

ONE PLUS ONE MARRIAGE AND PARTNERSHIP RESEARCH

England & Wales · Charity number 1087994

Details

Other names ONE PLUS ONE

Status Registered

Legal form Charitable company

Company number [04133340](#)

Registered 2001-08-13

Register [View on the Charity Commission register](#)

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Activities

Objects: (A) To advance the education of the public in all aspects of committed relationships;(B)to safeguardand protectthe mental,physical, emotional and psychological health of people involved in committed relationships and their dependent;(C) to prevent and relieve poverty,hardship and distress caused by difficulties in, or the breakdown of, committed relationships for people involved in such relationships and their dependents; and(d) to further such other exclusively charitable purposes according to the law of England and Wales that the trustees in their absolute discretion from time to time determine; where 'committed relationship' means marriage, civil partnerships, or an enduring family relationship whether recognized in law or otherwise, and whether or not the relationship is conducted in the same household.

Activities: One Plus One puts research into practice. We investigate what makes relationships work or fall apart and make the findings accessible through publications, web services, training and resources, to everyone interested in strengthening and supporting couple and family relationships.

Classification

- **How:** Provides Services, Sponsors Or Undertakes Research
- **What:** Education/training
- **Who:** The General Public/mankind

Geography

- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£1,127,073	£916,802	£973,139	18
2024-03-31	£1,298,496	£961,401	£762,868	19
2023-03-31	£744,010	£590,577	£425,773	12
2022-03-31	£602,155	£591,792	£272,341	10
2021-03-31	£532,304	£577,810	£261,976	10

Trustees

Name	Role	Appointed
Jonathan Richard Marston Slater	Chair	2020-04-20
Dr Erica Dickie		2024-11-05
Eleanor Alison Boase		2020-04-20
Gavin Peter Hartland-Shaw		2020-08-25
Imani Clough-Brown		2026-01-27
James Freeman		2025-11-04
Katharine Scott		2015-09-08

ONE PLUS ONE MARRIAGE AND PARTNERSHIP RESEARCH

England & Wales - Charity number 1087994

Accounts



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 black ink, appearing to read 'Verity Glasgow', written in a cursive style.

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". The signature is written in a cursive, flowing style.

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

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

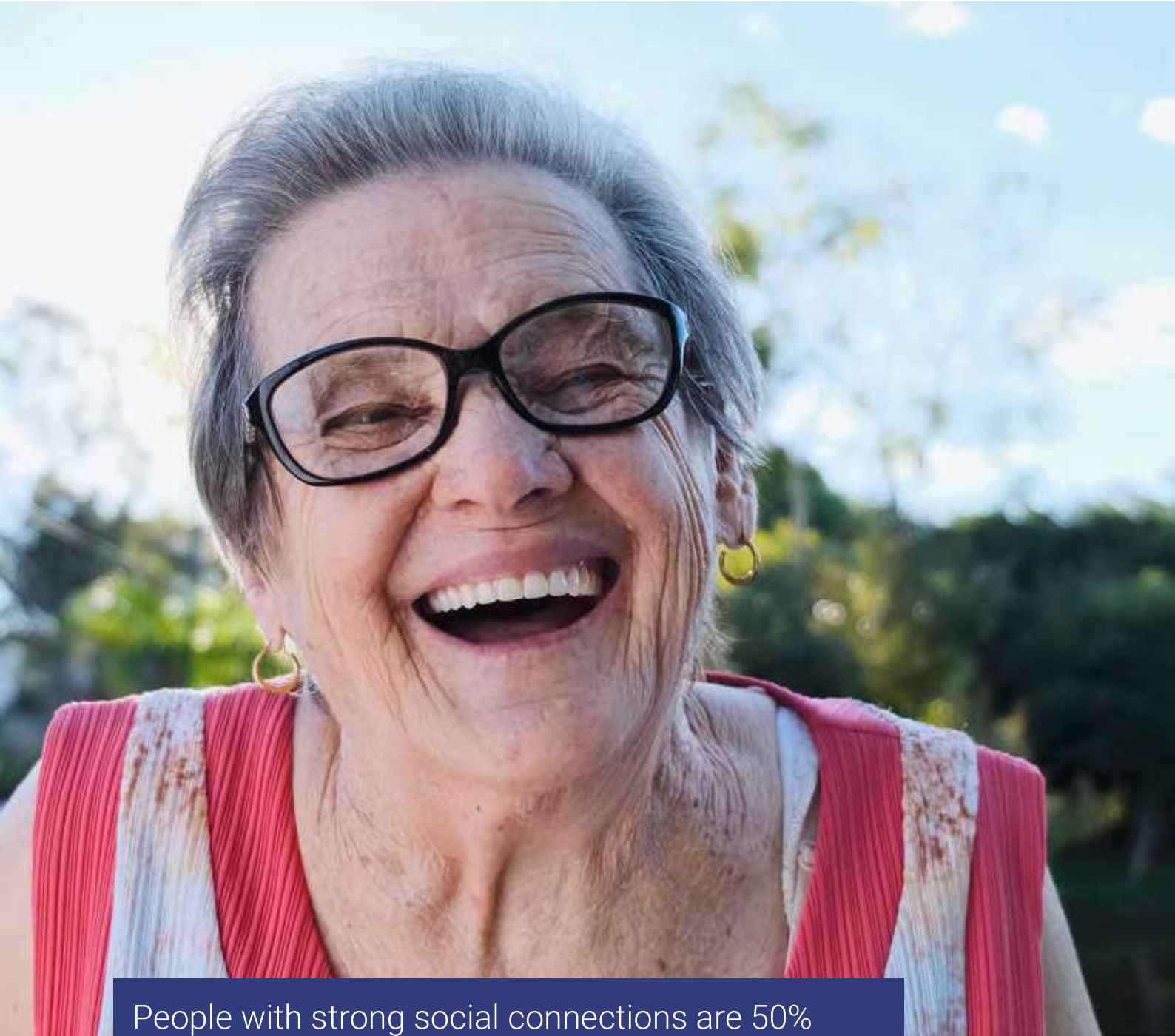
REPORT OF THE TRUSTEES

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
<p>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.</p>	<ul style="list-style-type: none"> ● 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.
<p>2. Difficulty gaining traction with our Relational leaders product in new market.</p>	<ul style="list-style-type: none"> ● 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.
<p>3. Implementation of new website and content could face delays or roadblocks potentially impacting the brand of OnePlusOne.</p>	<ul style="list-style-type: none"> ● 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)		337,308	(213)	-	337,095
Net movement in funds		337,308	(213)	-	337,095
Reconciliation of funds					
Total funds brought forward		279,663	9,871	136,239	425,773
Total funds carried forward	18	616,971	9,658	136,239	762,868

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 Dominian 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 Dominian 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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ONE PLUS ONE MARRIAGE AND PARTNERSHIP RESEARCH

England & Wales - Charity number 1087994

Accounts



2023-24

Annual Report

Incorporating the report and financial statements
for the period ended 31 March 2024

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FOREWORD

Verity Glasgow, CEO

At a time where misinformation can move quickly, evidence matters more than ever. For over fifty years, OnePlusOne has worked from an evidence base, building trust and credibility through openness and a willingness to learn. Our resources are not based on beliefs or opinions. They are based in what the evidence tells us is most likely to help. We adapt as we learn.

By demonstrating and teaching relational skills, we empower people to take action towards strengthening the relationships in their lives. This prevents the escalation of conflict and promotes positive outcomes for all involved. This type of proactive support allows people to forge their own paths, using skills and knowledge to build healthy relationships and

make positive choices about the way they relate to others – at home, at work, or online.

This year we have expanded our focus from the family home to the workplace, recognising the significant portion of our lives that so many of us spend at work. There are days when I see my colleagues more than my own partner, so getting along with people I work with is a priority for me!

Research shows that 72% percent of people would be more likely to stay at a job where they feel supported and valued than a job where they don't feel valued but are paid 30% more. When colleagues build strong and respectful connections, it leads to better communication, collaboration, and trust. This is why we have focused our efforts on bringing our relational capability expertise to the workplace.

In another area of strategic focus this year, our *Separating better* app has brought together decades of research to provide a trustworthy space for separated parents to find support and build their communication and collaboration skills. The app has been helping parents navigate the difficult process of separation with the wellbeing of all family members in mind. As well as providing much-needed support, our evaluation will provide insights into how we can adapt and improve our service as it evolves.

We have continued our work with local authorities, providing digital behaviour change interventions to support families in their local communities and training over 1,000 practitioners to deliver this critical work. We look forward to working with the new government and are urging them to fund resources nationally, allowing practitioners everywhere to have these resources in their toolkit and ending the postcode lottery for the families who need them.

As we look to the year ahead, we are embracing technological advances while using evidence to guide us as always. We have been working with artificial intelligence experts to explore new research around the use of AI in counselling interventions. Who knows what more will come from these new and exciting innovations.

We have always excelled at translating research evidence into tools that people can use in their everyday lives. Part of our role is to apply this research to real-life settings, furthering the evidence base as we employ new developments in our interventions. Keep an eye on Separating better to see how we are doing this. We will also be carrying out market research around education, healthcare, young people, and beyond – looking at where the need is and what we can do to further our mission of relational capability for all.

A handwritten signature in black ink, appearing to read 'Verity Glasgow', written in a cursive style.

Verity Glasgow
CEO



FOREWORD

Ruth Kennedy, Chair

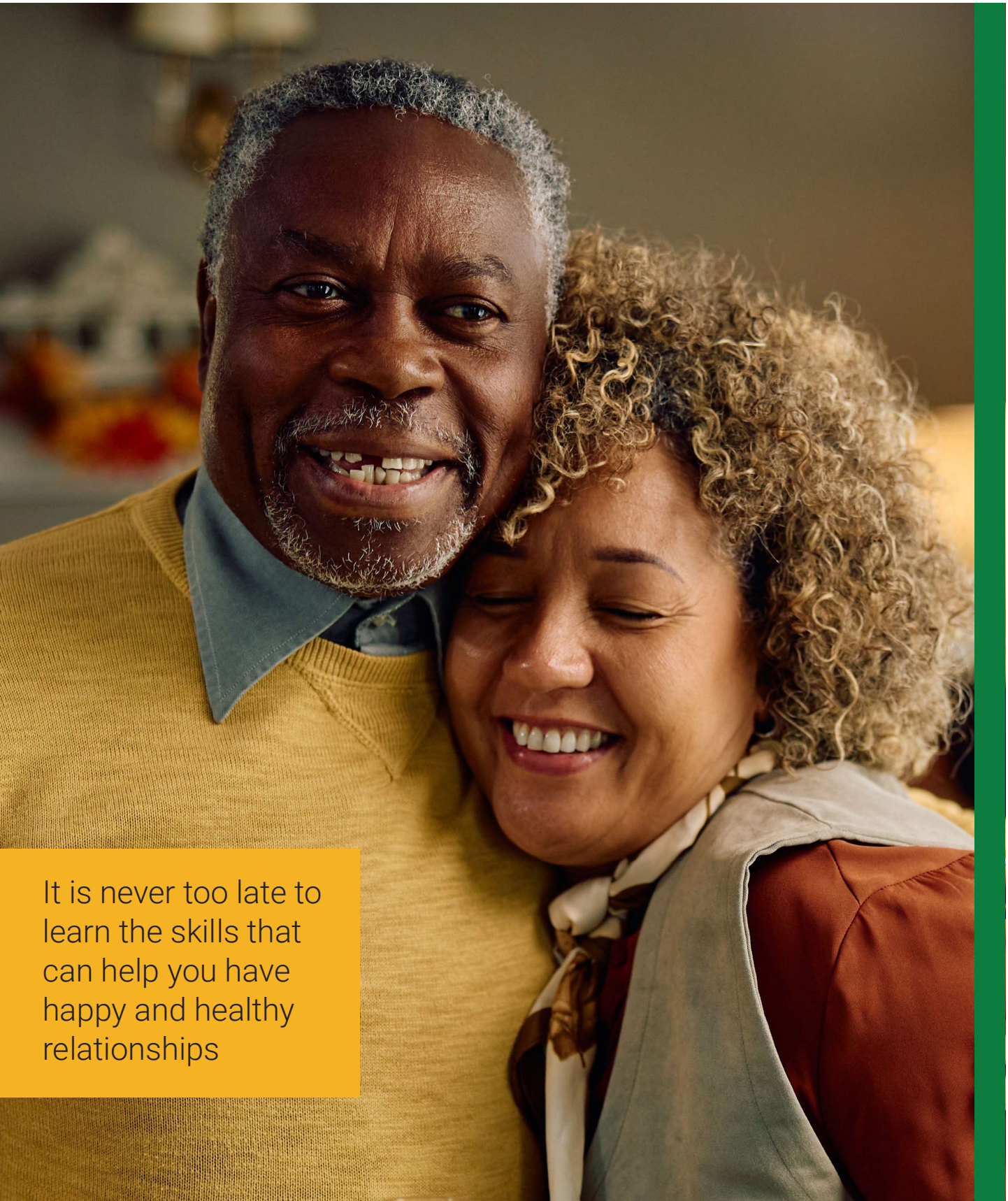
This Annual Report tells an important story, showcasing the unique work of OnePlusOne to straddle the worlds of academic research, of frontline practice, and of households up and down the country. We remain committed to leveraging research insights to support the development and maintenance of strong, healthy relationships – whether in the workplace or in the living room.

In a market overflowing with therapeutic apps, few seem to offer the rigor that OnePlusOne employs. That's why the launch of our *Separating better* app is particularly exciting. This resource puts evidence-based tools directly into the hands of parents navigating separation – something as a Board we have aspired to achieve for years. As we assess its usage and gather feedback, we aim to deepen our understanding of what users truly need and what helps them most.

As trustees we remain deeply grateful for the dedication and energy of the OnePlusOne team that lies behind all the achievements and developments laid out in this report. Together with our broader networks, we look forward to continuing to ask thoughtful questions, explore practical solutions and share our learning widely, in pursuit of relational capability for all.

A handwritten signature of Ruth Kennedy in blue ink. The signature is cursive and reads 'R. Kennedy'.

Ruth Kennedy
Chair



It is never too late to learn the skills that can help you have happy and healthy relationships

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 serve them throughout their lives.

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

It is never too late to learn the skills that can help you have happy and healthy relationships. Our research and evaluation contributes 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

Our objectives for the public benefit are:

- 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 people involved in committed relationships and their dependents.
- To prevent and relieve poverty, hardship, and distress caused by difficulties in or the breakdown of committed relationships for people involved in such relationships and their dependents.
- To further such other exclusively charitable purposes according to the law of England and Wales that the trustees in their absolute discretion from time to time determine that may assist those people who are in or who have been in committed relationships and their dependents.

Where 'committed relationship' means marriage, civil partnership, or an enduring family relationship whether recognised in law or otherwise, and 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
- Johnny Burke, Content designer
- Jennifer Cameron BFP FCA, Head of finance
- Katie Connolly, Content producer (left March 2024)
- Emma Cookson, Communications officer (started July 2023)
- Claire Cooper, Practice development lead (left March 2024)
- Ben Coulson, UX manager
- Charmari Downing, Practice development manager
- Shaun Ellerton, UX support officer (left January 2024)
- Tabitha Frangoullides, Communications manager
- Alex Hamilton, Content producer (started March 2024)
- Dr Shannon Hirst, Senior research lead
- Sara Light, Operations manager
- Stephanie Millward, Training manager
- Sarah Naula, Project manager (left September 2023)
- Matt Nel, UX and operations officer (started April 2024)
- Jimi Odell, Content manager
- Chantal Savignon, Organisational operations and support manager
- Gemma Slade, Customer service administrator
- Claire Trainor-Gray, Customer relationship manager
- Alex Tzvetkova, Research assistant
- Amy Watts, Research assistant (left May 2024)

Associates

- Clive Hyland (left December 2023)
- Emma Joyce
- Roxanne McDowell
- Helen Molloy
- Dr Clare Murray
- Jenny Reynolds

Trainers

- Natalia Medina
- Heleen Molenaar
- Caroline Morgan
- Natasha Silverman (left August 2023)
- Natasha Vickers

Placement students

- Sereena Vaja, Junior research assistant

REPORT OF THE TRUSTEES

OnePlusOne Marriage and Partnership Research – for the year ending 31 March 2024.

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 2024. 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 and 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.

Aims and Achievements 2023-2024

1. Improve service delivery platform and experience

Reducing parental conflict

We have continued to license our *Reducing parental conflict* (RPC) digital package to local authorities across England and Wales, with 97 local authorities in licence across the year. This includes four local authorities signing up for the first time and four customers who returned to license.

Marriage Care

This year, another charity has licensed our RPC digital resources for the first time. Marriage Care will use these resources to triage couples awaiting counselling. Marriage Care found that couples on their waiting list were becoming more entrenched in their conflict, or had already separated, by the time they were able to access support.

Their aim is to provide interim support, ensuring both parties enter counselling with more self-awareness, open communication, and reflective understanding. As well as *Arguing better* and *Me, You and Baby Too* for intact couples, they have included *Getting it right for children* for cases where counselling has come too late to restore the relationship.

Lunch & Learns

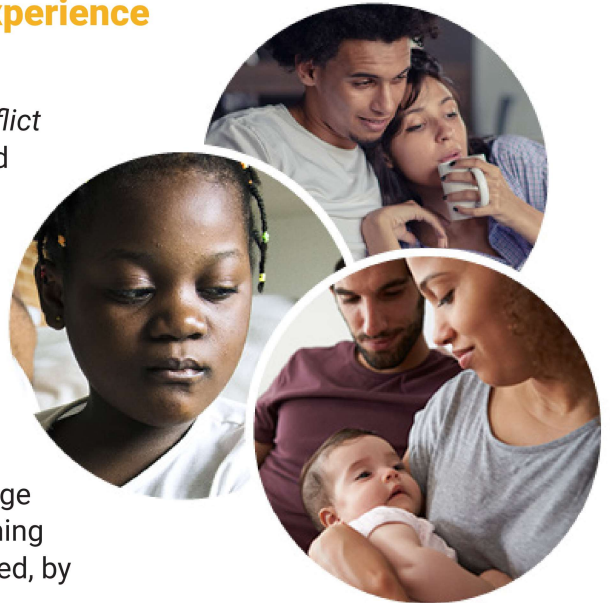
We have continued to offer Lunch & Learns for local authorities that license our RPC digital package. We have delivered four sessions, with between 60 and 120 attendees at each. This year, we covered topics such as delivering the OnePlusOne digital package in group settings, strategic rollout of RPC products, case studies of families who used the OnePlusOne digital resources, and a seasonal session on managing conflict at Christmas. We also welcomed guest speakers from local authorities to share their real world examples of working with the OnePlusOne resources.

Coordinators' events

Our inaugural RPC coordinators' event took place in late 2023, with a follow-up event in February 2024. Local authorities have told us that the RPC coordinator role can often feel isolating. These events provide an opportunity to come together by sharing concerns and solutions, creating ideas for delivery, and developing a supportive community.

November's event focused on understanding the culture change that is needed to roll out RPC pathways, including discussions around training and Family Hubs. For February's event, we invited coordinators to talk about their most pressing issues and share ideas for best practice on how to navigate these.

We continued to host our popular Lunch & Learn events. Each event typically attracts over 100 participants.





We launched online coordinators' events in local authorities where our *Reducing Parental Conflict* package is licensed. These attracted an average of 40 practitioners to each event, coming together to share ideas about how to effectively engage parents with our digital interventions.

Train the Trainer

Our Train the Trainer (TTT) programme has continued to help in-house local authority trainers relay the *Reducing parental conflict* digital intervention training to their teams. We revamped this training to better assist the practitioner's learning journey. We also included a section for delegates to devise their own personalised training plans.

Over the year, we ran 25 TTT courses for 139 practitioners across 35 local authorities. The current programme includes mixed-cohort follow-up sessions three months after training, where newly trained facilitators can share their learning experiences and receive further support from OnePlusOne colleagues. Feedback has been positive and we have been encouraged to hear how the programme has been effective, embedding the knowledge and skills within the workforce, ensuring greater sustainability.



Over the year, we ran 25 TTT courses for 139 practitioners across 35 local authorities.

Outreach to local authorities

This year a number of local authorities invited us to speak at remote and in-person seminars to raise awareness around the importance of working with parents in conflict, and the OnePlusOne RPC resources specifically. We have attended events with practitioners from Derby, Gloucester, Hampshire, and Cambridgeshire.

To build and maintain positive relationships, it's essential to make time to speak directly with practitioners who are using our resources or may use them in future. By attending these seminars, we offer the opportunity to raise the profile of the research OnePlusOne does and the impact of our work in this area.

New areas

We are excited to be helping families in four new areas: Cheshire West and Chester, Wigan, North East Lincolnshire, and Newcastle. We also welcomed back families from four areas that have returned to OnePlusOne licenses after a break: Knowsley, St Helens, Middlesbrough, and Lancashire.

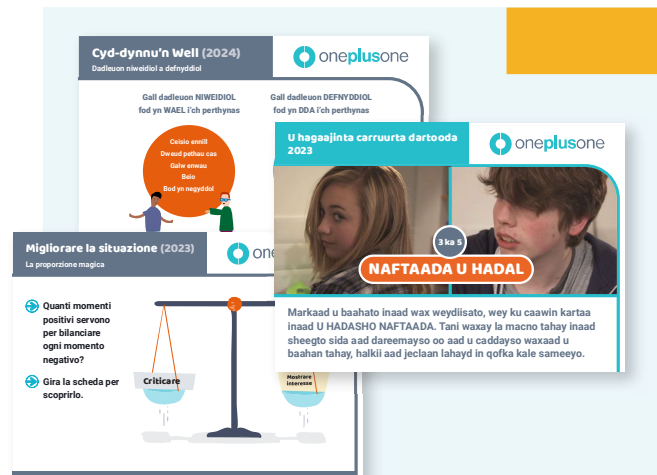
For the next financial year, we have been in discussions with four new local authorities regarding licenses. We have received commitments from Hackney, Halton, Sutton, and Trafford for the financial year 2024-25. Given the uncertainty around local authority funding beyond 2024-2025, we were pleased to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

2. Build on research, investment, and experience

Platform improvements

In this last year, both the Operations and UX team researched and tested many new learning management systems (LMS) to host our digital interventions to attempt to improve our current platform. After researching these systems, it was concluded that none would be able to meet our requirements. In order to meet them, we would need to build something bespoke which would be too costly and require more time than we had.

Fortunately, our existing platform Thinkific has made big improvements to its system this year. These included adding more analytics options and providing new ways to gather data, which were high on our list of priorities. These improvements help us to continue having a better understanding of our user engagement and performance, with greater insights into how they're progressing through their learning journey. Thinkific is also rolling out new updates regularly to ensure platform efficiency. After our intensive research into new systems, we have concluded that we are currently using the best out-of-the-box software for our requirements.



Translating our *Getting on Better* cards

We now offer our *Getting on Better* and *Getting it right for children* cards in 13 languages. These are currently being used by nine English local authorities, with the most popular languages being Polish, Arabic, and Urdu. Local authorities in Wales all have access to Welsh language versions of the cards at no additional cost. This was made possible with support from Helo Blod.

Separating better

Our successful application to the DWP Challenge Fund meant we were able to start work this financial year on *Separating better*, our app for separating parents. All development work for the app was completed before launching *Separating better* at the end of March 2024 for testing in the following financial year (2024-25).

Separating better has been developed to provide practical and emotional support to parents who are thinking of separating, are in the process of separating, or have recently separated or divorced. The hope is that this will help them navigate the complexities of separation while minimising the negative impact on themselves and their children. *Separating better* features advice and guidance articles, a budgeting tool, a parenting plan, local support service signposting, and domestic abuse signposting, with a digital behaviour change intervention (DBCI) using Behaviour Modelling Training (BMT) videos to support conflict and communication resolution skills for their co-parenting journey.

Quarter 1 (June-August 2023) focused on preparation and development with three separate literature reviews: one on parents' and children's experience of divorce or separation, one on separating and divorcing parents' use of technology, and one on where separating and divorcing parents go for support in the UK. We also established the project team including recruiting new staff members to support with the project, established an advisory board of experts, began development of our marketing and communications strategy, and completed our evaluation design. This included establishing referral pathways for our pilot phase in the Isle of Wight and Northumberland.



We recruited parents as part of our co-production strategy and spoke with 11 mums and three dads about their experiences of separation. These sessions allowed us to better understand the experiences of separating parents, the kinds of things they disagree about, how they resolve conflict, the language they use when discussing their co-parenting relationships, and how they communicate with each other in general. This ensures our content is relevant to parents who use the app. We then developed the wireframes and interactive prototype for *Separating better* and commenced production with our development agency, Holdens.

Separating better

Discover **Separating better** your co-parenting companion

Are you a parent who is navigating life changes? Our FREE app is just for you.

What *Separating better* offers:

- SELF-GUIDED SUPPORT expert emotional advice and practical tips such as childcare and financial arrangements
- PROGRESS TRACKING easily monitor your journey and achievements as you navigate separation
- EMOTIONAL READINESS QUIZ get a sense of where you are in your separation journey with our quiz
- CO-PARENTING TIPS stay organised and communicate effectively with your co-parent

Download our FREE app and start your journey on a healthier path
Visit oneplusone.org.uk/separating-better or scan the QR code

one plus one



In **Quarter 2 (September-November 2023)** we focused on content development for *Separating better*, with our content team creating the DBCI materials for the app. A big component of this was *Work it out*, a series of Behaviour Modelling Training videos depicting five families navigating separation and co-parenting. The aim is to teach parents effective conflict resolution and communication skills grounded in relational capability. Our content team wrote the scripts, consulted on casting, and worked with Blackburn Media to produce the videos. During this quarter, we also made progress on developing a budgeting tool and a parenting plan section.

