfers of Funds

Transfers to designated reserves are in line with the accounting policy of setting aside resources for the sustainability of contract services through surpluses generated in contract delivery. Transfers to restricted funds relate to the match funding brought to restricted activity from the general reserve. Transfers within general funds are made to reflect the funding sources, and application, of the charity's general activities.

19) Analysis of net funds

	At 1 April 2024 £	Financing cash flows £	At 31 March 2025 £
Cash at bank and in hand	1,173,513	11,283	1,184,796
Net debt	1,173,513	11,283	1,184,796
	At 1 April 2023 £	Financing cash flows £	At 31 March 2024 £
Cash at bank and in hand	1,051,446	122,067	1,173,513
Net debt	1,051,446	122,067	1,173,513

20) Related party transactions

During the year ended 31 March 2025, the charity received donations from Trustees totalling £1,680 (2024: £1,680).



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