By **Quarter 3 (December-February 2024)** we began piloting the test version of *Separating better* in our two pilot local authorities. Throughout the pilot phase, we analysed preliminary demographic and baseline data of pilot app users and reviewed this alongside feedback from stakeholders to provide an enhanced iteration of the app. Adaptations were also made, with 12 updates released in the pilot phase.

Due to the time constraints of the project funding and the desire to achieve the maximum number of downloads and users, we used paid media marketing to promote engagement. Our CEO Verity Glasgow was featured on a TV news piece for the BBC. The app was also covered in a news article about the piloting stage, and on the radio for Wave 105, giving us wider reach and awareness.

Separating better was launched nationally on 19 March 2024, and saw great success in the first few weeks, with 401 downloads by April 2024. As of September 2024, it has since been downloaded 3,548 times and is being actively recommended by local authorities to families who are going through a separation or divorce.

"I absolutely love this app and have been using it with families and professionals already."

A practitioner from Dorset talking about the app shortly after it launched

Divorce Podcast

In October, our content manager Jimi Odell was a guest on the Divorce Podcast, hosted by Kate Daly. The podcast covers a wide range of discussions around various issues surrounding divorce and co-parenting. This particular episode focused on 'Separation in the workplace' which tied in with OnePlusOne's *Relational leaders* work, upskilling managers to support staff through tough times at home.

Jimi was a guest alongside Tesco's Mustafa Faruqi and James Hayhurst, founder of the Positive Parenting Alliance. They talked about how employers can support staff during a separation and how a relational approach to work-life balance can help people to feel better both at home and at work.

The episode is available from **The Divorce Podcast's website** or wherever you get your podcasts.



3. Develop new *Relational capability* training

Relational capability is our new evidence-based programme designed to help frontline practitioners build effective relationships with their service users. The programme has been developed from evidence drawn together from the health and social care sector over the last decade about what makes for an effective helping interaction.

We collaborated with practitioners, researchers, and training experts to develop a comprehensive training programme that includes:

- An initial consultation with the lead commissioners or managers.
- The full two-day course for 10 practitioners with subsequent reflective practice sessions.
- Three-month follow-ups to help embed learning.

At the end of training, participants receive reflective journals for their own casework observations and a practitioner handbook. These resources serve as training summaries and tools for additional learning.

"I hope this training is taught everywhere and anywhere possible. It's vital for people to learn about this topic."

A practitioner from Sutton talking about our *Relational capability* training

The three core elements of the programme help to build skills in emotional competence, communication, and mentalisation. The course allows practitioners to develop and practice these

relational skills which lead to better outcomes for service users and clients. It is ideal for people working in a wide variety of settings, including family hubs, children's centres, early help, and social care.

In October 2023, a cohort of practitioners from Blackburn with Darwen participated in the first pilot delivered by OnePlusOne's training manager, Stephanie Millward. Further programmes have trialled a hybrid model, combining a face-to-face workshop with a digital follow-up. In total, 38 practitioners have taken part in the *Relational capability* programme.

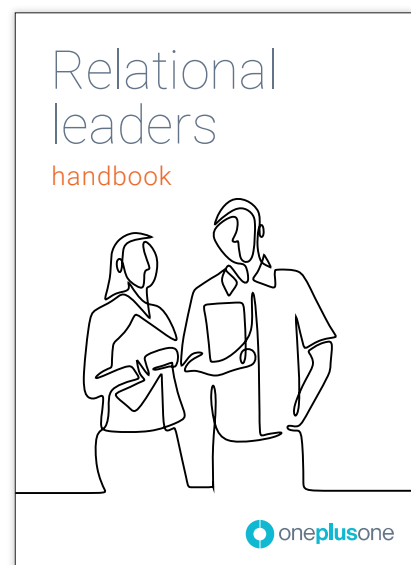
Feedback from the pilot programmes has been overwhelmingly positive. Many participants and their managers have cited specific examples of practitioners demonstrating enhanced relational skills with a beneficial impact in their interactions with service users.

4. Reach out to new markets

Relational leaders

Over the last year, we continued our work with subject matter experts to review our existing programmes which have the potential for reach into new markets.

We spent some months reviewing previous material including our B.E.S.T. course, a short workplace version of Brief Encounters®. The consensus was to use the relational capability research to adapt this course to an organisational setting. We worked in collaboration with Dr Clare Murray, a relationship therapist, organisational psychologist and leadership coach; and Clive Hyland, a previous CEO, business coach, and organisational trainer, to develop a programme for leaders and managers in the corporate sector.



This new *Relational leaders* programme will be piloted in 2024-25. It will run over two consecutive face-to-face days with coaching-based action learning sessions taking place some weeks after the initial training, and additional meetings with organisational sponsors.

Our research team provided new research into corporate and organisational settings. With support from our associate Jenny Reynolds, we have created a handbook and an 'Action learning journal' to use in the pilot programme. We are developing a marketing and communications strategy targeting the corporate sector to help introduce us to this new market.

Relational leaders equips participants with skills based on three core areas for successful leadership: emotional capability, reflective capability, and collaborative communication. The training is based on building trust and psychological safety within teams, to positively impact performance, productivity, strategic partnerships, and organisational creativity. Evidence shows that when line managers and leaders demonstrate effective relational skills, it improves employee wellbeing and staff retention. The pilot programme acknowledges the recent changes to workplace settings, including the impact of hybrid working and the environmental challenges that organisations face. Dr Clare Murray will deliver the pilots, tailoring the programme for organisations, and providing a personalised approach to suit team or away days.



We envisage a world where everyone has the knowledge and skills to form, maintain, and strengthen relationships with the people in their lives

Other business

Recruitment

To help with our Challenge Fund project and support with ongoing business, we recruited six new roles:

- Project manager
- Content producer
- Communications officer
- Training manager
- UX officer
- Research assistant

Equality, diversity, and inclusion

Following the success of the previous year's pilot, we implemented a blind recruitment process for these roles. Personal information such as name, gender, nationality, and educational institutions are removed from applications to minimise unconscious bias in the hiring process. Panels are encouraged to evaluate applications based on skills and ability to carry out the role.

As part of our recruitment process, we offer to make reasonable adjustments to accommodate candidates with disabilities.

Mental health

OnePlusOne offers various forms of support to its staff, including an employee assistance programme, flexible working arrangements, and the option to reduce working hours for those who wish to do so. Regular discussions are held with all staff members to promote and maintain a healthy work-life balance.

Ties with academic partners

We have maintained our relationships with academic partners, including the Centre for Behavioural Science and Applied Psychology (CeBSAP) on our emotional readiness work and Sheffield Hallam University through participation in their student placement programme.

This year, OnePlusOne has been involved in a number of research funding applications for academic partners. These include being an impact partner for the University of Surrey's ESRC (Economic and Social Research Council) bid investigating nostalgia, a cross-university research group application for University of Surrey and University of Southampton investigating the 'digital good' in relationships, and being included as a stakeholder partner for a potential research project at the University of Cambridge Centre for Child and Family Research.

OnePlusOne's research lead, Dr Shannon Hirst, was also part of the successful bid for the 2026 International Association for Relationship Research (IARR) conference that will be held in Glasgow.

Partnership with Emotional Health Alliance

The Emotional Health Alliance is a collaborative organisation run by the Centre for Emotional Health, focused on improving mental and emotional wellbeing of families. OnePlusOne is proud to be a part of the Emotional Health Alliance. As a collective, the alliance aims to influence policy to create a more emotionally healthy society. There are approximately 47 members from across different areas of support, understanding the importance of good emotional health.

Seasonal Christmas social media campaign: 12 winter warmers

OnePlusOne had the opportunity to create a seasonal campaign in alignment with our pro-social behaviour change work. With the Christmas holidays being a time for relationships, connections, and 'get togethers' for so many, it seemed like the perfect time of year to engage.

Until this point, we had never created a dedicated seasonal, cohesive campaign spanning over a month as part of a series. A Christmas campaign proved to be a great opportunity to promote evidence-based research around behaviour change tips and guidance by linking back to the holiday season.

Our Communications team worked closely with our Research team to ensure all messaging was evidence-based and supported by previous research. This led to the creation of 12 clear, actionable bite-sized behaviour change gestures for people to try out over the Christmas period. These were aimed at improving relationships and communication, hopefully lessening feelings of loneliness, grief, and conflict over the Christmas holidays.

This was an organic campaign, pushed out via social media with our brand awareness in mind and engagement objectives outlined. This campaign was staggered across the month of December, culminating over the holiday period. It was successful in increasing reach, engagement and content interactions, and receiving post shares and user generated content (UGC), particularly on Facebook.

Although this was not the objective, we also saw a 2% increase in social media followers across our channels during this campaign. The campaign increased reach and doubled engagement rates on X (formerly Twitter), something that had become challenging due to the changing nature of the platform.



Looking forward

Aims for 2024-2025

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.
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 and producing not only our own research but also partnering with academics to create impact by sharing their findings with our users.
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.
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.

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.
- Evaluation of the efficacy of our interventions.
- The happiness of the staff team.
- How we are applying the latest research.
- Working with other researchers, and adding to the evidence base.

Financial review

The results for the year are shown in the Statement of Financial Activities on page 32 and the financial position is shown in the Balance Sheet on page 33. In 2023-2024 a surplus of £337k (£153k surplus 2022-2023) 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 2023-24 were £280k and the balance held on instant access with Lloyds Bank Plc was £280k at the year end. Trustees regularly review the reserves policy and continue to maintain this position, at 31 March 2024.

Reserves which may be applied at the discretion of trustees comprised of the general fund, expendable endowment, and funds designated by trustees, in total £753k.

Reserves designated for development and delivery of services and the general fund total £617k, 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 is quickly identified and resolved.

Principal funding sources

The charity's main sources of funding are listed above. There has been a significant change in funding from the Welsh Authorities and whilst continuing as a significant contributor, this is now accessed through direct sales to local authorities rather than via grants which ended in March 2023.

OPO were awarded grant funding via a Challenge Fund from the DWP (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	2023-2024	2022-2023
DWP - Welsh grant	NIL	£110,000
LA training and licence	£776,764	£621,789
DWP Challenge fund grant	£473,424	NIL

Financial position and going concern

At the balance sheet date, OnePlusOne had unrestricted reserves of £753k (£416k 2022-2023) and restricted reserves of £10k (£10k 2022-2023). Cash at bank amounted to £1,174k (£1,051k 2022-2023).

A focus on developing new products for 2024-25 will give us the opportunity to develop and investigate different income streams to support our strategic direction in broadening our reach and customer base beyond working with local authorities. This will primarily be within employee wellbeing, public and commercial sectors. Beyond this year, OnePlusOne's five year strategy focuses on bringing relational capability and leadership skills to different sectors such as health, social care, and commercial organisations, where there is a market.

Delivering the final evaluation for the Challenge Fund Grant in this year will offer new opportunities for OnePlusOne in the divorce and separation market. An election during the year is likely to cause some delayed decision making for central and local government which we will keep a watching brief on and work closely with our current local authority customer base to ensure as much as we can that our workforce training and licensed digital products are a sustainable option.

With a combination of robust cash reserves and strong position forecast for the Reducing Parental Conflict opportunity along with the Challenge Fund grant funded project trustees are of the view that OnePlusOne remains able to meet its liabilities as they fall due in the twelve months ahead.

Risk statement

The trustees consider the risks to the charity on a regular basis, in particular 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 2024	Actions to mitigate
<p>1. DWP are committed to RPC until March 2025 this represents a significant proportion of OPO's income and was agreed under a previous parliament. There is a risk with a new government in place, parliamentary objectives will be reviewed as part of the spending review and the impact of any change could downgrade RPC as a priority in the way it has been to date.</p>	<ul style="list-style-type: none"> ● Central Government have been committed to supporting relationships within the UK since the 1970s, irrespective of which party is leading. OPO remain a member of the Relationship Alliance who are continuing to work to affect policy at this time of change.
<p>2. OPO has experienced rapid expansion especially within staffing numbers in order to facilitate grant awards. This could represent a longer term financial risk financing employees beyond the life of the project.</p>	<ul style="list-style-type: none"> ● OPO will utilise temporary contracts where possible. ● Further development of strategic goals, such as new products to increase longer term revenues beyond the life of the DWP funded project.
<p>3. Failure to deliver the final project evaluations could result in the non payment of remaining grant claims by DWP and impact future sustainability.</p>	<ul style="list-style-type: none"> ● Project manager function in place for the length of the project to oversee all key goals. ● Monthly project board meetings are held to assess any risks to project delivery and how to resolve. ● Weekly maintenance of project risk register to facilitate planning. ● Monthly update meetings with the DWP. ● The existing licensing model is being reviewed to support sustainability considerations.

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 the 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, Lawyer, **Deputy Chair**

Ms Eleanor Alison Boase, Digital management, **Treasurer**

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 (appointed 7 November 2023)

Mr Pravin Somasundram, Deputy CFO Homerton Healthcare NHS Trust (appointed 7 November 2023)

Ms Sarah Healey (resigned 23 May 2023)

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
Unit 4 Vista Place
Coy Pond Business Park
Ingworth Road
Poole
BH12 1JY

Auditors and Accountants

Ward Goodman Audit
Services 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 BFP FCA, 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).

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 or not UK Accounting Standards 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 regularities.

In so far as the trustees are aware:

- there is no relevant audit information of which the charitable company's auditors are unaware; and
- the trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

Auditors

The auditors, Ward Goodman Audit Services 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 **5 November 2024** and signed on the board's behalf by:

Ruth Kennedy and **Eleanor Boase**.



Ruth Kennedy
Chair of Trustees

5 November 2024

Company No 04133340



Eleanor Boase
Treasurer

5 November 2024

Charity No 1087994

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 2024 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement 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 applicable law and United Kingdom Accounting Standards (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 2024 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 themselves. 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.

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 Independent Auditors.

Other matters which we are required to address

The comparative financial statements are unaudited.

Use of our report

This report is made solely to the charitable company's members, 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 members 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 members as a body, for our audit work, for this report, or for the opinions we have formed.

Signed



Dated 7 November 2024

I M Rodd BSc FCA FCCA (Senior Statutory Auditor)

for and on behalf of

Ward Goodman Audit Services 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 2024

	Note	Unrestricted funds	Restricted funds	Endowment fund	2024 Total	2023 Total
		£	£	£	£	£
Income and endowments from						
Donations and legacies	3	7,623	-	-	7,263	8,722
Charitable activities	5					
Project initiatives		776,764	473,424	-	1,250,188	731,789
Investment income	4	23,819	66	-	23,885	3,499
Other income		16,800	-	-	16,800	-
Total income		825,006	473,490	-	1,298,496	744,010
Expenditure on						
Raising funds	6	1,286	-	-	1,286	5,835
Charitable activities	7					
Core support costs		71,166	-	-	71,166	79,050
Project initiatives		385,198	473,703	-	858,901	485,459
Core governance costs		10,679	-	-	10,679	14,030
Business Development		19,369	-	-	19,369	6,203
Total		487,698	473,703	-	961,401	590,577
Net income/(expenditure)		337,308	(213)	-	337,095	153,433
Reconciliation of funds						
Transfer funds brought forward		279,663	9,871	136,239	425,773	272,340
Total funds carried forward		616,971	9,658	136,239	762,868	425,773

Balance sheet as at 31 March 2024

	Note	Unrestricted funds	Restricted funds	Endowment fund	2024 Total	2023 Total
		£	£	£	£	£
Fixed assets						
Tangible assets	14	228	-	-	228	499
Current assets						
Debtors	15	223,346	-	-	223,346	105,853
Cash at bank	16	1,027,616	9,658	136,239	1,173,513	1,051,446
		1,250,962	9,658	136,239	1,396,859	1,157,299
Creditors						
Amounts falling due within one year	17	(634,219)	-	-	(634,219)	(732,025)
Net current assets		616,743	9,658	136,239	762,640	425,274
Total assets less current liabilities		616,971	9,658	136,239	762,868	425,773
Net assets		616,971	9,658	136,239	762,868	425,773
Funds	18					
Unrestricted funds					616,971	279,663
Restricted funds					9,658	9,871
Endowment funds					136,239	136,239
Total funds					762,868	425,773

The financial statements were approved by the Board of Trustees and authorised for issue on 5th November 2024 and were signed on its behalf by



Ruth Kennedy
Chair of Trustees

5th November 2024

Company No 04133340



Eleanor Boase
Treasurer

5th November 2024

Charity No 1087994

Cash flow statement for the year ended 31 March 2024

	Note	2024 £	2023 £
Cash flows from operating activities			
Cash generated from operations	1	98,182	503,134
Net cash provided by operating activities		98,182	503,134
Cash flows from investing activities			
Interest received		23,885	3,499
Net cash provided by investing activities		23,885	3,499
Change in cash and cash equivalents in the reporting period		122,067	506,633
Cash and cash equivalents at the beginning of the reporting period		1,051,446	544,813
Cash and cash equivalents at the end of the reporting period		1,173,513	1,051,446

Notes to the Cash Flow Statement

1. Reconciliation of net income to net cash flow from operating activities

	2024 £	2023 £
Net income for the reporting period (as per the Statement of Financial Activities)	337,095	153,433
Adjustments for:		
Depreciation charges	271	1,373
Interest received	(23,885)	(3,499)
(Increase)/decrease in debtors	(117,493)	87,693
(Decrease)/increase in creditors	(97,806)	264,134
Net cash provided by operations	98,182	503,134

2. Analysis of changes in net funds

	As at 1.4.2023 £	Cash flow £	As at 1.4.2024 £
Net cash			
Cash at bank	1,051,446	122,067	1,173,513
Total	1,051,446	122,067	1,173,513

Notes to the financial statements for the year ended 31 March 2024

1) Legal status

One Plus One Marriage and Partnership Research is a company limited company number 4133340 with the working name One Plus One and is also a registered Charity No. 1087994.

The registered office is c/o MHA MacIntyre Hudson, 6th Floor, 2 London Wall Place, London, EC2Y 5AU

2) Accounting policies

a) Basis of preparing the financial statements

The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) '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)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

b) 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.

c) 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.

d) Voluntary income

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.

e) Grants

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.

f) Sales of license packages

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.

g) Resources expended

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources

Any irrecoverable VAT associated with that expenditure appears as a separate line in the accounts. Resources expended are allocated to the particular activity where the cost relates directly to that activity.

h) Expenditure

Support costs, consisting of staff costs and other overheads are allocated between activities on the basis of staff time or a base appropriate to the specific support cost. Governance costs include the management of the charity's assets, organisational management and compliance with constitutional and statutory requirements.

i) Debtors

Trade and other debtors are recognised at the settlement date due less and trade discounts offered. Prepayments are valued at the amount pre-paid net of any trade discounts due."

j) **Tangible Fixed Assets**

Depreciation is provided at rates calculated to write down the cost of each asset over its expected useful life. The depreciation rates in use are as follows:

- i. Office equipment 3 years straight line
- ii. Intangible assets 3 years straight line

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.

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.

k) **Taxation**

The charity is exempt from corporation tax on its charitable activities

l) **Fund Accounting**

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.

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.

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.

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.

m) **Creditors**

Creditors and provisions are recognised where the charity has a present obligation as a result of a past event that will probably result in the transfer of funds to a third party and the settlement obligation can be reliably measured or estimated. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due. It is the charity's aim to pay creditors within agreed terms where there is no dispute over liability.

n) **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.

o) **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) Donations and legacies

Donations

2024 £	2023 £
7,623	8,722

4) Investment income

Deposit account interest

2024 £	2023 £
23,885	3,499

5) Income from charitable activities

RPC Product Licensing

Sales of training and resource

Sales of consultancy

Grants

Activity

Project initiatives

Project initiatives

Project initiatives

Project initiatives

2024 £	2023 £
308,821	193,341
327,825	329,038
140,118	99,410
473,424	110,000
1,250,188	731,789

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

Parents in Wales - Grant

Challenge Fund

2024 £	2023 £
-	110,000
473,424	-
473,424	110,000

6) Raising funds**Raising donations and legacies**

Staff costs

2024 £	2023 £
1,286	5,835

7) Charitable activities costs

Core support costs

Project initiatives

Core governance costs

Direct costs £	Support costs (see note 8) £	Totals £
-	71,166	71,166
857,605	1,296	858,901
-	10,679	10,679
857,605	83,141	940,746

8) Support costs

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

9) Net income/(expenditure)

Net income/(expenditure) is stated after charging/(crediting):

	2024 £	2023 £
Depreciation - owned assets	271	1,372
Auditors remuneration - audit services	10,250	-
Auditors remuneration - non-audit services	1,250	-
Independent examiner - examination fee	-	2,975
Independent examiner - tax advisory	-	350

10) Trustees remuneration and benefits

There were no trustees' remuneration or other benefits for the year ended 31 March 2024 nor for the year ended 31 March 2023.

Trustees expenses

There were no trustees' expenses paid for the year ended 31 March 2024 nor for the year ended 31 March 2023.

11) Staff costs

	2024	2023
	£	£
Wages and salaries	590,970	401,409
Social security costs	50,917	37,169
Other pension costs	33,175	22,613
	675,062	461,191

Key management remuneration totalled £122,370 (2023: £115,465). The key management team comprises of the CEO and Head of finance.

The full time equivalent employee numbers are 14 (2023: 9).

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

	2024	2023
Headcount	19	12

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	2024	2023
£60,001 - £70,000	-	1
£70,001 - £80,000	1	-
	1	1

12) Comparatives for the statement of financial activities

	Unrestricted funds £	Restricted funds £	Endowment fund £	Total funds £
INCOME AND ENDOWMENTS FROM				
Donations and legacies	8,722	-	-	8,722
Charitable activities				
Project initiatives	621,789	110,000	-	731,789
Investment income	3,499	-	-	3,499
Total	634,010	110,000	-	744,010
EXPENDITURE ON				
Raising funds	5,835	-	-	5,835
Charitable activities				
Core support costs	79,050	-	-	79,050
Project initiatives	373,997	111,462	-	485,459
Core governance costs	14,030	-	-	14,030
Business Development	6,203	-	-	6,203
Total	479,115	111,462	-	590,577
NET INCOME/(EXPENDITURE)	154,895	(1,462)	-	153,433
Transfers between funds	(43)	43	-	-
Net movement in funds	154,852	(1,419)	-	153,433
RECONCILIATION OF FUNDS				
Total funds brought forward	124,811	11,290	136,239	272,340
TOTAL FUNDS CARRIED FORWARD	279,663	9,871	136,239	425,773

13) Intangible fixed assets

	Computer software £
Cost	
At 1 April 2023 and 31 March 2024	125,000
Amortisation	
At 1 April 2023 and 31 March 2024	125,000
Net Book Value	
At 31 March 2024	-
At 31 March 2023	-

14) Tangible fixed assets

	Fixtures & fittings £	Computer equipment £	Totals £
Cost			
At 1 April 2023	15,003	20,262	35,265
Disposals	-	(16,144)	(16,144)
At 31 March 2024	15,003	4,118	19,121
Depreciation			
At 1 April 2023	15,003	19,763	34,766
Charge for year	-	271	271
Eliminated on disposal	-	(16,144)	(16,144)
At 31 March 2024	15,003	3,890	18,893
Net Book Value			
At 31 March 2024	-	228	228
At 31 March 2023	-	499	499

15) Debtors: amounts falling due within one year

	2024 £	2023 £
Trade debtors	81,852	100,986
Prepayments and accrued income	141,494	4,867
	223,346	105,853

16) Cash at bank

	2024 £	2023 £
Cash on deposit	893,293	856,555
Cash at bank and in hand	280,220	194,891
	1,173,513	1,051,446

17) Creditors: amounts falling due within one year

	2024	2023
	£	£
Trade creditors	4,317	3,682
VAT	46,434	88,278
Other creditors	-	5,400
Accruals and deferred income	583,468	634,665
	634,219	732,025

18) Movement in funds

	At 1.4.2023	Net movement	Transfers	At 31.3.2024
	£	in funds	between funds	£
		£	£	
Unrestricted funds				
General fund	-	(57,506)	57,506	-
Development and delivery of service	279,663	(272)	337,580	616,971
Click digital platform	-	(15,940)	15,940	-
Sales of training and resources	-	143,368	(143,368)	-
RPC product licensing	-	120,505	(120,505)	-
Sales of consultancy	-	83,563	(83,563)	-
Product licensing - Wales	-	63,590	(63,590)	-
	279,663	337,308	-	616,971
Restricted funds				
Edith Dominian Memorial Fund	2,712	(213)	-	2,499
Appeal fund (digital platform)	7,159	-	-	7,159
	9,871	(213)	-	9,658
Endowment funds				
Expendable Endowment	136,239	-	-	136,239
TOTAL FUNDS	425,773	337,095	-	762,868

18) Movement in funds *contd*

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	48,050	(105,556)	(57,506)
Development and delivery of service	-	(272)	(272)
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
	825,006	(487,698)	337,308
Restricted funds			
Edith Dominican Memorial Fund	67	(280)	(213)
Challenge Fund 3 - Digital Project	473,423	(473,423)	-
	473,490	(473,703)	(213)
TOTAL FUNDS	1,298,496	(961,401)	337,095

Comparatives for movement in funds

	At 1.4.2022 £	Net movement in funds £	Transfers between funds £	At 31.3.2023 £
Unrestricted funds				
General fund	-	(92,897)	92,897	-
Development and delivery of service	124,811	-	154,852	279,663
Cafcass	-	(4,225)	4,225	-
Click digital platform	-	(16,925)	16,925	-
Family hubs	-	(200)	200	-
Sales of training and resources	-	219,452	(219,452)	-
RPC product licensing	-	(49,720)	49,720	-
Sales of consultancy	-	99,410	(99,410)	-
	124,811	154,895	(43)	279,663
Restricted funds				
Edith Dominican Memorial Fund	2,712	-	-	2,712
Appeal fund (digital platform)	7,159	-	-	7,159
Wales evaluation	1,419	(1,448)	29	-
Product licensing - Wales	-	(14)	14	-
	11,290	(1,462)	43	9,871

18) Movement in funds *contd*

	At 1.4.2022 £	Net movement in funds £	Transfers between funds £	At 31.3.2023 £
Endowment funds				
Expendable Endowment	136,239	-	-	136,239
TOTAL FUNDS	272,340	153,433	-	425,773

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	12,221	(105,118)	(92,897)
Cafcass	-	(4,225)	(4,225)
Click digital platform	-	(16,925)	(16,925)
Family hubs	-	(200)	(200)
Sales of training and resources	329,038	(109,586)	219,452
RPC product licensing	193,341	(243,061)	(49,720)
Sales of consultancy	99,410	-	99,410
	634,010	(479,115)	154,895
Restricted funds			
Wales evaluation	-	(1,448)	(1,448)
Product licensing - Wales	110,000	(110,014)	(14)
	110,000	(111,462)	(1,462)
TOTAL FUNDS	744,010	(590,577)	153,433

A current year 12 months and prior year 12 months combined position is as follows:

	At 1.4.2022 £	Net movement in funds £	Transfers between funds £	At 31.3.2024 £
Unrestricted funds				
General fund	-	(150,403)	150,403	-
Development and delivery of service	124,811	(272)	492,432	616,971
Cafcass	-	(4,225)	4,225	-
Click digital platform	-	(32,865)	32,865	-
Family hubs	-	(200)	200	-
Sales of training and resources	-	362,820	(362,820)	-
RPC product licensing	-	70,785	(70,785)	-
Sales of consultancy	-	182,973	(182,973)	-
Product licensing - Wales	-	63,590	(63,590)	-
	124,811	492,203	(43)	616,971

18) Movement in funds *contd*

	At 1.4.2022 £	Net movement in funds £	Transfers between funds £	At 31.3.2024 £
Restricted funds				
Edith Dominican Memorial Fund	2,712	(213)	-	2,499
Appeal fund (digital platform)	7,159	-	-	7,159
Wales evaluation	1,419	(1,448)	29	-
Product licensing - Wales	-	(14)	14	-
	11,290	(1,675)	43	9,658
Endowment funds				
Expendable Endowment	136,239	-	-	136,239
TOTAL FUNDS	272,340	490,528	-	762,868

A current year 12 months and prior year 12 months combined net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	60,271	(210,674)	(150,403)
Development and delivery of service	-	(272)	(272)
Cafcass	-	(4,225)	(4,225)
Click digital platform	192	(33,057)	(32,865)
Family hubs	-	(200)	(200)
Sales of training and resources	616,989	(254,169)	362,820
RPC product licensing	433,906	(363,121)	70,785
Sales of consultancy	209,928	(26,955)	182,973
Product licensing - Wales	137,730	(74,140)	63,590
	1,459,016	(966,813)	492,203
Restricted funds			
Edith Dominican Memorial Fund	67	(280)	(213)
Wales evaluation	-	(1,448)	(1,448)
Product licensing - Wales	110,000	(110,014)	(14)
Challenge Fund 3 - Digital Project	473,423	(473,423)	-
	583,490	(585,165)	(1,675)
TOTAL FUNDS	2,042,506	(1,551,978)	490,528

18) Movement in funds *contd*

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. At the balance sheet date these were as shown below.

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.

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.

Product licenses - Wales - In the year 2022 to 2023 the Welsh Government issued and paid a grant so Welsh Local Authorities were able to utilise a years license of OPO digital products. The comparative data recognises the proportion of funding spent by the close of 2023.

Wales - Evaluation - The Welsh government commissioned an assessment of the impact of the three digital interventions on relationship quality outcomes specific to each digital resource.

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 between 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) Related party disclosures

There were no related party transactions for the year ended 31 March 2024.



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ONE PLUS ONE MARRIAGE AND PARTNERSHIP RESEARCH

England & Wales - Charity number 1087994

Accounts



2022-23

ANNUAL REPORT

Incorporating the report and financial statements
for the period ended 31 March 2023

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Verity Glasgow
CEO, OnePlusOne

Foreword

Supporting parents and families in challenging times

This has been a year of listening to the practitioners and parents we support and improving our approach to reaching them and meeting their needs. We are delighted that there has been a surge of interest in early intervention relationship support over the last two years, particularly as the need has not reduced.

Early intervention is notoriously challenging. We know that couples are not seeking relationship counselling until three to six years after identifying they are struggling. The average marriage lasts 12 years, making it very likely that if there are children, they will still be living at home when the marriage ends. In 2013, the last time data was collected on this, more than 55,000 children experienced their parents' divorce.

Since then, the context has become even more challenging for families: living through a pandemic, and facing a cost of living crisis. The protective factor of the relationship is even more vital, but we know many families are casualties of the additional stressors being felt in homes across the country. The impact is huge.

This is why our work is so important – getting to people early to give them the skills and knowledge that can change their relationships and, in turn, improve their own and their children's mental health and wellbeing. Key to any early intervention is building the capacity of individuals, families, and communities, as well as normalising talking about relationships when they are not going well and seeking help.

Prioritising our connections with practitioners across England and Wales with a focus on embedding our training and resources has been of primary importance this year. Our monthly Lunch & Learn sessions have been a great way to engage with hundreds of practitioners informally to share knowledge, while our quarterly learning sets have provided practitioners with the opportunity to identify barriers and challenges they are facing and discuss them with our research team.

As well as these touchpoints throughout the year with local authorities licensing our interventions, we have trained over 1,500 practitioners and reached over 2,000 parents across England and Wales. However, we recognise that to achieve our vision of **relational capability for all**, our reach needs to be broader and the culture around

relationship help-seeking has to change. This change starts with us all, creating a more open, supportive environment for people to be able to talk about the difficult times as well as the good times: in the workplace, at the school gates, on social media and in our daily interactions with friends and family members. We can all learn to spot the signs that someone is having difficulty in their relationship and offer support.

Addressing this culture change is something we will be working towards in 2023. We have begun discussions with employers around developing training for managers to improve the workplace culture of talking about relationships, and we look forward to contributing to this more significantly in the year ahead.

This is a huge challenge, but it's one we are well equipped to address. With the foundations the charity is built on I feel sure that we can develop creative, innovative ways to continue to bring relationship science to life and turn it into something relatable and engaging. With the extraordinary experts that make up our team here at OnePlusOne, I know we can tackle it.



Verity Glasgow
CEO



Ruth Kennedy
Chair, OnePlusOne

Foreword

I was reminded recently of the English novelist EM Forster's words in *Howard's End* (written in 1910): "Personal relations are the important thing for ever and ever, and not this outer life of telegrams and anger." Swap telegrams for Snapchat or Facebook, and he could have been speaking to us today! The world continues to be a challenging and unsettling place to live, and it remains clear that our ability to find, nurture and retain relational connectedness to one another is perhaps THE life skill that we all need.

I'm so pleased that One Plus One continues to bring hope and possibility, despite the continuing context of significant social, economic and political challenge. The progress that we have made this

year, cementing relationships with local authorities across England and Wales and deepening conversation with practitioners working with families across these nations is really pleasing. With an ever-strengthening financial foundation, we have started to invest again, and it is exciting to share with the world our intentions in 2023-24 to create new insights, new products and reach new markets.

As a board I believe we have matured this year, and I am really grateful to have trustee colleagues so willing to offer not only their insights, challenge and expertise but their time too: we want to remain a sleeves-rolled-up board. Seeing the faces and stories of some of One Plus One's staff in the pages of this Annual Report is brilliant! As trustees we salute you all, and thank you (and your pets) for your unwavering commitment, energy and good cheer. We don't take it for granted.

A handwritten signature in blue ink that reads "R Kennedy". The signature is fluid and cursive.

Ruth Kennedy
Chair



over

4,700

practitioners have received OnePlusOne training in how to use our digital interventions

About us

OnePlusOne is a leading research and innovation charity with over fifty years' experience in relationship science. We create evidence-based resources to help people learn relationship skills that will serve them throughout their lives.

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

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

For more information, see our websites
OnePlusOne.org.uk and **ClickRelationships.org**

How we work

We strengthen couple and family relationships by:

- Providing innovative digital services and tools to support couples and co-parents.
- Training frontline practitioners and volunteers to help families with relationship issues.
- Promoting a culture that recognises the benefits of family and relationship support at all stages of life.
- Building expert knowledge of how relationships are evolving, to inform and improve family policies and services.

Our mission and objectives

Relational capability for all

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.

Our objectives for the public benefit are:

- 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 people involved in committed relationships and their dependents.
- To prevent and relieve poverty, hardship, and distress caused by difficulties in or the breakdown of committed relationships for people involved in such relationships and their dependents.
- To further such other exclusively charitable purposes according to the law of England and Wales that the trustees in their absolute discretion from time to time determine that may assist those people who are in or who have been in committed relationships and their dependents.

Where 'committed relationship' means marriage, civil partnerships, or an enduring family relationship whether recognised in law or otherwise, and whether or not the relationship is conducted in the same household.

The team

We are a small, agile organisation with a unique range of expertise. Every member of the 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
- Johnny Burke, Content designer
- Jen Cameron, Finance manager
- Claire Cooper, Practice development lead (started September 2022)
- Ben Coulson, UX manager
- Charmari Downing, Practice development lead (started September 2022)
- Tabitha Frangoullides, Communications manager
- Dr Shannon Hirst, Senior research lead
- Jolanta Kaczmarek, Partnerships manager (left September 2022)
- Sara Light, Operations manager
- Jimi Odell, Content manager
- Chantal Savignon, Organisational operations and support manager
- Gemma Slade, Customer service administrator (started March 2023)
- Claire Trainor-Gray, Customer relationship manager (started January 2023)
- Alexandra Tzvetkova, Research and training assistant (started August 2022)

Associates and trainers

- Michelle Hayes, Trainer
- Emma Joyce, Accounts
- Jan Mitcheson, Practice and innovation associate
- Caroline Morgan, Trainer
- Clare Murray, Trainer
- Jenny Reynolds, Researcher
- Natasha Silverman, Trainer
- Helen Molloy, Research and content associate

Placement students

- Sereena Vaja
- Albertine Wheeler



Jimi Odell
Content manager,
OnePlusOne

“

When I joined OnePlusOne in 2014, I was part of a research team whose skills and knowledge far outweighed my own. It quickly became clear that I would be more valuable on the content side of things and, thankfully, senior colleagues supported me to make this move. I am now part of a five-person content team.

At OnePlusOne we assess the available evidence, make decisions based on what is most likely to work, and evaluate the results so we can make improvements. My story shows how this willingness to test, learn, and evolve is reflected not just in the resources we produce but in our working culture.

It has been a pleasure to see the organisation grow in recent months and I look forward to working with our new team members.



335

subscribers to
the OnePlusOne
newsletter

421

subscribers to our local
authority newsletters
(England and Wales)



Report of the Trustees

OnePlusOne Marriage and Partnership Research – for the year ending 31 March 2023.

The Trustees are pleased to represent their annual directors' report together with the consolidated financial statements of the charity for the year ending 31 March 2023 which are also prepared to meet the requirements for a directors' report and accounts for Companies Act purposes.

The financial statements comply with the Charities Act 2011, the Companies Act 2006, The Memorandum and Articles of Association, and 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 (FRS102) (effective 1 January 2019).

Public benefit

All our charitable activities focus on providing a broad range of early interventions in support of relationships and 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.

In preparing this report, the Trustees have taken advantage of the small companies exemptions provided by section 415A of the Companies Act 2006.



Gemma Slade
Customer service
administrator,
OnePlusOne

“

When I joined the team I learned very quickly that everyone is so skilled and knowledgeable in their area, and very quick to help and support others. I could tell I was going to love it, and I wasn't wrong.

Working for a charity that makes a big difference to people's lives is very special and I am grateful to be a part of it. We all get the chance to get involved in discussions and decision making. It is an exciting time for the organisation with many new projects, and I look forward to playing my part in helping to achieve our strategy in the coming years.



Aims and achievements 2022-23

SUPPORTING PRACTITIONERS TO EMBED OUR RESOURCES INTO PRACTICE

Learning materials for practitioners

As a result of feedback from practitioners, this year we have added supplementary resources to our online practitioner guide, including ideas on how to engage parents with digital resources, and techniques for supporting parents through specific parts of the interventions. We also added useful insights on group work and addressing concerns around domestic abuse. This new guidance is available to all license holders who have been trained in delivering the resources.

A number of other resources requested by practitioners have been added to the online practitioner guide. These include:

- An interactive PDF with reminders of where to find the digital resources.
- Downloadable versions of our evaluation surveys.
- Completion certificates for parents.
- Expanded promotional material in English and Welsh, with QR codes leading directly to the parent resource.

Translating our material

Many families in the UK do not use English or Welsh as a first language and we want to ensure our resources are accessible for these families too. We have begun translating our *Getting on Better* cards and the *Getting it right for children* skills cards into additional languages. To date these are available in Polish, Tamil, Somali, Arabic, Gujarati, Punjabi, Urdu, Hindi, Simplified Chinese and Italian. We are building translation into future projects and are pleased to have taken our first steps towards language inclusivity this year.

Lunch & Learns

We launched our Lunch & Learn events in December 2022. Exclusively for practitioners working in areas which have licenced our *Reducing parental conflict* package, these informal online events aim to help practitioners to get the most from their OnePlusOne interventions and resources to support families. They offer a forum to share ideas and ask questions, often featuring a guest speaker from a local authority sharing their own ideas of what works well when using the interventions with parents.

Our first Lunch & Learn event was attended by over 400 practitioners. Monthly sessions since then have ranged between 75-150 attendees.

“

Very informative and great to hear the success (others) are having. Really useful, thank you.
Lunch & Learn participant

Delivering training

This year we trained more than 1,500 practitioners in our digital interventions across 54 local authorities in England and two government-funded cohorts in Wales. OnePlusOne trainers delivered to 116 local authority groups, as well as 13 Train the Trainer sessions. Train the Trainer enables in-house local authority trainers to cascade training across local services, more effectively embedding the interventions into their Reducing Parental Conflict (RPC) pathways. We ran four Refresher sessions for our standard training and Train the Trainer, as well as three tailored consultancy sessions for local authority-based RPC co-ordinators and their relationship champions across multi-agency teams.



“

A useful tool that I can access easily and support with parents to make change, I have really enjoyed this course and like that it's a tool you can pick up and run with. Already scheduled my first session with a parent. Practitioner from Dorset CC after completing OnePlusOne's training

over

3,000

parents have signed up to use our interventions

REIGNITING RESEARCH INTO PRACTICE

Learning sets with practitioners

As part of our commitment to applying research into practice we have continued our quarterly learning sets with practitioners from England and Wales. During these sessions two members of the research team speak with practitioners from a mix of local authorities to discuss their strategy for rolling out the OnePlusOne digital package and wider Reducing Parental Conflict (RPC) agenda. This is an opportunity for practitioners to learn from each other, discuss challenges they have had and share the strategic RPC priorities in their local authority. It also provides an opportunity for us to gather evidence about what works in our digital interventions and practitioner training, and to share our knowledge with local authorities around best practice. As well as building on the evidence base about the impact of our interventions on parents' outcomes, we are also gathering evidence on best practice for delivering the interventions within a local authority setting.

Relational capability

This year we began redeveloping our training offer for relational capability, collaborating with an experienced practitioner seconded to our practice development team. We have reviewed the original training delivered in 2015 and our past theoretical work on relational capability. We are hoping to develop training that will link systemic practice with the day-to-day interactions that practitioners have with service users. Our research team have updated the evidence base, and have run development days with the practice development team to produce a framework for delivering training. We have also begun to expand on previous work on a psychometric assessment of relational capability.

Supporting the next generation of researchers

This year we had three psychology students join us on placements, with one of those continuing as part of our associate programme and another signing up to return through a sandwich placement scheme. By working with students we hope to share our knowledge with the next generation of researchers and bring new methods and approaches into the team. We are members of the Sheffield Hallam University student placement scheme, where second year psychology and sociology students spend eight weeks on a placement with an organisation to develop their professional and practice skills. We are also members of Sheffield Hallam University's sandwich placement scheme where students take a year out before their third year to embed themselves in their preferred career.

Working with local authorities

We have continued to engage with practitioners in local authorities, supporting them with the rollout of our digital package. Our senior research lead was invited to speak at two conferences held by local authorities relaunching their RPC agenda. This was an opportunity to collaborate with these authorities and to share the evidence base behind RPC interventions, including previous evaluations and our learnings from the last two years of monitoring and evaluation of the digital package in practice. We have continued to speak with strategic leads at local authorities monthly, offering support in the approaches they take delivering the digital interventions.

86

local authorities
are currently using
OnePlusOne's RPC
digital interventions



Sereena Vaja
Placement student,
OnePlusOne



I wanted to work for OnePlusOne as they advocate a friendly approach to business. With the charity being psychology-based, I appreciated their value of maintaining a work-life balance and caring for their employees' wellbeing.

As a placement student, I felt OnePlusOne trusted and supported my ideas: for example, publishing an article I had written on Click. I found OnePlusOne's attention to keeping the work environment social and friendly, even when working remotely, refreshing, and suited my work style. All the members of OnePlusOne team were unbelievably welcoming and gave me guidance when writing a new piece or conducting research, helping me to learn and flourish. It has been an honour to work with the charity and I feel very lucky to have found morals and values that suit me to be so well reflected at OnePlusOne.



REVIEWING AND REFRESHING OUR RESOURCES

Optimising our debt support

We identified that our *Debt and relationships* series was not being used to its full potential. Originally hosted on Click, this is a series of animated clips in which real people tell true stories of how debt affected their relationships. The package includes advice on how to talk to a partner about debt, addressing a common theme of secrecy.

Many local authorities using our *Reducing parental conflict* package told us that debt and money worries were a major concern for the parents they work with, exacerbated by the ongoing cost of living crisis. In response, we added *Debt and relationships* to the digital package, making it more readily accessible to families across the country. We also provided social media assets, as well as flyers in English and Welsh, for local authorities to promote the debt resource.

Developing our corporate offer

In 2015 we developed a resource for employers: *Brief Encounters@ Skills Training (B.E.S.T.)*. This training is now being reviewed and rewritten to make it relevant to the current corporate climate. Using our existing research on relationships, including how family life and relationship distress can impact work stress, teamwork and organisational performance, we hope to relaunch a new resource, developed specifically for corporate clients.

Feedback from local authorities

We engaged with feedback from practitioners, RPC leads, and our subject matter experts and made more than 100 amendments to our resources and services to enhance quality, delivery, and accessibility. We created support cards to accompany *Getting it right for children*, and acted responsively to requests for *Getting on Better* and *Getting it right for children* cards in additional languages. We also updated our illustrations to represent a wider range of families, with a particular focus on LGBTQ+ parents.

Reviewing Click in partnership with University of the West of England

We partnered with the UWE Community Action and Knowledge Exchange (CAKE) scheme, which offers organisations consultancy in exchange for hosting a final year undergraduate student project team. We were one of eight projects chosen for the scheme and assigned a dedicated student team for six months. The team included three software developers and two business planning specialists. The software developers investigated the backend and performance side of Click, and the business planning students carried out market research and devised a social media strategy.

The students were incredibly knowledgeable and provided great insight into the challenges with the site. This scheme is run annually, and we have been invited to apply again this year. We are confident that using consultancy provided by the CAKE scheme, we can develop and improve Click to provide the best possible experience for its users.

STRATEGIC PARTNERSHIPS

The Parents Promise

The Parents Promise is an initiative designed to encourage parents to make a positive commitment to putting their children first should they break up in future. It is supported by several companies and charities including OnePlusOne. For the parliamentary launch in February 2023, we contributed to an information pack for employers supporting parents going through a separation.

Podcasts and webinars

We were invited to contribute to several podcasts and webinars by partners and collaborators this year:

- **First 1001 Days** – *The Transition to Parenthood*. We joined the First 1001 Days team to talk about the challenges relationships face when a baby arrives, and shared advice about how parents can cope with stress together.
- **The Happiness Index** – *The Last Workplace Taboo? Personal Relationship Stress*. We talked about the impact of relationships on productivity at work, and why it's important for employers to support employees going through challenging times in their personal relationships.
- **Right Up My Podcast** – *Argue Better*. We shared our tips on how to argue better and manage conflict constructively.

Academic partnerships

We continued to strengthen our partnerships with universities this year. We collaborated with the Sheffield Hallam University Centre for Behavioural Science and Applied Psychology (CeBSAP) on emotional readiness work. Our senior research lead was invited to be part of funded research projects with two University academic partnerships: University of Surrey and University of Southampton's research into digital behaviour in romantic relationships, and Manchester Metropolitan University and University of West of England's study on living together apart. Our senior research lead was also invited to be on the advisory board of a Leverhulme research project with Manchester Metropolitan University.

Equality, diversity, and inclusion

Our aim at OnePlusOne is to create a culture of fairness, respect, and inclusion where individual differences and the contributions of all employees are recognised and valued. We are fully committed to treating everyone fairly. Our staff are all equal and everyone is given equal opportunities to thrive at work. We value the differences everyone brings, and we believe they make us a better team.

We recognise that we still have work to do to ensure all groups in society are fairly represented at OnePlusOne. To help address this, we piloted a blind recruitment process in 2022. It proved successful and we will carry this out in future recruitment campaigns. We also improved our flexible working offer – parents were able to reduce their working hours in the summer and we introduced the nine-day fortnight flexible option for full-time staff.



Our team

Our dedicated team is at the heart of the work we do. Over the years, we have seen a number of changes to our staff and our working approach. We started in a permanent London office, then moved to remote working a full 18 months before the pandemic forced others to follow suit. This move has given us greater flexibility in the way we work, and allowed us to recruit the best people across the country stretching from the west of Cornwall to the north of Scotland.

One thing that has remained constant through all this change is the drive to support people with evidence-based resources. There have been times when the future of OnePlusOne looked uncertain, but we have persevered, even when our team shrank to only 10 people. We are delighted to be welcoming so many new members to our team as they join us for the next phase of our evolution.



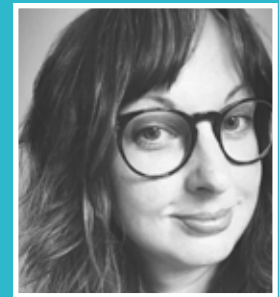
Charmari



Claire TG



Johnny (with Manon)



Gemma



Jen (with Maggie)



Jimi



Shannon and Alex (with Ruby)



Ben



Verity



Sara



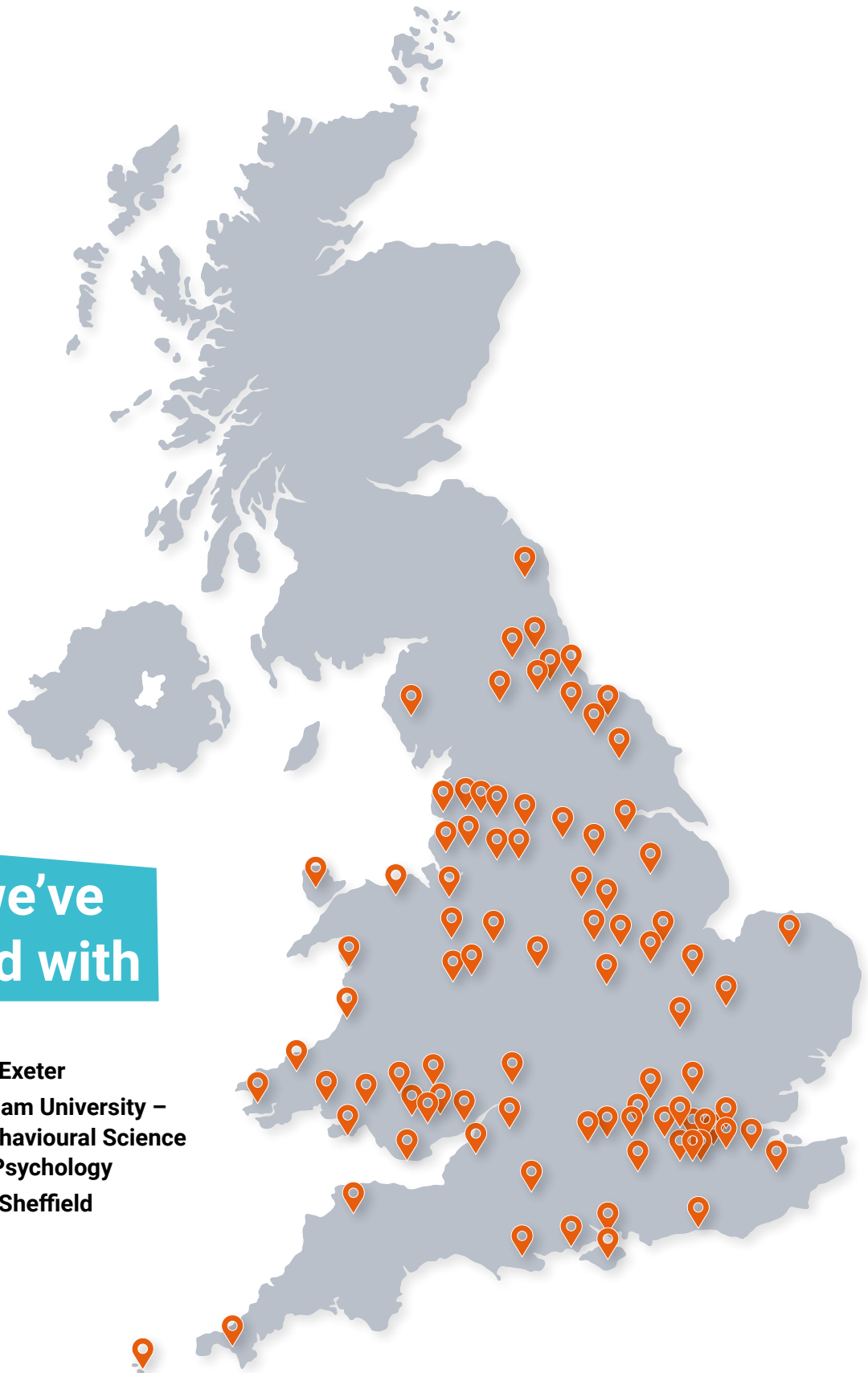
Chantal



Tabitha



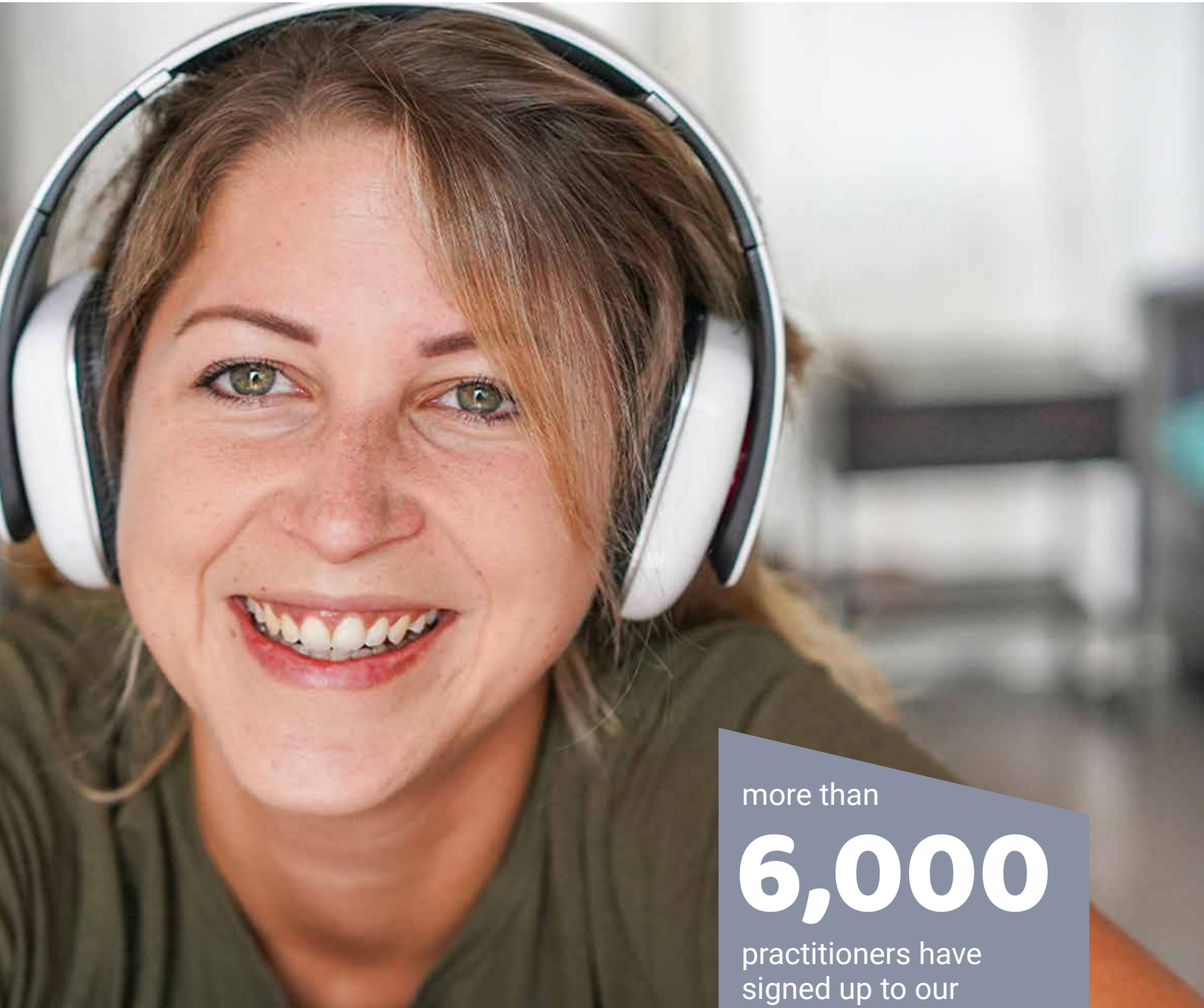
Blossom (Tabitha's cat)



Who we've worked with

- University of Exeter
- Sheffield Hallam University – Centre for Behavioural Science and Applied Psychology
- University of Sheffield

📍 English and Welsh local authorities



more than

6,000

practitioners have signed up to our practitioner guide to access the range of resources which accompany our digital interventions

Looking forward: Aims for 2023-24

Aim 1

Improve service delivery platform and experience

This year marks the third year of delivering our evidence-based interventions under a license model. Last year we focused on reviewing the content of our interventions. While this is still a priority, our aim this year is to review our delivery platform, improve our customer experience, and make this a sustainable long-term option for our customers. We will identify priorities across customer service, user experience, and research to ensure we can elevate our offer to the next level in terms of experience for practitioners and parents, as well as improve data collection to share learning and add to the evidence base.

Aim 2

Build on research, investment, and experience

Targeting separating parents is one of our strategic priorities for 2023-24. OnePlusOne has decades of experience in this area, from our early work in *My mum and dad argue a lot*, to launching *Getting it right for children* in 2013, and the development of our emotional readiness measure (EARDA) in 2018. We will work with a strategic partner in mediation to bring together a support service for separating parents. This will further develop the interventions, add to the evidence base, and allow us to test our previous work. We will review options for funding sources to achieve this, and where funding is not readily available, set out a phased plan to achieve our aims.

Aim 3

Develop new relational capability training

OnePlusOne has a long history of providing high quality evidence-based training shown to improve the knowledge and skills of practitioners. This year alone we have trained 1,500 frontline practitioners, including family support workers, social workers, and education and prison staff. Following a thorough review of our interventions and the needs of practitioners, this year we will develop relational capability training to equip practitioners with relational skills that strengthen their relationships with the families they support. We will take the training from an original concept to a psychological framework, through to a full training intervention for practitioners which we will evaluate.

Aim 4

Reach out to new markets

Our review of resources and products last year allowed us to further explore the learning resource we developed for employers in 2015: *Brief Encounters® Skills Training (B.E.S.T.)*. This built on the *Brief Encounters®* model of training and focused on supporting managers and their conversations with employees. Since then, there has been significant movement in how employees are supported, in the evidence base we draw from, and in the wider context of new workplace norms we are all experiencing. We will invest in reviewing this intervention in line with new evidence and draw on sector expertise to provide support. We aim to develop a pilot training intervention in 2023-24.

Governance, legal and administration

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, 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.

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 the 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, Chair

Ms Katharine Landells, Deputy Chair

Ms Sarah Healey (resigned 23 May 2023)

Ms Josephine Richardson, Treasurer (resigned 13 September 2022)

Ms Emma Ries

Gavin Peter Hartland-Shaw

Simon James Eckstein

Jonathan Richard Marston Slater

Ms Eleanor Alison Boase, Treasurer

PROFESSIONAL ADVISERS

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

Solicitors

EARM Services Limited
Unit 4 Vista Place
Coy Pond Business Park
Ingworth Road
Poole
BH12 1JY

Accountants

Larking Gowen LLP
Prospect House
Rouen Road
Norwich
NR1 1RE

SENIOR MANAGEMENT TEAM

Verity Glasgow, CEO

Jennifer Cameron BFP FCA, Finance Manager

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, finance manager 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 7 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.

FINANCIAL REVIEW

The results for the year are shown in the Statement of Financial Activities on page 32 and the financial position is shown in the Balance Sheet on page 33. In 2022-2023 a surplus of £153k (£10k surplus 2021-2022) was recorded, a continuation of the improvement in profitability. OnePlusOne was profitable for the first time since 2015 in 2022, and 2023 continues to build on this.

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 2022-23 were £183k and the balance held on instant access with Lloyds Bank Plc was £194k at the year end. Trustees regularly review the reserves policy and continue to maintain this position, at 31 March 2023.

Reserves which may be applied at the discretion of trustees comprised of the general fund, expendable endowment, and funds designated by trustees, in total £416k.

Reserves designated for development and delivery of services and the general fund total £280k, 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 is quickly identified and resolved.

PRINCIPAL FUNDING SOURCES

The charity's main sources of funding are listed above. There has been a significant change in funding from the Department for Work and Pensions (England) and whilst continuing as the major contributor, this is now accessed through direct sales to local authorities rather than via grants which ended in December 2020. By contrast the Welsh authorities obtain licensing and training via the use of grant payments and 22 authorities had committed to one-year license agreements and associated training and reporting for 2022-2023 with a total value of £110k.

Source	2022-2023	2021-2022
DWP - Welsh grant	£110,000	NIL
FASD	NIL	£28,790
LA training and licence	£621,789	£433,214
Cafcass	NIL	£10,500

FINANCIAL POSITION AND GOING CONCERN

At the balance sheet date, OnePlusOne had unrestricted reserves of £416k (£261k 2021-2022) and unrestricted reserves of £10k (£11k 2021-2022). Cash at bank amounted to £1,051k (£545k 2021-2022).

A significant change looking forward to 2023-24 is the opportunity expanded into the Scottish authorities in addition to the 22 Welsh authorities and a potential 72 English local authorities to sell workforce training linked to licensed digital products. This renewable income stream initially funded through a DWP grant to each local authority gives OnePlusOne a significantly expanded customer base among key stakeholder practitioners. The longer term horizon detailed in OnePlusOne's five-year strategy document details exploration into the health, fire and policing authorities and then

into commercial organisations who are growing their wellbeing resources in response to employee demand. The forecast position for sales of *Reducing parental conflict* packages is:

Reducing Parental Conflict	2023-24	2024-25	2025-26	2026+
Forecast income				
Receipts received in advance	£450,922	£142,430	£28,916	£5,000
Renewals	£431,040	£300,000		
New business	£202,840			
Net Income	£1,084,802	£442,430	£28,916	£5,000

With a combination of cash reserves and a strong position forecast for the Reducing Parental Conflict opportunity, trustees are of the view that OnePlusOne remains able to meet its liabilities as they fall due in the twelve months ahead.

RISK STATEMENT

The trustees consider the risks to the charity on a regular basis, in particular 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 2023	Actions to mitigate
1. DWP are committed to RPC until March 2025 at this represents significant proportion of OPO's income. There is a continuing risk that support beyond this date may cease and with this the income generated through provision of licensing and training.	<ul style="list-style-type: none"> Central Government have been committed to supporting relationships within the UK since the 1970s. OPO remain a member of the Relationship Alliance who are continuing to work to affect policy.
2. OPO has experienced rapid expansion especially within staffing numbers in order to facilitate recent grant awards. This could represent a longer term financial risk financing employees beyond the life of the project.	<ul style="list-style-type: none"> OPO will utilise temporary contracts where possible. Further development of strategic goals, such as new products to increase longer term revenues beyond the life of the DWP funded project.
3. Failure to deliver DWP grant milestones could result in the non payment of grant claims by DWP.	<ul style="list-style-type: none"> Project manager function in place for the length of the project to oversee all key goals. Monthly project board meetings are held to assess any risks to project delivery and how to resolve. Weekly maintenance of project risk register to facilitate planning. Monthly update meetings with the DWP.

CORONAVIRUS IMPACT CONTINUED

During the financial year 2022-2023 Coronavirus moved from being a current issue to one of history. However, the lessons learned around remote working including sales, training, reporting and consultancy have remained. Face to face training has been made available should the client prefer; however, the take-up has been extremely limited and many organisations who purchase OnePlusOne's licensed products and training still prefer to access this via online methods. This facilitates flexibility within their own local authority with regards to time and availability for staff.

Thinkific remained OnePlusOne's main operating platform during the course of the year and continues to be accessed on desktops, tablets and mobile devices. This has enabled us to continue to group user data for evaluations and generate meaningful impact reporting.

Training continues to be provided predominantly in a virtual environment and accounts for the largest single revenue stream within the licensing model representing one third of all income. It was identified that cohort sizes should be reduced from 20 to 15 to provide a greater level of personalisation and time for participants to engage more deeply with the training.

The transition from government grant funding remains a notable challenge for OnePlusOne as this is deemed a less stable funding environment. There is continued development of ongoing practitioner support, refresher training for those who have previously undertaken Train the Trainer courses and more targeted account management with a focus on customer service to embed long term relationships with local authorities.

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).

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 or not UK Accounting Standards 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 regularities.

Approved by the Trustees on 7 November 2023 and signed on their behalf by Ruth Kennedy and Eleanor Boase.



**Ruth Kennedy
Chair of Trustees**

7 November 2023

Company No 04133340



**Eleanor Boase
Treasurer**

7 November 2023

Charity No 1087994

Independent examiner's report

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF ONE PLUS ONE MARRIAGE & PARTNERSHIP RESEARCH

I report to the charity Trustees on my examination of the accounts of the company for the year ended 31 March 2023.

RESPONSIBILITIES AND BASIS OF REPORT

As the Trustees of the Company (and its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of the Company's accounts carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

INDEPENDENT EXAMINER'S STATEMENT

Since the company's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants in England and Wales, which is one of the listed bodies.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the company as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

This report is made solely to the Company's Trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. My work has been undertaken so that I might state to the Company's Trustees those matters I am required to state to them in an Independent examiner's report and for no other purpose. To the fullest extent permitted by law, I do not accept or assume responsibility to anyone other than the Company and the Company's Trustees as a body, for my work or for this report.



Signed

Dated 14 November 2023

Giles Kerkham FCA DChA
Larking Gowen LLP
Chartered Accountants
Prospect House
Rouen Road
Norwich
NR1 1RE

Statement of Financial Activities (incorporating Income and Expenditure Account) for the year ended 31 March 2023

	Note	Expendable endowment	Restricted funds	Unrestricted funds	2022-23 Total	2021-22 Total
		£	£	£	£	£
Income						
Core income	3	-	-	12,221	12,221	7,171
Income from charitable activities	4	-	110,000	621,789	731,789	594,984
Total income		-	110,000	634,010	744,010	602,155
Expenditure on charitable activities						
Project initiatives		-	111,462	373,997	485,459	440,078
Governance costs		-	-	14,030	14,030	32,232
Core support costs		-	-	79,050	79,050	33,374
Total expenditure on charitable activity		-	111,462	467,077	578,539	505,684
Business development and fundraising		-	-	12,038	12,038	86,108
Total expenditure	5	-	111,462	479,115	590,577	591,792
Net income/(expenditure)		-	(1,462)	154,895	153,433	10,363
Transfer between funds	12	-	43	(43)	-	
Net movement in funds		-	(1,419)	154,852	153,433	10,363
Reconciliation of funds						
Funds brought forward at 1 April		136,239	11,290	124,811	272,340	261,977
Funds carried forward at 31 March	12	136,239	9,871	279,663	425,773	272,340

Prior year income was £151,270 restricted grants, and £450,885 unrestricted earnings and funding. Expenditure was £149,851 restricted and £441,941 unrestricted.

Balance sheet as at 31 March 2023

	Note	2022-23 £	2021-22 £	£
Fixed assets				
Tangible assets	9	499	1,873	
			499	1,873
Current assets				
Debtors and prepayments	10	105,853	193,546	
Cash on deposit		856,555	90,878	
Cash at bank and in hand		194,891	453,935	
		1,157,299	738,359	
Creditors: amounts falling due within one year	11	(732,025)	(467,892)	
Net current assets		425,274	270,467	
Total funds		425,773	272,340	
Restricted funds	12	9,871	11,290	
Expendable endowment		136,239	136,239	
Designated fund		279,663	124,811	
General funds		-	-	
Unrestricted funds		415,902	261,050	
Total funds		425,773	272,340	

The Charity's financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime. The Trustees consider that the Charity is entitled to exemption from the requirement to have an audit under the provisions of section 477 of the Companies Act 2006 ("the Act") and members have not required the Charity to obtain an audit for the year in question in accordance with section 476 of the Act. The Trustees acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

Approved by the Trustees on 7 November 2023 and signed on their behalf by Ruth Kennedy and Eleanor Boase.



Ruth Kennedy
Chair of Trustees
7 November 2023

Company No 04133340



Eleanor Boase
Treasurer
7 November 2023

Charity No 1087994

Cash flow statement for the year ended 31 March 2023

	2022-23	2021-22
	£	£
Net cash inflow (outflow) from operating activities	503,133	221,141
Interest received from returns on investment	3,500	147
Net cash inflow from investments	3,500	147
Capital expenditure and financial investment		
Purchase of tangible fixed assets	-	(1,029)
Net cash outflow from capital expenditure	-	(1,029)
Change in cash and cash equivalents in the reporting period	506,633	220,259
Cash and cash equivalents at beginning of year	544,813	324,554
Cash and cash equivalents at the end of year	1,051,446	544,813
Reconciliation of operating deficit to net outflow from operating activities		
Increase (decrease) in cash	506,633	220,259
Operating surplus (deficit)	153,433	10,363
Investment income	(3,500)	(147)
Depreciation charges	1,373	2,247
Decrease/(increase) in debtors and prepayments	87,693	(172,222)
Increase/(decrease) in receipts in advance	226,552	341,677
Increase/(decrease) in creditors	37,582	39,223
Net cash (outflow)/inflow from operating activities	503,133	221,141
Reconciliation of cash movement from operating activities		
Government grants	111,250	191,580
Other grants and donations	8,748	7,030
Other cash receipts from contracts and trading	939,293	573,184
Payments to suppliers	(86,906)	(141,557)
Employment costs	(469,252)	(409,096)
Net cash inflow (outflow) from operating activities	503,133	221,141

Accounting policies

1)

- a) Basis of Preparation. The financial statements have been prepared in accordance with the Charities SORP (FRS 102) - 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), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006. Assets and liabilities are initially recognised at historic or transaction costs unless otherwise stated in the relevant accounting policy notes. All transactions are reported in pounds sterling (£) to the nearest £.
- b) 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.
- c) 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.
- d) 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.
- e) 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.
- f) Resources expended are recognised in the period in which they are incurred. Any irrecoverable VAT associated with that expenditure appears as a separate line in the accounts. Resources expended are allocated to the particular activity where the cost relates directly to that activity.

Support costs, consisting of staff costs and other overheads are allocated between activities on the basis of staff time or a base appropriate to the specific support cost. Governance costs include the management of the charity's assets, organisational management and compliance with constitutional and statutory requirements.

- g) Depreciation is provided at rates calculated to write down the cost of each asset over its expected useful life. The depreciation rates in use are as follows:
 - i. Office equipment 3 years straight line
 - ii. Intangible assets 3 years straight line

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.

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.

- h) 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.
- i) 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.
- j) 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.
- k) The expendable endowment fund is for unrestricted funding purposes which will be approved by the trustees when appropriate.
- l) The cost of generating funds relates to the costs incurred by the charitable company in raising funds for the charitable work.
- m) 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.
- n) Trade and other debtors are recognised at the settlement date due less and trade discounts offered. Prepayments are valued at the amount pre-paid net of any trade discounts due.
- o) Creditors and provisions are recognised where the charity has a present obligation as a result of a past event that will probably result in the transfer of funds to a third party and the settlement obligation can be reliably measured or estimated. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due. It is the charity's aim to pay creditors within agreed terms where there is no dispute over liability.
- p) Cash at bank relates to cash held in instant access no penalty accounts.
- q) 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.
- r) Pension contributions are made at 6% where staff opt to join the money purchase scheme One Plus One operates through AEGON. New staff are entitled to join the scheme after a three-month delay period. All staff are auto enrolled into a basic pension scheme operated by AEGON which is compliant with the terms and rates specified by auto enrol requirements. There were no contribution arrears at the balance sheet date.
- s) 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.

2) Legal status

One Plus One Marriage and Partnership Research is a company limited company number 4133340 with the working name One Plus One and is also a registered Charity No. 1087994.

The registered office is c/o MHA MacIntyre Hudson, 6th Floor, 2 London Wall Place, London, EC2Y 5AU

3) Core Income

	Restricted	Unrestricted	2022-23 £	Restricted	Unrestricted	2021-22 £
General donations, incl Gift Aid	-	8,721	8,721	-	6,603	6,603
Bank interest	-	3,500	3,500	-	147	147
Sundry income	-	-	-	-	421	421
	-	12,221	12,221	-	7,171	7,171

4) Income from charitable activities

FASD grant	-	-	-	28,790	-	28,790
Parents in Wales - grant	110,000	-	110,000	65,480	-	65,480
Parents in Wales - evaluation grant	-	-	-	57,000	-	57,000
Sales of training and resources	-	329,038	329,038	-	75,250	75,250
Reducing parental conflict product licensing	-	193,341	193,341	-	357,964	357,964
Sales of consultancy	-	99,410	99,410	-	-	-
Cafcass	-	-	-	-	10,500	10,500
Incoming from charitable activities	110,000	621,789	731,789	151,270	443,714	594,984

TOTAL INCOME

110,000	634,010	744,010	151,270	450,885	602,155
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5) Total expenditure

	Business development	Support costs	Direct costs	Governance and fundraising	2022-23 £
2022-23					
Staff costs (note 7)	3,605	31,262	412,403	13,921	461,191
Project expenses	2,467	1,303	66,553	-	70,323
Travel, recruitment and training	130	13,622	113	-	13,865
Premises and office costs	-	21,579	4,311	2,587	28,477
Telephone, postage and stationery	-	143	-	19	162
Legal and professional fees	-	9,769	2,079	3,338	15,186
Depreciation	-	1,373	-	-	1,373
Irrecoverable VAT	-	-	-	-	-
TOTAL EXPENDITURE	6,202	79,051	485,459	19,865	590,577

	Business development	Support costs	Direct costs	Governance and fundraising	2021-22 £
2021-22					
Staff costs (note 7)	84,959	(7,241)	302,384	27,270	407,372
Project expenses	-	763	132,417	-	133,180
Travel, recruitment and training	-	9,334	101	-	9,435
Telephone, postage and stationery	-	116	-	-	116
Premises and office costs	12	20,195	3,312	2,034	25,553
Legal and professional fees	1,137	8,244	650	2,928	12,959
Depreciation	-	2,247	-	-	2,247
Irrecoverable VAT	-	(284)	1,214	-	930
TOTAL EXPENDITURE	86,108	33,374	440,078	32,232	591,792

6) Net income is stated after charging

	2022-23 £	2021-22 £
Depreciation	1,372	2,247
Independent examiner - examination fee	2,975	2,730
Independent examiner - tax advisory	350	-

The charity pays the expenses of trustees who attend meetings and events on behalf of the charity. During the year nine trustees could have claimed expenses or had expenses paid by the charity, but chose not to.

7) Staff costs and numbers

	2022-23 £	2021-22 £
Salaries	401,409	353,511
Social security costs	37,169	30,170
Pension contributions	22,613	23,691
	461,191	407,372

During 2022-23 no employees received remuneration exceeding £60,000 (2021-22 none).

	2022-23 £	2021-22 £
Key management team remuneration (inclusive of employers national insurance contributions)	115,465	122,227
	115,465	122,227

The key management team comprises: the CEO and Finance Lead.

All staff are able to join a defined contribution scheme for pension provision. The employer contribution is set at 6% provided the employee contributes a minimum of 3%.

The average number of persons employed by the charity during the year was as follows:

	2022-23	2021-22
Head count	11.6	9.8
Full time equivalents	9.3	7.4

8) Taxation

There is no corporation tax charge as all the charity's income falls under charitable tax exemptions where income is applied for charitable purposes.

9) Fixed assets**Cost**

At 31 March 2022
Additions
Cost of disposals
Period ending 31 March 2023

	Intangible	Tangible	Total
	Equipment		
	£	£	£
At 31 March 2022	125,000	20,262	145,262
Additions	-	-	-
Cost of disposals	-	-	-
Period ending 31 March 2023	125,000	20,262	145,262
At 31 March 2022	125,000	18,390	143,390
Charge for the year	-	1,373	1,373
On disposals	-	-	-
Period ending 31 March 2023	125,000	19,763	144,763

Depreciation

At 31 March 2022
Charge for the year
On disposals
Period ending 31 March 2023

At 31 March 2023- **499** **499****At 31 March 2022**

- 1,873 1,873

Intangible and tangible asset

The intangible digital asset relates to **Click**, which was fully depreciated during 2020-21. Funding was not secured to significantly enhance or develop the intangible asset during 2022-23, but it remains a platform enabling further sales of licensed products.

10) Debtors

Trade debtors
Grants receivable
Accrued income
Prepayments

	2022-23	2021-22
	£	£
Trade debtors	100,986	191,938
Grants receivable	-	1,250
Accrued income	-	27
Prepayments	4,867	331
	105,853	193,546

11) Creditors

Trade creditors
Pre-paid income
Accruals
Other creditors
VAT

	2022-23	2021-22
	£	£
Trade creditors	3,682	1,154
Pre-paid income	627,269	400,717
Accruals	7,396	3,935
Other creditors	5,400	6,732
VAT	88,278	55,354
	732,025	467,892

Deferred income at 1 April
Resources deferred in the year
Amounts released from previous periods
Deferred income at 31 March

	2022-23	2021-22
	£	£
Deferred income at 1 April	400,717	59,040
Resources deferred in the year	582,769	400,417
Amounts released from previous periods	(356,217)	(59,040)
Deferred income at 31 March	627,269	400,417

12) Movements in funds

2022-23

	At 1 April 2022	Income	Expenditure	Transfers	At 31 March 2023
	£	£	£	£	£
Expendable endowment	136,239	-	-	-	136,239
Restricted funds					
Product licensing - Wales	-	110,000	(110,014)	14	-
Wales evaluation	1,419	-	(1,448)	29	-
Appeal fund (digital Platform)	7,159	-	-	-	7,159
Edith Dominican Memorial Fund	2,712	-	-	-	2,712
Total restricted funds	11,290	110,000	(111,462)	43	9,871
Designated funds					
Development and delivery of services	124,811	-	-	154,852	279,663
	124,811	-	-	154,852	279,663
General funds					
Click digital platform	-	-	(16,925)	16,925	-
Cafcass	-	-	(4,225)	4,225	-
Family hubs	-	-	(200)	200	-
Sales of training and resources	-	329,038	(109,586)	(219,452)	-
RPC product licensing	-	193,341	(243,061)	49,720	-
Sales of consultancy	-	99,410	-	(99,410)	-
General fund balance	-	12,221	(105,118)	92,897	-
Total general funds	-	634,010	(479,115)	(154,895)	-
Total unrestricted funds	124,811	634,010	(479,115)	(43)	279,663
Total funds	272,340	744,010	(590,577)	-	425,773

12) Movements in funds *contd.*

2021-22	At 1 April 2021	Income	Expenditure	Transfers	At 31 March 2022
	£	£	£	£	£
Expendable endowment	136,239	-	-	-	136,239
Restricted funds					
FASD	-	28,790	(28,790)	-	-
Product licensing - Wales	-	65,480	(65,480)	-	-
Wales evaluation	-	57,000	(55,581)	-	1,419
Appeal fund (digital platform)	7,159	-	-	-	7,159
Edith Dominican Memorial Fund	2,712	-	-	-	2,712
Total restricted funds	9,871	151,270	(149,851)	-	11,290
Designated funds					
Development and delivery of services	115,867	-	-	8,944	124,811
	115,867	-	-	8,944	124,811
General funds					
Click digital platform	-	-	(8,795)	8,795	-
Cafcass	-	10,500	(4,979)	(5,521)	-
DWP Challenge Fund 1 - Crossroads	-	-	(941)	941	-
Training sales	-	75,250	(53,712)	(21,538)	-
Product licensing	-	357,964	(221,799)	(136,165)	-
General fund balance	-	7,171	(151,715)	144,544	-
Total general funds	-	450,885	(441,941)	(8,944)	-
Total unrestricted funds	115,867	450,885	(441,941)	-	124,811
Total funds	261,977	602,155	(591,792)	-	272,340

Transfers

Transfers to designated reserves are in line with the accounting policy (Note 1 i.) 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.

Restricted Funds

Product licenses - Wales - during the year the Welsh Government issued and paid a grant so that all Welsh local authorities could enjoy a year-long license of OnePlusOne digital products. The accounts recognise the proportion of that funding spent by the close of the year.

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

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

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. At the balance sheet date these were as shown below.

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.

13) Analysis of net assets between funds

2022-23	Endowment funds	Restricted funds	Designated funds	2022-23 Total Funds
	£	£	£	£
Tangible fixed assets	-	-	499	499
Net current assets	136,239	9,871	279,164	425,274
	136,239	9,871	279,663	425,773

2021-22	Endowment funds	Restricted funds	Designated funds	2021-22 Total Funds
	£	£	£	£
Tangible fixed assets	-	-	1,873	1,873
Net current assets	136,239	11,290	122,938	270,467
	136,239	11,290	124,811	272,340

14) Related party transactions

There were no emoluments paid to trustees in the period (2021-22: nil). There were no related party transactions in either the current or the prior year.



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ONE PLUS ONE MARRIAGE AND PARTNERSHIP RESEARCH

England & Wales - Charity number 1087994

Accounts

ANNUAL REPORT 2021-22

Incorporating
the report
and financial
statements for
the period ended
31 March 2022



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‘Our research does not fill books which lie on shelves gathering dust. Every bit becomes the basis for the development of active preventative work.’

Jack Dominian,
founder, OnePlusOne



Foreword: Making a difference one step at a time

Hello. This year has been particularly special, as we have celebrated our 50th anniversary. It has been wonderful to reconnect with people who were part of the organisation in its early years, and those we have worked with more recently.

Starting at the bottom of this page, you will see a timeline running through this report which showcases our achievements over these five decades. From our early work in understanding the impact of relationship breakdown on adult mental health to our recent digital provision, we have continued to adapt to a changing environment in order to best support the practitioners and parents who use our resources.

This year we have achieved some exciting milestones, most notably the rollout of our license model. As funding for relationship support moved from a national model to a local one, it was essential for us to move quickly to ensure continuity of service. This was a new way of working for OnePlusOne and it came at a critical time for the organisation and the families we support. The team adapted to it and got it up running, ensuring our resources were available to families in over 100 local authority areas across England and Wales. Without the team’s quick work and vision this would not have been achieved.

Our aim is to ensure that our early intervention resources are accessible to everybody. While we are pleased to be working with many local authorities to deliver this support, the absence of a centrally funded approach in England makes this more challenging, presenting a postcode lottery for families who find themselves with limited options for support depending on where they live. We will work to bridge this gap, connecting with organisations who recognise the value of offering practical early help to families when and where it is needed.

For the 50 years OnePlusOne has been active, we have been grounded in science, taking an evidence-based approach to everything we do. The steps of discovery, research, creation, and evaluation ensure that we are constantly applying the learning.

celebrating

50

years

1971-2021

Making a difference, differently.

OnePlusOne’s journey to identify, explore, discover, create and evaluate relationship support that works...

1971

Dr Jack Dominian, a leading psychiatrist, founded the Marriage Research Centre (now OnePlusOne) in response to growing concern about the impact of family breakdown on the mental health of children and adults. He brought together academics and health professionals to study the characteristics of relationship breakdown and explore how to provide effective support early on.

1979

Who Divorces? was published. This was a quantitative study of 2,000 spouses, exploring the characteristics and experiences of couples who divorced compared to those whose marriage remained intact.

Our founder Jack Dominion summed it up: 'Our research does not fill books which lie on shelves gathering dust. Every bit becomes the basis for the development of active preventative work.'

Our recently updated vision – **relational capability for all** – provides the inspiration for us all to make changes that matter to our own lives. We look forward to sharing the steps to developing relational capability in the coming years.

As the year draws to a close, we say a huge thank you to our recently retired director, Penny Mansfield. Penny's passion and commitment to this work was demonstrated through her 46-year connection with OnePlusOne and recognised with a CBE, awarded for services to children and families in 2013.

Penny has been a huge part of OnePlusOne and as we look to the future, it's clear that the power of our organisation still lies with the passionate people who live and breathe our shared vision every day. The team that Penny helped to build holds a unique mix of talent and enthusiasm which will make the next decade count.



Verity Glasgow
CEO

1982

With one in three UK marriages breaking down, *Marriages in Trouble* was a qualitative study looking at how people seek relationship help. It revealed that many people first turn to a health practitioner, especially in postnatal periods and the early years of family life.

1988



The Beginning of the Rest of your Life was published, exploring difficulties couples experience in the early years of marriage. This study showed that the transition to parenthood was unsettling for couples, with a rise in conflict and a drop in relationship satisfaction.

1989

Using the ONS Morbidity and Mortality statistics, OnePlusOne was the first organisation to assess the financial cost of relationship breakdown in England and Wales. In 2018, The Relationships Foundation estimated this figure to be around £51 billion.

1991

OnePlusOne presented evidence on the physical and psychological impact of relationship breakdown in its publication, *Marital Breakdown and the Health of the Nation*.



Foreword

What a year 2021-22 proved to be!



I'm extraordinarily proud to be chairing OnePlusOne, not only in its 50th year, but also as it has navigated so skilfully and successfully a year of huge challenge and opportunity. The stories of OnePlusOne's work contained in this annual report showcase brilliantly how the organisation continues to take evidence about what

matters in relationships and how to change behaviours and turns it into powerful interventions for practitioners and for parents that really make a difference to people's everyday lives. I believe we are getting better and better at evaluating how things really work on the ground and feeding that reflection back into the way we design and promote services and train practitioners to use them. Our work to explore and create an evidence base about the use of digital services within blended practice is testament to this nuanced, systemic approach.

I'd like to pay especial tribute to the extraordinary legacy of Penny Mansfield, our retiring co-director. Without her sharp research skills and eye for innovation opportunities the field of relationship support in the UK would be much less well established. There of course remains much to do. What support there is for relational capability is still focused far too much on intervention at crisis point, rather than investing early to grow preventative strengths. OnePlusOne's work in the last year with over 70 local authorities gives us a platform to continue to make this case and prove its efficacy.

As I write it is clear that as a nation, we face grave challenges ahead. As families struggle with the cost of living, relationships will undoubtedly be under huge strain, as well as potentially being a hugely significant protective factor against worsening physical and mental health and wider wellbeing outcomes. Re-reading our charitable objects (see page 8) I'm struck by how absolutely necessary OnePlusOne's work is. I am so grateful for the ongoing work and commitment of my fellow trustees and all the staff.

Ruth Kennedy
Chair

<div style="background-color: #0070C0; color: white; padding: 5px; border-radius: 10px; text-align: center; margin-bottom: 10px;">1992</div>  <p><i>The Relationship Revolution</i> was published, looking at how relationships were changing across Europe, focusing on the rise in couples cohabiting, later marriages and increasing relationship breakdown.</p>	<div style="background-color: #0070C0; color: white; padding: 5px; border-radius: 10px; text-align: center; margin-bottom: 10px;">1993</div> <p>The charity changed its name to OnePlusOne, recognising social change in families and the growing evidence of the impact of children on couple relationships and vice versa.</p>	<div style="background-color: #0070C0; color: white; padding: 5px; border-radius: 10px; text-align: center; margin-bottom: 10px;">1996</div> <p>OnePlusOne was heavily involved in the passage of the Family Law Bill, coordinating Parliamentary briefings on behalf of national marriage organisations and other initiatives with the Lord Chancellor's Department, as the Bill passed into the Family Law Act.</p>	<div style="background-color: #0070C0; color: white; padding: 5px; border-radius: 10px; text-align: center; margin-bottom: 10px;">1999</div>  <p>A cluster randomised controlled trial of OnePlusOne's <i>Brief Encounters</i>® training for health practitioners, was found to be 'strikingly successful', with 97% of trainees feeling more confident in their ability to support people with relationships problems.</p>
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Penny Mansfield CBE retires as co-director

In March 2022, Penny Mansfield CBE retired from her role as co-director, after an incredible 46-year connection with OnePlusOne.

Penny first joined as a senior research officer in 1976 and has maintained a connection to the organisation ever since, with short breaks following the births of her two daughters. She was appointed by our founder Dr Jack Dominion and has been at the forefront of much of our research work. This has contributed to the robust evidence base that underpins the digital resources used by thousands of families and practitioners across England and Wales today.

Penny is a leading figure in the sector and was awarded a CBE for her services to children and families in 2013. She is renowned for her expertise in qualitative research on relationships and early intervention, evidence-based practice, and policy. She was also involved in the development of two TV series exploring family life.

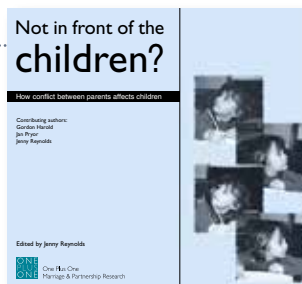
Together with an acute understanding of what people need, Penny’s research expertise embodies the spirit of OnePlusOne. Her innovative approach to doing things differently helped the charity become one of the first organisations to seize the potential of digital technology to revolutionise early relationship support.

The trustees and team at OnePlusOne would like to extend a heartfelt thank you to Penny for her tireless dedication to OnePlusOne’s vision of relational capability for all. While she has retired as co-director, we are delighted that Penny will still be involved in our research work in an honorary associate capacity.

2001

OnePlusOne holds its inaugural lecture at The British Library, bringing together leading international scholars. Supported by the Nuffield Foundation, and chaired by OnePlusOne trustee (now patron) Michael Buerk, these became the Edith Dominion Memorial Lectures, named after our founder’s wife following her death.

Married Life, a booklet funded by the government, co-produced by OnePlusOne and real couples, was given to every couple getting married in England and Wales this year.



OnePlusOne’s extensive review of over two hundred international research studies exploring the impact of conflict on children resulted in the widely acclaimed publication of *Not in front of the children?* This became the evidence base for a range of resources created over the next two decades.

About us

OnePlusOne is a leading research and innovation charity with fifty years' experience in relationship science. We create evidence-based resources to help people learn relationship skills that will serve them throughout their lives.

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

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

For more information, see our websites
OnePlusOne.org.uk and ClickRelationships.org

How we work

We strengthen couple and family relationships by:

- Providing digital services and tools to support couples and co-parents through platforms such as Click, Thinkific, and See it differently.
- Training frontline practitioners and volunteers to help families with relationship issues.
- Promoting a culture that recognises the benefits of family and relationship support at all stages of life.
- Building expert knowledge of how relationships are evolving, to inform and improve family policies and services.

Our mission and objectives

Relational capability for all

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.

Our objectives for the public benefit are:

- 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 people involved in committed relationships and their dependents.
- To prevent and relieve poverty, hardship, and distress caused by difficulties in or the breakdown of committed relationships for people involved in such relationships and their dependents.
- To further such other exclusively charitable purposes according to the law of England and Wales that the trustees in their absolute discretion from time to time determine that may assist those people who are in or who have been in committed relationships and their dependents.

Where 'committed relationship' means marriage, civil partnerships, or an enduring family relationship whether recognised in law or otherwise, and whether or not the relationship is conducted the same household.

The team

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

Core staff

- **Verity Glasgow**, Co-director – operations and strategy (became CEO in April 2022)
- **Penny Mansfield CBE**, Co-director – research, innovation, and policy (retired in March 2022)
- **Johnny Burke**, Content editor
- **Jen Cameron**, Finance manager (joined in March 2022)
- **Jonathan Devereux**, Head of finance (retired in March 2022)
- **Tabitha Frangoullides**, Communications manager
- **Dr Shannon Hirst**, Research associate
- **Jolanta Kaczmarek**, Partnerships manager
- **Sara Light**, Digital project manager
- **Jimi Odell**, Content manager
- **Chantal Savignon**, Organisational operations and support manager
- **Dean Wilson**, Senior UX and technical manager (left in April 2022)

Outside of this reporting period, we welcomed **Ben Coulson** to the team in May 2022, as our new UX manager.

Associates and trainers

- **Claire Cooper**, Trainer
- **Charmari Downing**, Trainer
- **Michelle Hayes**, Trainer
- **Jan Mitcheson**, Practice and innovation associate
- **Jenny Reynolds**, Research associate
- **Natasha Silverman**, Trainer

Placement students

- **Jafrul Islam** (joined January 2022, left March 2022)

Research volunteer

- **Leo Richardson** (joined December 2020, left December 2021)

Report of the Trustees

OnePlusOne Marriage and Partnership Research – for the year ending 31 March 2022.

The Trustees are pleased to represent their annual directors report together with the consolidated financial statements of the charity for the year ending 31 March 2022 which are also prepared to meet the requirements for a directors' report and accounts for Companies Act purposes.

The financial statements comply with the Charities Act 2011, the Companies Act 2006, The Memorandum and Articles of Association, and 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 (FRS102) (effective 1 January 2015).

Public benefit

All our charitable activities focus on providing a broad range of early interventions in support of relationships and 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.

In preparing this report, the Trustees have taken advantage of the small company's exemptions provided by section 415A of the Companies Act 2006.

2004-06



OnePlusOne created *My mum and dad argue a lot*, a 25-minute docudrama about parental conflict and its impact on children, for health and family support workers to use with parents. It was rolled out at nine regional shows across England and Wales.

2005

The Civil Partnership Act came into force, enabling same-sex couples to receive legal recognition of their relationship.



2007

OnePlusOne published *Growing Together or Drifting Apart*, a review of the impact of caring for a child with a disability on parental relationships.





“Netmums recognises the importance of having easily accessible, understandable resources based on healthy relationships. The evidence-based range available through OnePlusOne delivers just that. Their commitment to child and family-centred, respectful relationships gives us confidence to access their services and wealth of knowledge whilst supporting the wonderful community of Netmums in our Drop-In Clinic.”

Tracey Stone, Health Visitor Parent Supporter & Team Leader, Netmums

2008

Supporting Couple Relationships: A sourcebook for practitioners turned the evidence from relationship research into a useful guide for practitioners supporting couples and families.

2008-09

The Department for Children Schools and Families awards a substantial grant to OnePlusOne to create two online self-help relationship support services. These provided couple support, advice for separating or separated parents, and a community forum covering a wide range of relationship issues. (In 2018, these popular services were incorporated into one dedicated virtual space – *Click Relationships*.)

2008

Working with Brazelton Centre UK, OnePlusOne creates resources to support new parents. This was a forerunner to *Me, You and Baby Too*.

2009

OnePlusOne publishes *When Couples Part*, a review of the consequences of relationship breakdown for parents and children, based on the most recent evidence.



Looking forward: Aims for 2021-22

Aim 1

Support practitioners to embed our resources into practice

Learning from the rollout of our license model since 2020, we have identified the importance of developing materials for local authorities and practitioners to promote our digital resources and increase engagement. It is important to be able to blend face-to-face practice with digital, and we will be developing a suite of easy-to-use printable and digital materials to support practitioners in their daily work. This will help them to encourage use of our digital resources and embed them into their regular practice.

Aim 2

Reignite research into practice

Research into practice has always been a key part of OnePlusOne's foundation. Thanks to the success of last year's refined license model and increased reach, we are in a strong position to build on this area again. We aim to spend more time reviewing the existing evidence base around areas of interest and concern and develop new evidence-based resources and content. We will feed into the existing evidence base, adding value which reaches beyond the scope of our own resources. We will also seek to further inform practice, sharing our knowledge and expertise with the sector.

Aim 3

Review and refresh our resources

We will strengthen our internal review process to go beyond quality assurance and explore how we can maximise the use of resources. We will commit to reviewing all of OnePlusOne's resources and identifying those that can be updated and repurposed cost effectively. These resources will go through our 'research into practice' process using up-to-date evidence as a foundation for content development. In line with our commitment to use our resources as efficiently as possible, we will also consult with our newly established practitioner and parent panels. Where gaps are identified we will seek to respond with new project ideas and proposals.

Aim 4

Strategic partnerships

We will build and strengthen strategic relationships to influence policymakers within government and political parties to prioritise relationship support. We will review the evidence base and key policy areas that will be important drivers in relationship support over 2022-23, including family hubs, reducing parental conflict, no fault divorce and families with special educational needs and disability (SEND).

‘Over the last 50 years, OnePlusOne has shown that stable, supportive relationships – whatever form they take – are vital for our mental health and wellbeing. The OnePlusOne team have created effective and easy-to-access resources to strengthen relationships across the course of life.’

Dame Judi Dench,
patron, OnePlusOne



Aims and achievements 2021-22

Developing our licence model

Over the past year we have refined our package of digital resources and workforce training, taking into account the varying needs of the different organisations we work with.

Our work with local authorities across England and Wales has given us an in-depth understanding of the different approaches that are taken to offering support to families, and how services are accessed. A 'one size fits all' approach does not meet the needs of local authorities serving different communities, who each face different challenges and operate within different frameworks.

In developing our licence model, we have considered what improvements we can make to our external service to maximise positive outcomes for practitioners and parents, and looked internally at ways in which we can build capacity and efficiency.

We have updated our workforce training programme and enhanced our digital resources for parents, improving the accessibility of our online content. We have also adapted our approach to reporting, aiming to provide local authorities with timely, helpful data showing how the resources are being used in their local areas.

After completing their workforce development training the next step for many practitioners is to embed their new skills and the toolkit of online resources into their everyday work. Local authorities take different approaches to how they use the digital resources with families, varying from general signposting for universal use, to more targeted support with families they already work with.

To help local authorities communicate the resources to local communities, we have built a bank of supporting materials for them to use. This includes content for social media, as well as printable leaflets for them to distribute at a local level.

The success of our licence model combining workforce training and resources to use with parents has contributed to a large growth in our customer base. Where we used to work with one or two central government departments, we now support over 100 local authorities. To meet this challenge and maintain efficiency without compromising on quality, we have adopted new software and project management techniques that help us meet the demands of this growing number.

Over

3,600

people
registered
to use
our digital
courses

Refining OnePlusOne's digital behaviour change methodology

Evidence-based innovation remains the focus of our approach. We continually look for opportunities to understand what works in our digital behaviour change methodology and apply this learning to our resources.

We are committed to building partnerships with other organisations from the voluntary and community sectors to co-create innovative content that will help us expand our reach, especially those who are vulnerable due to exclusion and low engagement. This year we have worked on two funding bids with potential partners which would enable us to develop new resources for underrepresented groups who could benefit from our support.

Competition for funding is incredibly tight, especially at a time when so many charities are looking for ways to continue their vital work. Unfortunately, one of OnePlusOne's bids, in partnership with the Race Equality Foundation, was unsuccessful but both organisations will look for more opportunities to work together again in the future. At the time of publishing this review, we are awaiting the outcome of a second bid which seeks to offer support to prisoners and their families.



This year we have reconnected with Contact, a charity supporting families with children with additional needs. Fifteen years ago, OnePlusOne and Contact partnered on a report on the increase of relationship breakdown in couples who have children with additional needs. We aim to work together again to update this.

Extending our reach through blended practice

We have trained over 2,100 practitioners this year and know that many are using our resources in a blended way to complement existing support and ways of working. Our evaluation of the rollout of our training and digital resources across all local authorities in Wales has also given us a deeper understanding of how our resources are being used with parents as part of a blended practice approach.

The accessible and flexible nature of our resources lends itself to this approach, making it possible to intervene early and reach out to people when support is first needed. We have seen examples of the resources being used in group sessions, face-to-face meetings, and online.



'Why do relationships matter? They matter more now than ever with a HUGE strain placed on many families during the pandemic. I think we will find that "recovery" will require special attention to recalibrating and supporting relationships between parents, children and their communities. OnePlusOne has been in the forefront of this work for a large part of my career and I am delighted to have received training and the opportunity to help the team over many years.'

**Mitch Blair, Professor of Paediatrics and Child Public Health,
Imperial College London**

65

local authorities licenced our resources to use with families

We have held learning sets with practitioners to help us understand more about this. In the past year, over 3,600 people have registered to use our digital resources. We are encouraged to see that we have extended our reach and we will work to identify and overcome barriers to access to extend this even further next year.

Expand and diversify OnePlusOne’s digital community

We have used a variety of digital channels to make connections and expand our reach over the past 12 months. Using our own platforms, we have increased our social media presence across Twitter, Facebook, and LinkedIn. We have also increased the news section of the OnePlusOne website to feature guest blogs from organisations with similar interests.

It has been our pleasure to share with our own growing audience thoughts and insights from organisations such as the digital inclusion charity Good Things Foundation, DAD.info, Fastn, and the Race Equality Foundation.

Offering a vehicle for likeminded organisations to share relevant information with our audiences is just one way in which we will add value to our service. Equally, we actively seek to contribute news about our work on external platforms, and have secured signposting opportunities on popular websites such as Netmums and the helpline pages of ITV’s This Morning.

Thinkific is a bespoke learning platform that we use to host our digital resources for parents. It allows us to offer structured e-learning that supports behaviour change and has provided a central hub for parents and practitioners to easily access online resources when they need them.

We have used digital technologies to engage with other communities too. Recruit for Spouses, a social enterprise dedicated to supporting the partners of people serving in the military, featured us on their podcast, talking about the art of having difficult but constructive conversations. This was aimed at helping military spouses talk to their partner or employer about their own career ambitions.

Throughout the year we have taken the opportunity to speak at different events, promoting our practitioner training and digital resources to help reduce parental conflict. This has included a reducing parental conflict event for the East Midlands

2010

At the national e-learning awards, OnePlus One wins Gold for *Relationship Support: An Early Intervention*, an innovative online training course.

NESTA funded OnePlusOne and the Innovation Unit to explore ways of transforming services for families in the early years. *Working with Parents 1st*, a model for training parents as peer supporters was developed, extending reach to parents not accessing local authority run services.

2012

OnePlusOne receives government funding to conduct a series of evidence reviews: *Understanding 21st Century Relationships; A compendium of Key Data and Understanding Relationship Quality.*



Together with Working Families, over 2,000 employees took part in research exploring the connection between relationship quality and work engagement. It found that research quality facilitated greater engagement at work. This positive association is an asset which requires investment.

region, a national showcasing event organised by the Department for Work and Pensions, and our own learning and sharing webinar for local authorities.

As part of Alcohol Awareness Week, members of the OnePlusOne team presented to the All Party Parliamentary Group (APPG) on Alcohol Harm, and the South London and Maudsley NHS Foundation, about how resources help to improve relational capability skills so that people can deal with challenging situations in healthier ways.



Taking our resources to where they are needed

We know from past projects that placing our resources where people already look for advice and support is an effective way to reach our target audience.

Following the creation of *Just the one?*

Avoiding alcohol in pregnancy last year, capacity issues in the NHS and midwifery services resulting from the Covid-19 pandemic meant that it wasn't possible to use these channels to reach people using pregnancy services.

Instead, we formed a partnership with Parents 1st UK, a free online community hub for practitioners, volunteers, parents, and funders to connect, share, and learn from each other. This hub helps bring expectant families together online, and in local areas through face-to-face sessions such as prenatal yoga classes.

“OnePlusOne has a deep commitment to evidence-based practice and early prevention – a vision we share.”

Celia Suppiah, CEO Parents 1st UK

Working with Parents 1st UK, we created a dedicated webpage for *Just the one?* on their website, so that members could learn more about the topics covered in the resource and access it free of charge.

A digital advertising and social media campaign promoted access to the resource via the Parents 1st UK website. It was also advertised in newsletters published by the Maternity and Midwifery Forum and the First 1001 Days movement and promoted internally at the Royal College of Midwives.

As a result of direct emailing to members and other connections, and session leaders signposting to the resource in face-to-face gatherings and via WhatsApp, this partnership led to over 1,500 visits to the *Just the One?* webpage. This further demonstrates the effectiveness of delivering resources via sources that are familiar to and trusted by the target audience. We will continue to look for partnership opportunities to help extend our reach with future projects.

We delivered
136
training sessions

Separating parents: Working with others to keep children's best interests at the heart of decision-making

We are proud to be a member of the Positive Parenting Alliance, a group of more than 20 organisations backing a campaign to encourage parents to think about the impact of parental separation before it happens.

Encouraging parents to work co-operatively from the very start of their child's life creates important foundations for their approach to parenting and their ability to prioritise their child's needs, whatever the future may hold for their own relationship.

Launched in May 2021, the Parents Promise aims to encourage parents to have a conversation about how they would parent co-operatively should their relationship come to an end.

Relationships are complex and not all of them will last forever. However, parents will always be parents regardless of whether they remain together or separate. Encouraging couples to think about how they might parent co-operatively if they find themselves dealing with the emotional and practical challenges of separation is a positive step towards ensuring that their children's best interests remain at the centre of the decisions they make.

Dealing with the breakdown of a relationship is rarely easy. As part of the Positive Parenting Alliance, we want to ensure that parents can access relationship support when they need it, so that they can be equipped with relational capability skills which will help them deal with challenging and stressful times together and reduce harmful conflict. Our training and digital resources are already helping many families and we look forward to continuing to work with other organisations to extend the availability of support for parents to improve their communication and conflict resolution skills.

"The simple toolkit of resources complements our existing work with families, either as an online tool to signpost parents to access themselves, or for us to work through together. Relationship issues come up in so many different areas of our work and it's useful to have different information to hand that we can use to help families whenever they need it."

Practitioner from Denbighshire County Council

2012

Getting it Right for Children When Parents Part was created with funding from the Department for Children, Schools and Families. This went on to be part of the CAF/CASS co-parent hub and is now being used by many local authorities across England and Wales.

2013

The Marriage (same-sex couples) Act 2013 received royal assent, with the first same-sex marriage taking place in March 2014.

Using what had been learned from *My mum and dad argue a lot* in 2004-6, OnePlusOne developed the evidence-based training programme, *How to Argue Better*.

Helping couples seek relationship support before reaching a crisis point was the aim behind *Strengthening Families*, a project the Department for Education commissioned OnePlusOne to lead, working in collaboration with other organisations, to share evidence-based relationship content with wider audiences.

2014

A workbook called, *Me, You and Baby Too* was published with funding from the Department for Work and Pensions, helping practitioners guide people through the transition to parenthood.



“Many congratulations to OnePlusOne for half a century of intelligent and constructive work to make society better. The increase in relationship breakdown is not just tragic for those involved, it is damaging for all of us – a root cause of social inequality, educational underachievement, crime and psychological disorder. For 50 years, OnePlusOne has worked to analyse the causes of the problem, find the best methods to support relationships, the most effective ways to help. It is needed now more than ever.”

Michael Buerk,
patron, OnePlusOne

“After doing the *Getting it right for children* and *Arguing better* resources, it has made me more aware of how us arguing affects our son and has made me see it from his point of view. Doing the resources at my own pace when I was ready to, and then being able to go back over them was really useful.”

Parent from Ceredigion

Supporting parents in Wales

In April 2021 the Welsh government commissioned OnePlusOne to support their work with families to improve parental relationships and reduce conflict. This work formed part of a £12.5m package to support a range of services for children and families affected by the Covid-19 pandemic.

We worked with 41 practitioners across all local authorities in Wales, using our evidence-based Train the Trainer programme to equip them with knowledge, skills, and confidence to cascade our *reducing parental conflict* package to other local practitioners. This offered a sustainable workforce development plan for supporting families through early intervention and prevention services.

We also provided access to three online courses for parents, designed to support healthy parental relationships by improving communication, conflict resolution skills, and relational capability.

Each online course is designed to help parents experiencing different relationship challenges. *Me, You and Baby Too* helps new and expecting parents to cope with the transition to parenthood, *Arguing better* is aimed at supporting couples experiencing stress and conflict, and *Getting it right for children* is for parents who are separated or separating.

Every local authority in Wales was given the freedom to use the resources in whichever way felt most appropriate for their communities. Some rolled access out universally using social media to signpost parents to the resources, while others used them in a more targeted way with families they were already working with.

We have trained over **2,100** practitioners in how to use our digital courses

2014

Splitting Up? Put Kids First was a free, online service launched to help separating couples communicate better and create a plan to co-parent effectively.

Work starts on the development of an emotional readiness tool. This involved exploring the common emotions experienced during separation and measuring individual parents' ability to make effective co-operative parenting arrangements.

2015

The National Offender Management Service (NOMS) funded OnePlusOne to develop an innovative family relationship strengthening programme. Tailored to the specific needs of prisoners, *Staying Connected with Loved Ones* focused on building skills to help improve couple relationships, understanding children's behaviour and parenting.

2015-17

The Department for Work and Pensions funded access to expert support from OnePlusOne and Innovation Unit for twelve local authorities, to help them develop local services specifically focused on improving the quality of couple or co-parenting relationships, which are known to be associated with better outcomes for children.

“Relationships matter because they are fundamental to our happiness and wellbeing. Knowing how to commit, communicate, build trust, and grow together is crucial for a happy and lasting relationship. Most of us need to learn these skills and this is why OnePlusOne’s work is so important. Happy 50th birthday OnePlusOne and thank you for all you do.”

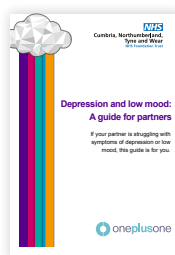
Amanda Edwards, Explore Relationships



2017

The Department for Work and Pensions funded a project by OnePlusOne exploring the impact of debt on relationships. Animations and interviews with real couples featured in an online package to help couples recognise and deal with debt issues together.

In collaboration with Northumberland, Tyne and Wear NHS Foundation Trust, OnePlusOne’s guide: *Depression and low mood: A guide for partners* was nominated for a Patient Information Award by the British Medical Journal (BMJ).



In partnership with the charity Adfam, OnePlusOne produced a series of audio interviews – Relationship Realities – in which real families describe how their lives were affected by addiction.

Working with Essex County Council and Innovation Unit, Relationships Matter was a project which focused on developing relational capability skills for early years practitioners.

Over the past 12 months OnePlusOne’s lead researcher Dr Shannon Hirst regularly met with practitioners and parents from across Wales to evaluate how the training and resources were being used and the impact they were having on improving outcomes for families.

Overall findings show that using the resources has led to **statistically significant improvements** for parents on a number of relationship outcomes including couple coping and co-operation between co-parents. Parents who used the resources also tended to spend a good length of time working through them, often re-visiting sections. People found them accessible, relatable, and easy to use.

Evidence from the evaluation also show that the resources are meeting parents’ needs, improving their understanding of conflict and their own communication patterns.

Practitioners across Wales have reported how well our resources have fitted into their existing provision, offering them greater options for supporting parents. The resources have also been praised for their flexibility, enabling practitioners and parents to choose how and when they use them to suit their needs.

People found [the resources] accessible, relatable, and easy to use



2018

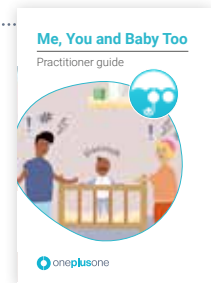
The launch of Click, an online relationship support platform featuring evidence-based articles, a community forum and a listening room, enabling visitors to talk online with a relationship expert.



OnePlusOne worked on a new co-parenting hub for Cafcass (the Children and Family Court Advisory and Support Service). This was an innovative, digital resource for separated families.

2019-20

As part of the government’s Reducing Parental Conflict programme, OnePlusOne embarked on two Challenge Fund projects. Working with Best Beginnings, our *Me, You and Baby Too* resource – designed to help people with the transition to parenthood – was made available via their award-winning Baby Buddy app. Parents who used the resource showed significant reduction in the level of conflict in their relationship, and improved relationship satisfaction.

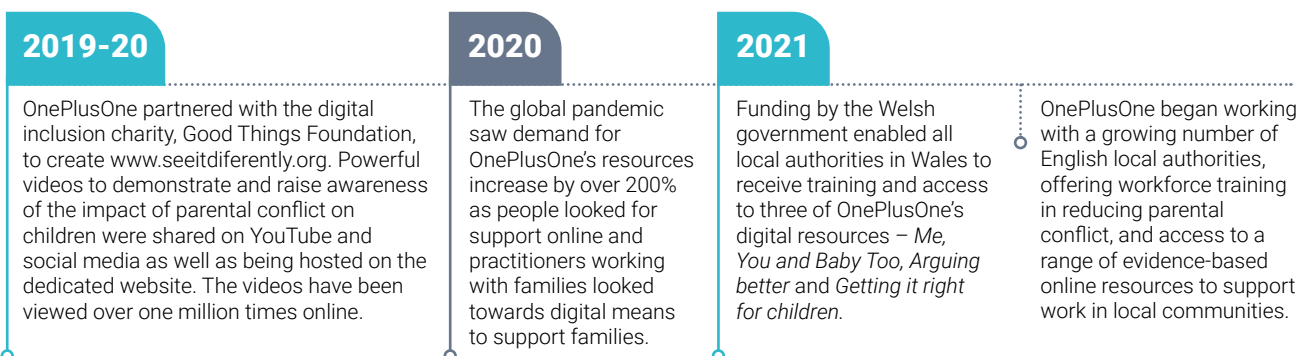


The opportunity for us to work so closely with practitioners offering direct support to families has enabled us to learn more about what practitioners and parents need, and how our resources can be best used to support families. We have enjoyed learning about the innovative approaches many local authorities are taking to get support to families where it is needed and help overcome digital accessibility challenges. One example of this is engaging schools and Family Advice and Information Services to share information about the resources with parents, with some schools offering access to their own computers for parents to complete the online courses.

With our mission to make relational capability skills accessible for all, this community approach to early support is incredible to see and highlights the role services can play in supporting relationships.

Some local authorities in Wales are using the resources in a blended way, either alongside existing services or while families wait to be enrolled in other programmes. Our digital resources have helped to fill gaps in the toolkits of many practitioners working with families and have enabled support for families who may not otherwise have accessed help.

There is still work to do to embed our digital resources into everyday practice across Wales, but we are delighted that the Welsh government has invested in this work for a further 12 months. We are looking forward to the year ahead where we can build on what we have learned so far and help local authorities increase their use of our digital resources to achieve positive outcomes for even more families.



Who we've worked with

- Cumbria, Northumberland, Tyne and Wear NHS Foundation Trust
- The Welsh government
- Recruit for Spouses
- Parents 1st UK
- The Positive Parenting Alliance
- The Race Equality Foundation
- Fastn
- DAD.info
- University of Exeter
- Sheffield Hallam University – Centre for Behavioural Science and Applied Psychology
- University of Sheffield
- University of West of England
- Manchester Metropolitan University



English and Welsh local authorities



Governance, legal and administration

Governance

OnePlusOne Marriage and Partnership Research was originally registered as a charity in 1971. It is now a charitable private company limited by guarantee, 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.

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 the 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 (Chair)

Ms Katharine Landells (Deputy chair)

Ms Elizabeth Mills (Treasurer), resigned 14 September 2021

Ms Sarah Healey

Ms Josephine Richardson

Ms Emma Ries

Mr Gavin Shaw, appointed 20 April 2020

Mr Jonty Slater, appointed 20 April 2020

Mr Simon Eckstein, appointed 20 April 2020

Ms Nell Boase, appointed 20 April 2020

Senior management team

Penny Mansfield CBE, Director – Research, Innovation and Policy

Verity Glasgow, Director – Operations and Strategy

Jonathan Devereux, Head of Finance and Company Secretary, resigned 14 April 2021

Jennifer Cameron BFP FCA, Finance Manager

Organisational structure

The board has an established sub-committee with specific terms of reference and functions delegated by the board and chaired by a Trustee:

- The finance sub-committee, which oversees all financial aspects of the charity's operations.

The **co-directors** and **head of finance** attend the main Trustee meetings. They also attend the finance sub-committee. Minutes of these meetings are taken by the **organisational operations and support manager**.

The board can co-opt to the sub-committee additional expert members who are not Trustees should they see the need. The board has delegated the day-to-day running of the charity to the **co-directors**, working with the **head of finance**.

Pay policy for senior staff

The trustee directors of the charity are not remunerated. Details of directors' expenses are contained at Note 7 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. No Pay award was made in 2021-22.

Financial review

The results for the year are shown in the Statement of Financial Activities on page 30 and the financial position is shown in the Balance Sheet on page 31. In 2021-22 a surplus of £10k (£46k deficit 2020-21), was recorded taking One Plus One out of deficit, for the first time since 2015.

Reserves policy

It is the Trustees' general view that the desirable level of unrestricted reserves is three months' operating costs. Trustees regularly review the reserves policy and continue to maintain this position, at 31 March 2022, reserves which would cover three months' operating costs.

This ensures the Charity can cashflow its activities without recourse to bank loans 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 2021-22 were £178k. Reserves which may be applied at the discretion of Trustees comprised the

General fund, Expendable Endowment, and funds designated by Trustees, in total £261k. Reserves designated for Development and delivery of services and the general fund total £125k, 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 is quickly identified and resolved.

Principal funding sources

Source	2021-2022	2020-2021
DWP Challenge	NIL	£291,483
FASD	£28,790	£124,210
LA Training and Licence	£433,214	£51,750
Click	£10,500	£47,395

The charity's main sources of funding are listed above. There has been a significant change in funding from the Department of Work and Pensions (England) and whilst continuing as the major contributor, this is now accessed through direct sales to local authorities rather than via grants which ended in December 2020. By contrast the Welsh authorities obtain licensing and training via the use of grant payments and 22 authorities had committed to one year license agreements and associated training and reporting for 2022-2023 with a total value of £111K.

Financial position and going concern

At the balance sheet date, OnePlusOne had un-recognised grant offers worth £111k for the period to 31 March 2023 and unrestricted reserves of £261k. Cash at bank amounted to £545k.

A significant change looking forward to 2022-23 is the opportunity expanded into the Scottish authorities in addition to the 22 Welsh authorities and a potential 72 English local authorities to sell workforce training linked to licensed digital products. This renewable income stream initially funded through DWP grant to each local authority gives OnePlusOne a significantly expanded customer base among key stakeholder practitioners. The longer term horizon detailed in OnePlusOne's five-year strategy document details exploration into the health, fire and policing authorities and then into commercial organisations who are growing their well-being resources in response to employee demand. The forecast position for sales of *Reducing Parental Conflict* packages is:

Reducing Parental Conflict	2022-23	2023-24	2024-25	2025+
Forecast income				
Receipts received in advance	£336,533	£59,945	£26,217	£8,750
Renewals	£225,750	£225,000		
New Business	£317,000			
Grants	£110,000			
Net Income	£989,283	£284,945	£26,217	£8,750

With a combination of cash reserves and a strong position forecast for the Reducing Parental Conflict opportunity, Trustees are of the view that OnePlusOne remains able to meet its liabilities as they fall due in the twelve months ahead.

Risk statement

The Trustees consider the risks to the charity on a regular basis, in particular 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 Co-Directors, Finance Manager, and Trustees.

Coronavirus impact continued

During 2021-22, OnePlusOne did not call upon any Government assistance programmes or furlough staff in the same way as 2020-21. Having bedded in well to 100% remote working in 2019-20 we spent the early part of the Covid 19 pandemic reviewing how we could ensure our behaviour change interventions remained available. Hosting our interventions on a platform with a paywall was essential to this, so we developed a set of criteria to help with this selection. The work done and lessons learned continued into 2021-22 and were further developed facilitating continued engagement across England and Wales.

We identified Thinkific as a platform to host our interventions in 2020-2021 and the use of this platform continued into 2021-22. Thinkific is a cloud-based “course builder” where we can host and modify our courses in a way that maintains the integrity of the original material. We are able to use a paywall, giving exclusive access to license holders and packaging our resources for appropriate audiences.

The platform can be accessed on desktop, tablet, and mobile devices and allows us to group user data for evaluation purposes. It has provided us with an affordable and adaptable way of packaging our resources for appropriate audiences and reaching as wide a user base as possible.

In addition to this training has been fully adapted to be provided in the virtual environment and has been well received and continues to be supplied in this format despite a return to the “normal” working environment, when restrictions were fully lifted in July 2021 under the governments “Living with Covid” plan, this could sit alongside the licensed materials on the Thinkific platform. This enabled us to continue to sell these digital interventions and training to English local authorities and all 22 Welsh local authorities, resulting in sales performing far better than originally anticipated and facilitating a return to profitability for the first time in 7 years.

The challenge for OnePlusOne in this less stable funding environment is that of transitioning from government grants to individual license sales. There is continued development of ongoing practitioner support, refresher training for those who have previously undertaken Train the Trainer courses and more targeted account management with a focus on customer service to embed long term relationships with local authorities.

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).

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 or not UK Accounting Standards 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 regularities.

Independent examiner's report

Independent examiner's report to the Trustees of One Plus One Marriage & Partnership Research

I report to the charity Trustees on my examination of the accounts of the company for the year ended 31 March 2022.

Responsibilities and basis of report

As the Trustees of the Company (and its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of the Company's accounts carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the company as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities [applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)].

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

This report is made solely to the Company's Trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. My work has been undertaken so that I might state to the Company's Trustees those matters

I am required to state to them in an Independent examiner's report and for no other purpose. To the fullest extent permitted by law, I do not accept or assume responsibility to anyone other than the Company and the Company's Trustees as a body, for my work or for this report.

Signed

Dated

13 September 2022

A handwritten signature in black ink, appearing to read 'Joanne Fox', written over a horizontal line.

**Joanne Fox BA FCA
Larking Gowen LLP
Chartered Accountants
King Street House
15 Upper King Street
Norwich
NR3 1RB**

Statement of Financial Activities (incorporating Income and Expenditure Account) for the year ended 31 March 2022

	note	Expendable endowment	Restricted Funds	Unrestricted Funds	2021-22 Total	2020-21 Total
		£	£	£	£	£
Incoming resources						
Core Income	3	-	-	7,171	7,171	4,696
Incoming resources from charitable activities	4	-	151,270	443,714	594,984	527,608
Total incoming resources		-	151,270	450,885	602,155	532,304
Resources expended ON CHARITABLE ACTIVITIES						
Project initiatives	12	-	149,851	290,227	440,078	483,010
Governance Costs		-	-	32,232	32,232	19,285
Total resources expended on charitable activity		-	149,851	322,459	472,310	502,295
Business development and Fund raising		-	-	86,108	86,108	19,234
Core support costs		-	-	33,374	33,374	56,281
Total resources expended		-	149,851	441,941	591,792	577,810
Transfer between funds	12	-	-	-		-
Net Movement in Funds		-	1,419	8,944	10,363	(45,506)
Reconciliation of Funds						
Funds brought forward at 1 April		136,239	9,871	115,866	261,976	307,482
Funds carried forward at 31 March	13	136,239	11,290	124,810	272,340	261,976

Prior year Income was £151,270 restricted grants, and £450,885 unrestricted earnings and funding. Resources expended were £149,851 restricted and £441,941 unrestricted.



Ruth Kennedy
Chair

Balance sheet as at 31 March 2022

		2021-22	2020-21	
	note	£	£	£
Fixed assets				
Tangible assets	9	1,873	3,091	
			1,873	3,091
Current assets				
Debtors & Prepayments	10	193,546	21,324	
Cash on deposit		90,878	90,758	
Cash at bank and in hand		453,935	233,793	
		738,359	345,875	
Creditors: amounts falling due within one year	11	(467,891)	(86,990)	
Net current assets		270,468	258,885	
Total funds		272,340	261,976	
Restricted funds				
Expendable endowment	12	11,290	9,871	
Designated Fund		136,239	136,239	
General funds		-	-	
Unrestricted funds		261,050	252,105	
Total funds		272,340	261,976	

The Charity's financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime. The Trustees consider that the Charity is entitled to exemption from the requirement to have an audit under the provisions of section 477 of the Companies Act 2006 ("the Act") and members have not required the Charity to obtain an audit for the year in question in accordance with section 476 of the Act. The Trustees acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

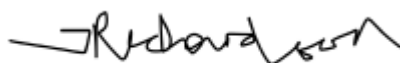
Approved by the Trustees on 13 September 2022 and signed on their behalf by Ruth Kennedy and Josephine Richardson.



Ruth Kennedy
Chair of Trustees

13 September 2022

Company No 04133340



Josephine Richardson
Treasurer

13 September 2022

Charity No 1087994

Cash flow statement for the year ended 31 March 2022

Cash flow statement for the year ended 31 March 2021	2021-22	2020-21
	£	£
Net cash inflow (outflow) from operating activities	221,141	128,194
Interest received from returns on investment	147	395
Net cash inflow from investments	147	395
Capital Expenditure and financial investment		
Purchase of tangible fixed assets	(1,029)	(3,091)
Purchase of intangible fixed assets	-	-
Net cash Outflow from Capital Expenditure	(1,029)	(3,091)
Change in cash and cash equivalents in the reporting period	220,259	125,498
Cash and cash equivalents at beginning of year	324,551	199,053
Cash and cash equivalents at the end of year	544,810	324,551
Reconciliation of operating Deficit to net outflow from operating activities		
Increase (decrease) in cash	220,259	125,498
Operating surplus (deficit)	10,363	(45,506)
Depreciation Charges	2,247	35,828
Decrease/(increase) in debtors and prepayments	(172,222)	76,465
Increase/(decrease) in receipts in advance	341,677	55,540
Increase/(decrease) in creditors	39,223	6,262
(increase)/decrease in fixed assets	(1,029)	(3,091)
Net cash (outflow)/inflow from operating activities	220,259	125,498
Reconciliation of cash movement from operating activities		
Government Grants	191,580	534,431
Other grants and donations	7,030	4,011
Other cash receipts from contracts and trading	573,184	124,127
Payments to suppliers	(141,557)	(171,642)
Cash paid to and on behalf of employees	(409,096)	(362,733)
Net cash inflow (outflow) from operating activities	221,141	128,194

Accounting policies

1)

- a) Basis of Preparation. The financial statements have been prepared in accordance with the Charities SORP (FRS 102) - 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 2015), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006. Assets and liabilities are initially recognised at historic or transaction costs unless otherwise stated in the relevant accounting policy notes. All transactions are reported in pounds sterling (£) to the nearest £.
- b) In preparing the accounts Trustees have considered whether in applying FRS102 and the SORP the requirement to recognise the employee benefit to paid annual leave leads to a potential liability for annual leave due but not taken at 31st March on a leave year commencing on 1st January. There is no potential impact of that accrued entitlement as reported in note 8 based on the maximum value accrued leave could be at 31 March 2022 given staff leave entitlement.
- c) Preparation of the accounts is on a going concern basis. The accounts are prepared on the basis the Charity remains a going concern. At the balance sheet date reserves were £272K, with £545K held as cash. All year end debtors had been paid in full within terms by May 2022, with the exception of the Welsh grant which was paid in July 2022. Opportunities through the Reducing Parental Conflict DWP funded program and distributed to local authorities are expected to deliver £879K of sales with £336K being from receipts received in the prior year and £543K of new sales business and renewals. Contracts and grants award for 2022-23 relate to 22 Welsh Local Authorities and represent £110K of income at the beginning of the year. OnePlusOne will continue to be able to meet liabilities pertaining to normal activity levels and the current staffing structure.
- d) Transitioning to a home working model and full on-line delivery during Covid19 has reduced not added to costs of operation, returning to an office based working model is an option not a requirement. On-line training has proved successful and is expanding in 2022-23, with additional local authorities in England being targeted and work beginning to engage in Scotland. One Plus One does not rely on any investment income for funding or in support of a pensions liability and is therefore immune to any direct impact on stock market movements occasioned by on-going Covid19 issues and the subsequent war in Ukraine.
- e) 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.
- f) 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.
- g) 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.
- h) Resources expended are recognised in the period in which they are incurred. Any irrecoverable VAT associated with that expenditure appears as a separate line in the accounts. Resources expended are allocated to the particular activity where the cost relates directly to that activity.

Support costs, consisting of staff costs and other overheads are allocated between activities on the basis of staff time or a base appropriate to the specific support cost.

Governance costs include the management of the charity's assets, organisational management and compliance with constitutional and statutory requirements.

- i) Depreciation is provided at rates calculated to write down the cost of each asset over its expected useful life. The depreciation rates in use are as follows:
- | | |
|-----------------------|-----------------------|
| i. Office equipment | 3 years straight line |
| ii. Intangible assets | 3 years straight line |

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.

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.

- j) 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.
- k) 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.
- l) 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.
- m) The expendable endowment fund is for unrestricted funding purposes which will be approved by the trustees when appropriate.
- n) The cost of generating funds relates to the costs incurred by the charitable company in raising funds for the charitable work.
- o) 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.
- p) Trade and other debtors are recognised at the settlement date due less and trade discounts offered. Prepayments are valued at the amount pre-paid net of any trade discounts due.
- q) Creditors and provisions are recognised where the charity has a present obligation as a result of a past event that will probably result in the transfer of funds to a third party and the settlement obligation can be reliably measured or estimated. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due. It is the charity's aim to pay creditors within agreed terms where there is no dispute over liability.
- r) Cash at bank relates to cash held in instant access no penalty accounts.
- s) Cash on deposit relates to cash held in 90-day access accounts where depending on the notice period given there may be a loss of interest on sums withdrawn.
- t) Pension contributions are made at 6% where staff opt to join the money purchase scheme One Plus One operates through AEGON. New staff are entitled to join the scheme after a three-month delay period. All staff are auto enrolled into a basic pension scheme operated by AEGON which is compliant with the terms and rates specified by auto enrol requirements. There were no contribution arrears at the balance sheet date.
- u) Operating leases are limited to outstanding lease obligations on office printing equipment which is no longer in the possession of One Plus One. Having no premises to house the equipment the contract was renegotiated with the lessor. The remaining commitment is based on the outstanding payments due under the terms of that renegotiated contract.

- v) 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.

2) Legal status

One Plus One Marriage and Partnership Research is a company limited company number 4133340 with the working name One Plus One and is also a registered Charity No. 1087994.

The registered office is c/o MHA MacIntyre Hudson, 6th Floor, 2 London Wall Place, London, EC2Y 5AU

3) Core Income

	Endowment	Restricted	Unrestricted	2021-22 £	2020-21 £
General donations, incl Gift aid		-	6,603	6,603	4,057
Bank Interest		-	147	147	395
Sundry Income		-	421	421	244
	0	0	7,171	7,171	4,696

4) Income from Charitable Activities

DoH Section 64 Alcohol Project		-		-	-
Challenge Fund 1 Crossroads		-		-	163,060
Challenge Fund 2		-		-	128,423
FASD Grant		28,790		28,790	124,210
Parents in Wales - Grant		65,480		65,480	12,770
Parents in Wales - Evaluation Grant		57,000		57,000	-
Sales of training and resources		-	75,250	75,250	50,750
Reducing Parental Conflict Product Licensing		-	357,964	357,964	1,000
Sales of consultancy		-	-	-	-
CAFCASS		-	10,500	10,500	47,395
	-	151,270	443,714	594,984	527,608

Building the Knowledge Base

Brain Tumour Charity	-	-	-	-	-
	-	-	-	-	-

Incoming resources from charitable activities

	-	151,270	443,714	594,984	527,608
TOTAL INCOMING RESOURCES	-	151,270	450,885	602,155	532,304

5) Total Resources expended

	Business Development	Support costs	Direct costs	Governance	2021-22 £	2020-21 £
Staff costs (note 7)	84,959	(7,241)	302,384	27,270	407,372	362,895
Project expenses	-	763	132,417	-	133,180	129,942
Travel, recruitment and training	-	9,334	101	-	9,435	948
Premises and office costs	12	20,194	3,312	2,033	25,551	28,246
Telephone, postage and stationery	-	116	-	-	116	35
Legal and professional fees	1,137	8,245	650	2,928	12,960	10,926
Depreciation	-	2,247	-	-	2,248	35,826
Irrecoverable VAT	-	(284)	1,214	-	930	8,992
Total resources expended	86,108	33,374	440,077	32,232	591,792	577,810

6) Net incoming resources are stated after charging

	2021-22 £	2020-21 £
Depreciation	2,247	35,826
Trustees' expenses	-	-
Independent examination	2,730	2,650
Operating lease		6,120

The charity pays any expenses of Trustees who attend meetings and events on behalf of the charity. During the year 11 Trustees could have claimed expenses or had expenses paid by the charity directly. During the year all trustee Meetings were held remotely on-line.

7) Staff costs and numbers

	2021-22 £	2020-21 £
Salaries	353,511	314,562
Social security costs	30,170	27,028
Pension contributions	23,691	21,305
	407,372	362,895

During 2021-22 no employees received remuneration exceeding £60,000 (2020-21 none).

	2021-22 £	2020-21 £
Key management team remuneration (inclusive of Employers National Insurance Contributions)	122,227	113,439
	122,227	113,439

The key management team comprises: the Co-Directors and Head of Finance during the year. It should be noted that the Head of Finance role was terminated through redundancy at a cost of £6,732 which was fully provided in the current year. This role has been replaced with a Finance Manager.

All staff are able to join a defined contribution scheme for pension provision. The employer contribution is set at 6% provided the employee contributes a minimum of 3%.

On average 9.3 (9.8) people were employed during the year 5.0 (5.0) full time and 4.8 (3.8) part time.

8) Taxation

There is no corporation tax charge as all the charity's income falls under charitable tax exemptions where income is applied for charitable purposes.

9) Fixed assets**Cost**

At 31 March 2021	125,000	19,234	144,234
Additions	-	1,029	1,029
Cost of disposals	-	-	-
Period Ending 31 March 2022	125,000	20,263	145,263

Depreciation

At 31 March 2021	125,000	16,143	141,143
Charge for the year	-	2,247	2,247
On disposals	-	-	-
Period Ending 31 March 2022	125,000	18,390	143,390

	Intangible	Tangible	Total
	Equipment		
	£		£
At 31 March 2021	125,000	19,234	144,234
Additions	-	1,029	1,029
Cost of disposals	-	-	-
Period Ending 31 March 2022	125,000	20,263	145,263
At 31 March 2021	125,000	16,143	141,143
Charge for the year	-	2,247	2,247
On disposals	-	-	-
Period Ending 31 March 2022	125,000	18,390	143,390

At 31 March 2022 - **1,873** **1,873**

At 31 March 2021 - **3,091** **3,091**

Intangible and Tangible Asset

The intangible digital asset relates to **Click** which was fully depreciated during 2020-21. Funding was not secured to significantly enhance or develop the intangible asset during 2021-22 but it remains a platform enabling further sales of licensed products. There has not been a revaluation of intangible assets deployed in the delivery of services. Tangible assets represent the depreciated value of remaining IT equipment for operational use the charity makes use of cloud server services for agile remote working operation.

10) Debtors

	2021-22 £	2020-21 £
Trade debtors	191,938	8,100
Grants receivable	1,250	12,770
Other debtors	-	-
Accrued Income	27	454
Prepayments	331	0
	193,546	21,324

11) Creditors

	2021-22 £	2020-21 £
Trade creditors	1,154	932
Pre-paid income	400,717	59,040
Accruals	3,934	2,650
PAYE and NIC	-	8,456
Other Creditors	6,732	-
VAT	55,354	15,912

12) Movements in funds

	At 31 March 2021	Incoming resources	Resources expended	Transfers	At 31 March 2022
	£	£	£	£	£
Expendable endowment	136,239	-	-	-	136,239
Restricted funds					
FASD	-	28,790	28,790	-	-
Product Licensing - Wales	-	65,480	65,480	-	-
Wales Evaluation	-	57,000	55,581	-	1,419
Appeal Fund (Digital Platform)	7,159	-	-	-	7,159
Edith Dominican Memorial Fund	2,712	-	-	-	2,712
Total restricted funds	9,871	151,270	149,851	-	11,290
Designated Funds					
Development and delivery of services	115,866	-	-	8,945	124,811
	115,866	-	-	8,945	124,811
Click Digital Platform	-	-	8,795	8,795	-
CAFCASS	-	10,500	4,979	(5,521)	-
DWP Challenge Fund 1 - Crossroads	-	-	941	941	-
Training Sales	-	75,250	53,712	(21,538)	-
Product Licensing	-	357,964	221,799	(136,165)	-
General Fund balance	-	7,171	151,714	144,543	-
General Funds	-	450,885	441,941	(8,945)	-
Unrestricted funds	115,866	450,885	441,941	-	124,810
Total funds	261,976	602,155	591,792	-	272,340

Restricted Funds

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.

DoH Section 64 - Department of Health restricted grant funding of the impact of Alcohol dependency on family relationships.

DWP Challenge Fund 1 - Project lead by Good Things Foundation tackling parenting, poverty and worklessness impacting on relationships. Restricted grant from DWP. Funding ceased in 2021 the Listening room has been maintained in 2021-22.

FASD - Department of Health grant focused on the impact of alcohol in pregnancy.

Product Licenses - Wales - At the close of the financial year the Welsh Government issued and paid a grant so that all Eslsh Local Authorities could enjoy a years License of OPO digital products. The accounts recognise the propotion of that funding spent by the close of the year.

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

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

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. At the balance sheet date these were as shown below.

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.

13) Analysis of net assets between funds

2021-22	Endowment funds	Restricted funds	Designated funds	Unrestricted funds	2021-22 Total Funds
	£	£	£	£	£
Intangible Fixed Assets	-	-	-	-	-
Tangible Fixed assets	-	-	-	1,873	1,873
Net current assets	136,239	11,290	122,938	-	270,467
	136,239	11,290	122,938	1,873	272,340

2020-21	Endowment funds	Restricted funds	Designated funds	Unrestricted funds	2020-21 Total Funds
	£	£	£	£	£
Intangible Fixed Assets	-	-	-	-	-
Tangible Fixed assets	-	-	-	3,091	3,091
Net current assets	136,239	9,871	112,775	-	258,885
	136,239	9,871	112,775	3,091	261,976

14) Obligations under operating leases

At 31 March 2022, the Charity had outstanding commitments under operating leases as set out below:

Operating leases for office equipment

	2021-22	2020-21
	£	£
Expiring within 1 year	-	3,060
Expiring between 2 and 5 years	-	-
	-	3,060

15) Related Party Transactions

There were no emoluments paid to Trustees in the period (2020-21: nil). Trustees and the Senior Management Team declare annually any business interests they have. During 2021-22 there was no spend with an organisation where a business interest was declared.

16) Post balance sheet events

The Welsh Government renewed their license agreement for 22 local authorities a contract valued at £110,000. Additionally the final instalment of the prior year Parents in Wales Evaluation Grant was received totalling £28,500.

The department for work and pensions grant scheme to local authorities continued and those who placed bids started to have their funding approved and in turn place orders. New business and renewals is forecast for 2022-23 at £463,500 and at July 2022. Sales to date amounted to £57,390 excluding VAT achieving 12% of the forecast for sales in England. These sales represented 10 local authorities of which 3 were new clients and 7 were either renewal of licenses or additional training requests.



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ONE PLUS ONE MARRIAGE AND PARTNERSHIP RESEARCH

England & Wales - Charity number 1087994

Accounts

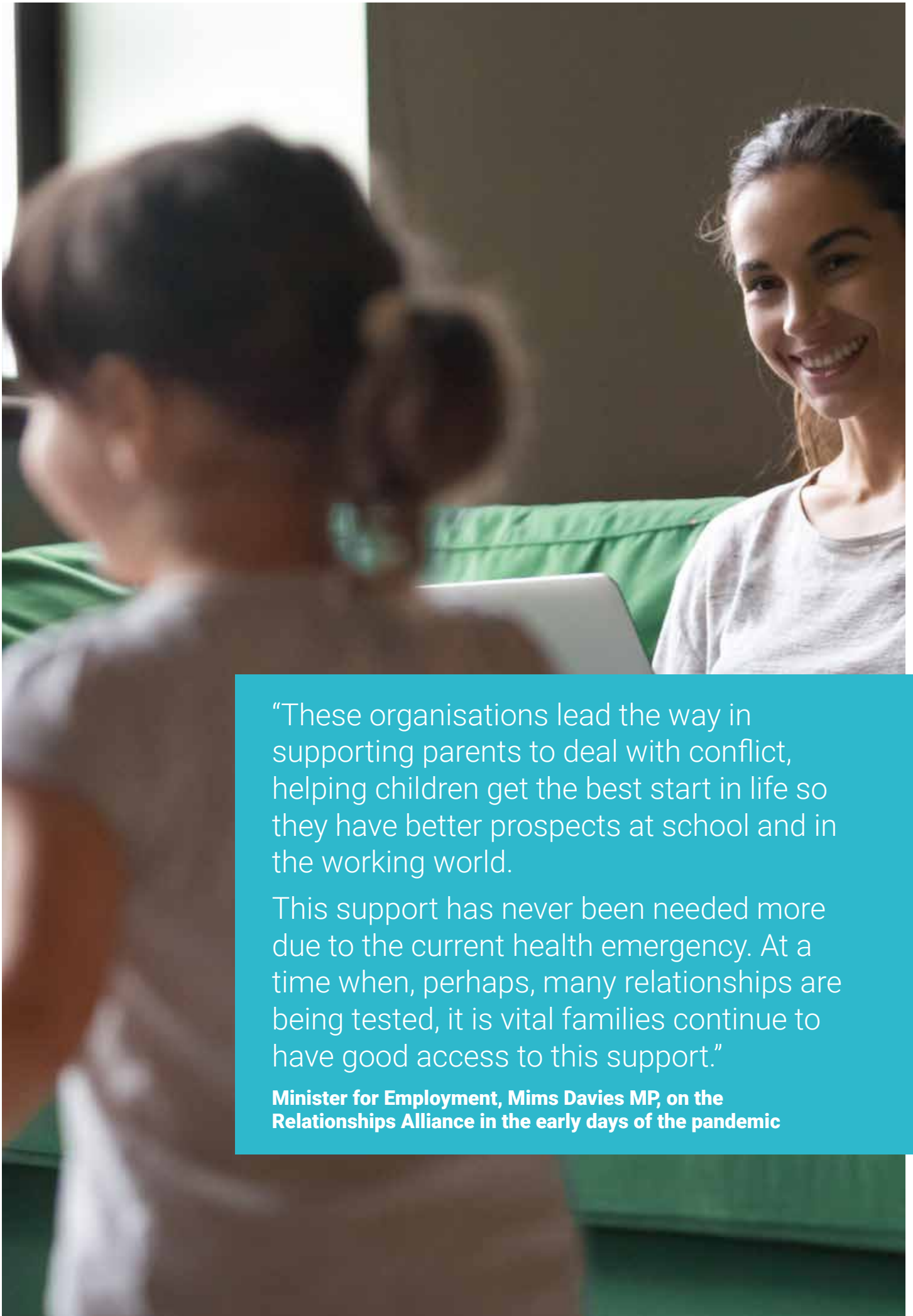
Annual Report 2020-21

Incorporating the report and financial statements
for the period ended 31 March 2021



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“These organisations lead the way in supporting parents to deal with conflict, helping children get the best start in life so they have better prospects at school and in the working world.

This support has never been needed more due to the current health emergency. At a time when, perhaps, many relationships are being tested, it is vital families continue to have good access to this support.”

Minister for Employment, Mims Davies MP, on the Relationships Alliance in the early days of the pandemic

Foreword



An agile response to the rising needs of families and those in the frontline of support

Like many charities, our operating environment has changed enormously. Although experienced in working remotely and collaborating in co-production, we have had to adapt to an increased demand for our services from

both practitioners and parents. We have worked hard to maximise our outputs against our reduced resources to ensure that we can meet this need – collaborating with practitioners to deliver digital learning and rolling out interventions for parents to use with practitioner support.

Sharing learning has been an important element of this response. Having delivered digital resources to the public throughout the last decade, we have been able to offer support to other organisations to make the leap from face-to-face to digital delivery.

Innovation is in our DNA – investigating blended practice

We have adapted our training for practitioners to sit alongside our early intervention digital resources for parents. As an organisation with a central focus on testing and learning, this has been an opportunity to learn more about how a blended approach works in practice. Collaborating with practitioners enables us to ensure the resources we create fit the needs of the people we create them for – the practitioners and the parents they support.

Covid-19 has accelerated the use of digital technologies. As the coming year unfolds there will no doubt be discussion about the increased use of digital across health and social care, and the positives and negatives of this. We look forward to bringing our learning to the conversation, helping to apply the blended practice framework in a supportive way.

Discovering scalable solutions

As we emerge from the complexities of Covid-19, planning for the long term is a key driver. We have used this year to prepare ourselves for any opportunities as they arise, focusing on the development of a scalable solution for rolling out our digital resources in a strategic way in the coming year.

Each member of our team of staff and associates brings expertise and commitment, enabling us to reach more people who can benefit from our services. This has not been an easy year for any of us and we are proud to work with such a talented group of people.

Our Board of Trustees has provided expertise, engagement, challenge, and enthusiastic support throughout the year. Most importantly, they have not been afraid to get stuck in.

Looking ahead to the year of our 50th anniversary, we bring with us five decades of knowledge and understanding of what makes relationships work, and what leads to breakdown. Our focus will be in applying this learning and creating innovative solutions to the ongoing challenges faced by everyone in the unpredictable time we are living through.



Penny Mansfield
Co-director



Verity Glasgow
Co-director

Foreword



2020-2021 has confirmed – if we needed it confirming – the central importance of relational capability to our ability to live healthy, happy lives as fellow human beings on a finite planet. As soon as Covid-19 struck it was clear that people locked down in their homes needed more than just the meeting of their physical needs in the form of food and medication – they also needed to remain connected, to know that they were known, loved, and cared for. Families, friends, colleagues, and wider communities had to learn to connect relationally in more remote ways. Many of us have embraced what for some

has been an overload of Zoom or Teams. Others have rediscovered the telephone, letter writing, or the joy of meeting safely in an informal outdoor space. Loneliness has been talked about perhaps as never before.

We know that relationship stress has been experienced by many as we have muddled our way through our shared pandemic experience, and I am so pleased that OnePlusOne's expertise and interventions have been available – flexibly and digitally – for individuals, couples, and frontline practitioners to use. In these times of immense pressure on budgets it has been particularly exciting to see the strategic investment made by the Welsh Government: rolling out How to Argue Better training and digital products across all local authorities in the country as part of its approach to reducing parental conflict. We look forward to learning about the outcomes and impact.

OnePlusOne's pre-existing agile methods of working meant that our staff were well placed to respond to the extraordinary requirements of the pandemic, but they still deserve an almighty cheer for the determined and energetic way in which they have continued tenaciously to further the charity's aims over the past 12 months. During this time we have also renewed the Board of Trustees, adding fresh challenge, ideas, and vigorous sleeves-rolled-up support in the form of Simon, Gavin, Nell, and Jonty. For their work, and that of the other pre-existing Board members, I am also extremely grateful.

It hasn't been a year in which celebration has felt easy. But this is OnePlusOne's fiftieth year, and as Chair I invite all supporters to join me in marking what is a significant milestone for an extraordinary, punchy, and forward-looking charity. There is still much we have to do.

A handwritten signature in red ink that reads "Ruth Kennedy". The signature is written in a cursive, flowing style.

Ruth Kennedy
Chair

About us

OnePlusOne is a leading research and innovation charity with fifty years' experience in relationship science. We create evidence-based resources to help people learn relationship skills that will serve them throughout their lives.

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

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

For more information, see our websites
OnePlusOne.org.uk and ClickRelationships.org

How we work

We strengthen couple and family relationships by:

- Providing digital services and tools to support couples and co-parents through platforms such as Click, Thinkific, and See it Differently.
- Training frontline practitioners and volunteers to help families with relationship issues.
- Promoting a culture that recognises the benefits of family and relationship support at all stages of life.
- Building expert knowledge of how relationships are evolving, to inform and improve family policies and services.

Our mission and objectives

Relational capability for all

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.

Our objectives for the public benefit are:

- 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 people involved in committed relationships and their dependents;
- to prevent and relieve poverty, hardship and distress caused by difficulties in or the breakdown of committed relationships for people involved in such relationships and their dependents; and
- to further such other exclusively charitable purposes according to the law of England and Wales that the trustees in their absolute discretion from time to time determine that may assist those people who are in or who have been in committed relationships and their dependents;

Where 'committed relationship' means marriage, civil partnerships, or an enduring family relationship whether recognised in law or otherwise, and whether or not the relationship is conducted the same household.

The team

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

Core staff

- Verity Glasgow, Co-director – operations and strategy
- Penny Mansfield CBE, Co-director – research, innovation, and policy
- Jonathan Devereux, Head of finance
- Tabitha Frangoullides, Communications manager
- Dr Shannon Hirst, Research associate
- Jolanta Kaczmarek, Senior project manager
- Jimi Odell, Content manager
- Chantal Savignon, Organisational operations and support manager
- Diane Wild, Content editor (joined May 2020, left December 2020)
- Dean Wilson, Senior UX and technical manager

Associates

- Claire Cooper, Trainer
- Dr Sarah Foley, Research associate
- Michelle Hayes, Trainer
- Dr Catherine Houlston, Research associate
- Dr Abigail Millings, Research associate
- Jan Mitcheson, Practice and innovation associate
- Kate Nicolle, Training associate
- Jenny Reynolds, Research associate
- Mark Weber, Digital associate

Placement students

- Tamara Almond-Lockett (joined January 2021, left March 2021)
- Adrian Minea (joined January 2021, left March 2021)

Report of the Trustees

OnePlusOne Marriage and Partnership Research – for the year ending 31 March 2021.

The trustees are pleased to represent their annual directors report together with the consolidated financial statements of the charity for the year ending 31 March 2021 which are also prepared to meet the requirements for a directors' report and accounts for Companies Act purposes.

The financial statements comply with the Charities Act 2011, the Companies Act 2006, The Memorandum and Articles of Association, and 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 (FRS102) (effective 1 January 2015).

Public benefit

All our charitable activities focus on providing a broad range of early interventions in support of relationships and 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.

In preparing this report, the Trustees have taken advantage of the small company's exemptions provided by section 415A of the Companies Act 2006.

Looking forward

Aims for 2021-22

Aim 1

Developing our license model

Using learning and feedback from the rollout of our license model this year, we will develop a refined license model taking into account the varying needs of organisations we have worked with this year. Our model will be multi-layered with different approaches for different audiences. This will allow us to provide a more streamlined service externally and build efficiency and capacity internally.

Aim 2

Refine OnePlusOne's digital behaviour change methodology

Evidence-based innovation is the hallmark of our approach and we have taken the opportunities in the last year to understand what works in our digital behaviour change methodology. We want to refine and apply this learning to expand our resources to a wider audience, especially those who are vulnerable due to exclusion and low engagement. We will build on our experience of working in partnership with voluntary sector and community organisations to co-create innovative content. New and existing partners will help us build knowledge about and gain access to often underrepresented groups.

Aim 3

Extending our reach through blended practice

This year we had the opportunity to work with a variety of practitioners in understanding how they use digital in their practice, based on their service users' needs. We will use this learning to ensure that our digital products have built-in flexibility to allow practitioners to meet the range of needs that they will encounter in their practice. This will include practitioner training programmes for all of our digital products. Early intervention is a founding principal of OnePlusOne and focusing on blended practice in this way allows us to continue to reach people at the earliest point possible.

Aim 4

Expand and diversify OnePlusOne's digital community

We will renew our focus on OnePlusOne's digital community, working with partners to reach new audiences, raising awareness of OnePlusOne's content, and offering both expert and peer support direct to users.



“With many of us spending more time at home, this has put a strain on relationships across the country which is why it is vital that everyone is able to access support online. The materials have been co-designed with parents who too often experience barriers to finding trusted, accessible information on the internet. At Good Things Foundation, we believe that online support should be available for all.”

Dr Emma Stone, director of evidence and engagement at Good Things Foundation, talking at the [seeitdifferently.org](https://www.seeitdifferently.org) launch



Aims and achievements

2020-21

Changing behaviour

When Covid-19 hit, there was a scramble to move support over to digital environments. Having used digital behaviour change interventions for nearly 10 years, we were able to adapt quickly, maintaining continuity of service and responding to an increase in demand.

Our method of involving the target audience in the development process means we are able to keep our behaviour change services relevant and up to date. We work with real people to learn about their needs and experiences and later, through evaluation, we find out how effective the resources are at initiating behaviour change. Through this process, we have made important contributions to the evidence base on what works to reduce parental conflict, how to use behaviour change in a digital arena, and how practice is changing following the impact of Covid-19.


This year, we have enhanced three of our digital behaviour change interventions and developed one entirely new one. Of the four currently on offer, two are already proving to support people in making positive changes.

See it differently

See it differently is a video resource produced under grant funding from the Department for Work and Pensions. These short videos take an innovative approach to Behaviour Modelling Training, creating an engaging way for parents to reflect on how their behaviour might be affecting their children, and what they can do to improve things.

During the co-design process, we spoke with families about how they tend to find and share this kind of information and support. As a result, our early intervention strategy included promoting the videos through social media to generate word-of-mouth engagement between peers. Since the launch, the *See it differently* videos have been viewed over one million times, far exceeding our expectations.

Our evaluation of the resource showed that the videos had a sustained positive impact. Even during the early stages of the Covid-19 pandemic, parents were mindful of the ways conflict can affect their children and. They continued to work on skills like staying calm and talking about their feelings with their partner.

 *"When we get children involved in conflict ... it would be, 'Your dad said that didn't he? He's being so unreasonable.' It would be something like that. So, we know not to do that anymore. It's quite hard to adapt when it's a habit."*

"And we just sit down and talk about it. Talk about your feelings. Like sometimes he won't agree with stuff that I say. Like he'll say, 'No, it's not like that'. And I go, 'But it's like that to me.'"

Our evaluation showed that new parents who had used Me, You and Baby Too were arguing less and were more satisfied with their relationships.



Me, You and Baby Too

Me, You and Baby Too is a short course aimed at reducing couple conflict during the transition to parenthood. It was developed and evaluated in 2019-20 and enhanced this year. The course can be used universally – with parents working through it on their own – or targeted at more vulnerable audiences as part of existing support pathways.

Our evaluation showed that new parents who had used *Me, You and Baby Too* were arguing less and were more satisfied with their relationships.

We interviewed mothers who had completed the course to find out how they were using the skills. Everyone we spoke to felt that *Me, You and Baby Too* had helped them to understand the negative impact of couple conflict on their child’s development.

“I have learnt to listen to my partner more and techniques to cope with stress for me and my partner.”

“It just... It made me realise how it actually affects a baby... Like, my emotions go to him, basically. The baby. It can cause stress on him.”

Parents who had been through the course learned new strategies for managing conflict, and picked up on the value of offering emotional support rather than just trying to problem-solve:

“He was saying, ‘Can I do this, that, or the other?’ And then he went, ‘Actually, sorry about that. I think what you really wanted was more of the emotional support.’”

New animations

Following evaluation and feedback, we had an opportunity to enhance *Me, You and Baby Too* with new content, designed to help parents learn conflict resolution skills.

The development phase took place during the national lockdown meaning all new content would have to be produced remotely. Having used animation successfully before, we recruited a trusted agency to develop two new animated clips – one on how to de-escalate arguments and one on practising listening skills.

We ran remote user testing sessions with small groups of parents to make sure we reflected the life experiences, language choices, and support needs of our target audience. The finished animations are not just evidence-based but user-led, teaching valuable skills at a time of increased pressure on families.



Practitioners who had used *Me, You and Baby Too* with parents told us that they liked the flexibility of the resource. They were able to use the whole course as a standalone, integrate it into existing pathways, or pick and choose individual elements to work with parents.

Me, You, and Baby Too improved outcomes for parents whether or not they worked with a practitioner, and whether or not they had high support needs. This shows how important it is to develop resources that can be used flexibly by practitioners and parents.

Arguing better

The course originally known as *Coping with stress and alcohol* is now called *Arguing better*. The new name offers a wider access point but the overall aim is the same – reducing parental conflict by supporting parents to cut down their drinking and deal with stress in healthier ways.

When the service was pitched at alcohol-related services, it was capturing users with more deeply entrenched issues. At this level, an early intervention stress management tool is less appropriate and the resource was not finding its intended audience. Thanks to a test-and-learn approach, we were able to tweak the language and re-pitch it to those earlier in their journey.

The rebranded resource was also enhanced with two new interactive elements. These use a click and drag system that generates personalised results, encouraging the user to reframe their behaviour and consider how they might make different choices in the future.



“We found that blending what we would usually do in face-to-face sessions addressing parental conflict with this digital resource helped to open up tricky conversations, empowering parents to recognise issues in their relationship and support them in developing the skills they need to deal with them.”

**Hayley Donnelly, early help and support team leader,
Blackburn with Darwen Council, on Me, You and Baby Too**

Just the one? Avoiding alcohol in pregnancy

We created and launched one entirely new intervention this year. *Just the one? Avoiding alcohol in pregnancy* is targeted at pregnant women and other pregnant people and their partners. It aims to raise awareness of the effects of drinking alcohol during pregnancy and reduce the risk of children being born with Foetal Alcohol Spectrum Disorder (FASD).

We spoke to pregnant women and new mothers – a mixture of those who had and hadn't used alcohol during their pregnancy – about the messaging they had received around drinking. It was clear from these conversations that parents tended to prefer peer support to expert advice, that they wanted to hear from relatable people with lived experience. This was backed up by the literature review.

This co-design process was then put into practise. In creating the new resource, we adapted elements of existing resources for the new audience. We recorded new voice-overs for our animations, replacing the expert narrator with a new mum character who delivers the message in the context of her own experience. We also interviewed real parents about their experiences and included audio from these interviews in the resource.

Looking ahead, we are engaging new partners to help promote this resource, as it is essential to capture families at the very start of their parenting journey.



Diversifying income

Like every charity, we have always sought to maintain a secure and diverse set of income streams. This year, we have established a subcommittee of Trustees to work with us on diversifying our income, reviewing our intellectual property, developing our marketing, and reaching out to a broader customer base.

Creating a license model

The subcommittee's first task was to help us establish a license model. With funding coming to an end for many of our behaviour change interventions, it was essential to find a way to make sure these resources remained available.

We identified Thinkific as a platform to host our interventions. Thinkific is a cloud-based "course builder" where we can host and modify our courses in a way that maintains the integrity of the original material. We are able to use a paywall, giving exclusive access to license holders and packaging our resources for appropriate audiences.

The platform can be accessed on desktop, tablet, and mobile devices and allows us to group user data for evaluation purposes. It has provided us with an affordable and adaptable way of packaging our resources for appropriate audiences and reaching as wide a user base as possible. Our branded Thinkific page can be found at skills.oneplusone.org.uk.

Implementing the license model

With the license model and hosting platform established, we are in a position to offer our digital resources to local authorities and other organisations. We initially worked with the Welsh Government to deliver a national programme of Reducing Parental Conflict. In response to their needs, we developed a package of three interventions aimed at different audiences, supported by a training programme and a digital practitioner guide.

As part of this initiative, we trained 37 facilitators in the use of the digital interventions, with the goal of cascading skills down through local workforces and communities. The package is now licensed to every local authority in Wales, making the interventions available to parents and families across the country.

Evaluation of the facilitator training showed promising results with 100% of respondents saying they would recommend the training to others. Practitioners were overwhelmingly positive about the training and many noted that it was informative and easy to engage with:

“Really great trainers and kept everyone engaged in the sessions.”

“They modelled good ways of using online training and engaging with participants in different ways.”

We will continue to work with the Welsh Government into 2021-22, as well as promoting our behaviour change interventions for license to local authorities beyond Wales.



Extending our reach

Due to Covid-19 restrictions, many practitioners were unable to meet their clients face to face, leading to an increased demand for digital services and blended practice. OnePlusOne was in the fortunate position to be fully digital already, making us well placed to support the transition. During the first lockdown period, demand for our digital services increased by 200% and we worked with partners to ensure we were able to reach as wide an audience as possible.

Blended practice

In December 2020, we ran a webinar for 450 practitioners interested in learning more about Me, You and Baby Too. As a follow-up, we invited interested parties to join a working group to discuss the ongoing use of blended practice – how practitioners are combining face-to-face support with digital interventions. OnePlusOne has been supporting blended practice since 2011 and we wanted to find out more about how it is being used today.

We carried out four remote focus groups with 10 practitioners from local authorities across England whose roles ranged from training and development leads to service delivery and support workers. We wanted to explore the ways our resources can be incorporated into existing work, and how we can take practitioner's needs into consideration when developing resources in future.

Findings from these focus groups showed that it is vital to have flexible resources that can be used within existing pathways. Covid-19 has forced the hand of practitioners to use digital in their practice, but everyone we spoke to was positive about the use of a blended approach in future. We will maintain these relationships with development leads in local authorities and keep the conversation going as needs continue to evolve.

Partnerships

Meaningful partnerships are a crucial element of OnePlusOne's work. As well as combining knowledge and expertise, partnerships allow us to reach a wider and more diverse audience. This is important for development and co-creation, as well as distribution.

Our partnerships range from universities to local authorities to community organisations, reflecting the breadth of our work. Through these valuable connections, we have been able to access service users who represent important demographics for our resources, including BAME communities, vulnerable parents, and parents in conflict. We have also been able to seek funding to extend the work on important research projects like our emotional readiness measure.

We recruited two placement students to work with us on a short-term basis, as part of their studies. This gives us the opportunity to work with universities and to support the learning of young people who will be part of the next generation of relationship researchers and workers in this field. It also gives us an understanding of what is important for young people in relationship work.

“One of the most exciting features of this work is that we found considerable agreement between our brief scale and the expert opinion of qualified mediators. It suggests that our questions are tapping into something really meaningful, and something that is more predictive of co-parenting than simply asking, ‘How ready are you to make childcare arrangements with your ex?’”

Abi Millings, senior research fellow at Sheffield Hallam University, on the publication of the Emotional Readiness report



Comms activity

OnePlusOne has continued to increase its profile and develop relationships across the sector and beyond. In the past year, we have built stronger communication links with many organisations who have an interest in our work and appreciate what we have to offer. We have combined this with a more active social media presence, using our collective communication channels to share information, widen our reach, and open opportunities for future collaborative work.

OnePlusOne's resources have been promoted in national press and television, and we have found a new audience through a podcast aimed at military families. We look forward to working with like-minded organisations over the coming period, with the aim of raising our own profile as a leading voice in the field of accessible early intervention support for families.



Digital services

Digital services are at the heart of our delivery. These services are broadly available through three main platforms:

1. **Click, our community-facing universal relationship support service.**
2. **Skills.oneplusone.org.uk, our course platform.**
3. **The OnePlusOne website, with information for practitioners and commissioners.**

Click

With our digital behaviour change interventions moving over to our new platform, Click's focus has shifted towards expert articles and community forums. We have published new articles on coping with lockdown and parenting issues, as well as guest posts from our two placement students. Over the year, Click was accessed by over 750,000 unique users and the demand for relationship-based content appears to have increased during the pandemic.

Many of the popular content themes like sex, affairs, and trust remained popular and we saw a significant increase to the content created for parents. The traffic driven to our 'Parenting together' section doubled, and we saw a sustained 25% increase to the 'Parenting apart' content. At a time when many parents were under extra strain from factors like lockdown, job losses, and school closures, we were pleased to be able to offer support and advice through Click.



At a time when many parents were under extra strain from factors like lockdown, job losses, and school closures, we were pleased to be able to offer support and advice through Click.

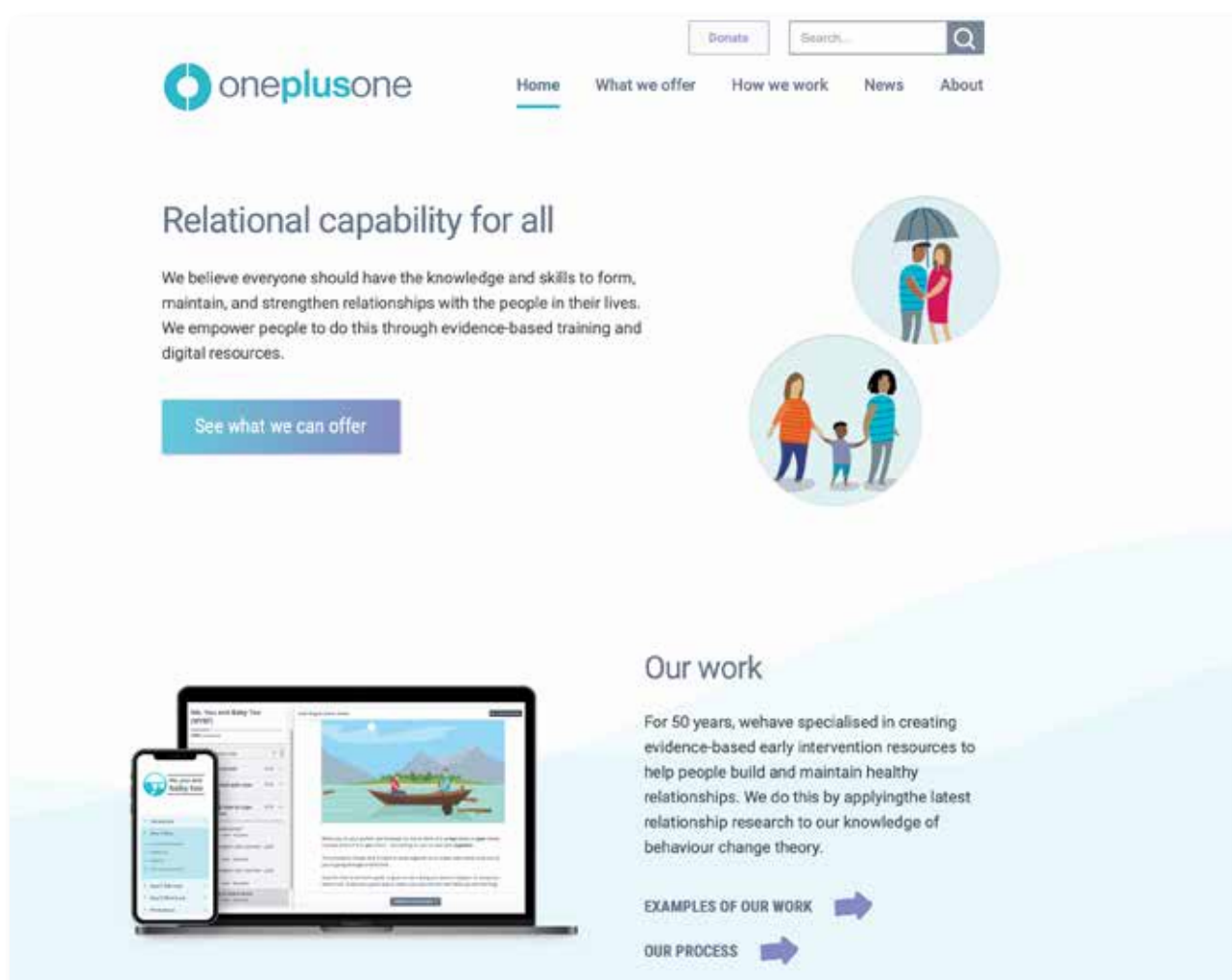
Skills

The Skills service was launched on Thinkific towards the end of the year, giving access for trial accounts, testing, and early promotional work. During the testing period the service was used by 2,500 people. Over the next year, we will analyse data from this service, which will inform further developments and planned expansions.

OnePlusOne

Our charity website was developed to tell people about who we are and what we do. Over the year, we made some improvements to the site and saw a 244% increase in traffic – from 5,000 users in 2019-20 to 18,000 in 2020-21.

Analytics showed improvements in every engagement metric, suggesting that we were connecting better with our audience of practitioners, researchers, commissioners, and others with an interest in relationship science.



Who we've worked with

Best Beginnings

Blackburn with Darwen Borough Council

Good Things Foundation

Leicestershire County Council

London Borough of Richmond upon Thames

London Borough of Southwark

Race Equality Foundation

Rutland County Council

Sheffield City Council

Sheffield Hallam University

Smartlyte

University of Bristol

West Sussex NHS Foundation Trust

Governance, legal and administration

Governance

OnePlusOne Marriage and Partnership Research was originally registered as a charity in 1971. It is now a charitable private company limited by guarantee, 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.

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 the 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 (Chair)

Ms Katharine Landells (Deputy chair)

Ms Elizabeth Mills (Treasurer)

Ms Sarah Healey

Ms Josephine Richardson

Ms Emma Ries

Mr Gavin Shaw, appointed 20 April 2020

Mr Jonty Slater, appointed 20 April 2020

Mr Simon Eckstein, appointed 20 April 2020

Ms Nell Boase, appointed 20 April 2020

Senior management team

Penny Mansfield CBE, Director – Research, Innovation and Policy

Verity Glasgow, Director – Operations and Strategy

Jonathan Devereux, Head of Finance and Company Secretary

Organisational structure

The board has an established sub-committee with specific terms of reference and functions delegated by the board and chaired by a Trustee:

- The finance sub-committee, which oversees all financial aspects of the charity's operations.

The **co-directors** and **head of finance** attend the main Trustee meetings. They also attend the finance sub-committee. Minutes of these meetings are taken by the **organisational operations and support manager**.

The board can co-opt to the sub-committee additional expert members who are not Trustees should they see the need. The board has delegated the day-to-day running of the charity to the **co-directors**, working with the **head of finance**.

Pay policy for senior staff

The trustee directors of the charity are not remunerated. Details of directors' expenses are contained at Note 7 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. No Pay award was made in 2020-21.

Financial review

The results for the year are shown in the Statement of Financial Activities on page 30 and the financial position is shown in the Balance Sheet on page 31. Of the 2020-21 deficit of £46k (£50k 2019-20), £36k is the non-cash book entry for depreciation.

Reserves policy

It is the Trustees' general view that the desirable level of unrestricted reserves is three months' operating costs. Trustees regularly review the reserves policy and achieved their aim to hold, at 31 March 2021, reserves which would cover three months' operating costs.

This ensures the Charity can cashflow its activities without recourse to bank loans when there are delays in payment from funders and will allow current activities to continue in the short term. Three months' operating costs during 2020-21 were £144k. Reserves which may be applied at the discretion of Trustees comprised the General fund, Expendable Endowment, and funds designated by Trustees, in total £252k. Reserves designated for Development and delivery of services and the general

fund total £116k, with a further £136k available at Trustees' discretion held as the expendable endowment.

Trustees go beyond reviewing the level of reserves regularly reviewing the harder measure of projected cash at bank in the cashflow against the theoretical cost of an orderly closure. That review forecast cash exceeding that closure requirement at 31 March 2022 on the basis of projected cash flows for all receipts and payments.

Principal funding sources

Source	Amount
Department for Work and Pensions – Challenge Funds	£291,483
Department of Health – FASD project	£124,210
Local authority training and license sales	£51,750
Cafcass – Click licence	£47,395

The charity's main sources of funding are listed above. While funding through the Department of Work and Pensions continued as the major contributor, that funding ended in December 2020. Many Welsh authorities had booked training for delivery in 2021-22 and paid for those bookings worth £23k, with a further £45k ordered during 2021-22. Three English authorities were early adopters of the licensing offer developed at the end of the year.

Financial position and going concern

At the balance sheet date, OnePlusOne had un-recognised grant offers worth £57k for the period to 31 March 2022 and unrestricted reserves of £249k. Cash at bank amounted to £325k.

A significant change looking forward to 2021-22 is the opportunity expanded from all 22 Welsh local authorities to a potential 60 English local authorities to sell workforce training linked to licensed digital products. This renewable income stream initially funded through DWP grant to each local authority gives OnePlusOne a significantly expanded customer base among key stakeholder practitioners. The DWP Grant expects services to be procured by September 2021. The forecast position for English sales of reducing Parental Conflict packages is:

Reducing Parental Conflict	2021-22	2022-23	2023-24	2024+
Cash	£665,700			
VAT	(£110,950)			
Receipts in advance	(£215,939)			
Net Income	£338,811	£153,606	£45,833	£16,500
Commitments to date (1)	£279,600			
Potential Renewals (2)		£171,000	£251,400	

1. **Commitments** – those authorities who had issued purchase orders at the point the accounts were signed.
2. **Renewals** – if at the close of the initial period of 12 or 24 months authorities decide to renew on the same terms.
3. **Forecast** is based on stated content of DWP grant applications including OnePlusOne. This is a resource which has to be spent by local authorities in line with those applications for grant support to be spent in 2021-22.
4. **Income** forecast here is recognised in line with accounting policy 1g.

With a combination of cash reserves and a strong position forecast for the Reducing Parental Conflict opportunity, Trustees are of the view that OnePlusOne remains able to meet its liabilities as they fall due in the twelve months ahead.

Risk statement

The Trustees consider the risks to the charity on a regular basis, in particular 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 Co-Directors, Head of Finance, and Trustees.

Coronavirus impact

During 2020-21, OnePlusOne did not call upon any Government assistance programmes or furlough staff. Having bedded in well to 100% remote working in 2019-20 we spent the early part of the year reviewing how we could ensure our behaviour change interventions remained available. Hosting our interventions on a platform with a paywall was essential to this, so we developed a set of criteria to help with this selection.

We identified Thinkific as a platform to host our interventions. Thinkific is a cloud-based “course builder” where we can host and modify our courses in a way that maintains the integrity of the original material. We are able to use a paywall, giving exclusive access to license holders and packaging our resources for appropriate audiences.

The platform can be accessed on desktop, tablet, and mobile devices and allows us to group user data for evaluation purposes. It has provided us with an affordable and adaptable way of packaging our resources for appropriate audiences and reaching as wide a user base as possible.

In addition to this it was essential for us to adapt our training to be delivered in the virtual environment, so this could sit alongside the licensed materials on the Thinkific platform. This enabled us to begin to sell these digital interventions and training to English local authorities and all 22 Welsh local authorities.

The challenge for OnePlusOne in this less stable funding environment is that of transitioning from government grants to individual license sales. Over the coming year, we will be developing ongoing support and account management to roll out this approach.

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).

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 or not UK Accounting Standards 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 regularities.

Independent examiner's report

Independent examiner's report to the Trustees of One Plus One Marriage & Partnership Research

I report to the charity Trustees on my examination of the accounts of the company for the year ended 31 March 2021.

Responsibilities and basis of report

As the Trustees of the Company (and its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of the Company's accounts carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the company as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities [applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)].

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

This report is made solely to the Company's Trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. My work has been undertaken so that I might state to the Company's Trustees those matters

I am required to state to them in an Independent examiner's report and for no other purpose. To the fullest extent permitted by law, I do not accept or assume responsibility to anyone other than the Company and the Company's Trustees as a body, for my work or for this report.

Signed



Dated

21 September 2021

**Joanne Fox BA FCA
Larking Gowen LLP
Chartered Accountants
King Street House
15 Upper King Street
Norwich
NR3 1RB**

Statement of Financial Activities (incorporating Income and Expenditure Account) for the year ended 31 March 2021

	note	Expendable endowment	Restricted Funds	Unrestricted Funds	2020-21 Total	2019-20 Total
		£	£	£	£	£
Incoming resources						
Core Income	3	-	-	4,696	4,696	5,440
Incoming resources from charitable activities	4					
Encouraging a culture of relationship self help		-	270,601	-	270,601	503,589
Building the knowledge base on relationships		-	141,452	-	141,452	12,262
Improving front line relationship support		-	12,770	51,750	64,520	55,975
Direct support to Couples & Parents		-	3,640	47,395	51,035	21,000
Total incoming resources		-	428,463	103,841	532,304	598,266
Resources expended	5					
Cost of raising funds and business development		-	-	19,234	19,234	31,682
Encouraging Relationship Self Help	5	-	281,644	3,437	285,081	499,595
Building the Knowledge Base		-	145,290	3,233	148,523	17,690
Improving Front Line Relationship Support		-	12,770	53,236	66,006	29,235
Direct support to Couples & Parents		-	3,791	35,890	39,681	34,673
Governance costs		-	-	19,285	19,285	35,378
Total resources expended		-	443,495	134,315	577,810	648,253
Transfer between funds	13		10,913	(10,913)		
Net Movement in Funds		-	(4,119)	(41,387)	(45,506)	(49,987)
Reconciliation of Funds						
Funds brought forward at 1 April		136,239	13,990	211,234	307,482	357,469
Funds Carried forward at 31 March	14	136,239	9,871	169,847	261,976	307,482

Prior year Income was £515,851 restricted grants, and £82,415 unrestricted earnings and funding. Resources expended were £517,285 restricted and £130,968 unrestricted.



Ruth Kennedy
Chair

Balance sheet as at 31 March 2021

	note	2020-21 £	2019-20 £	£
Fixed assets				
Intangible Assets	10	-	34,722	
Tangible assets	10	3,091	1,106	
			3,091	35,828
Current assets				
Debtors & Prepayments	11	21,324	97,789	
Cash on deposit		90,758	90,363	
Cash at bank and in hand		233,793	108,690	
		345,875	296,842	
Creditors: amounts falling due within one year	12	(86,990)	(25,188)	
Net current assets		258,885	271,654	
Total funds		261,976	307,482	
Restricted funds				
Expendable endowment	13/14	9,871	13,990	
Designated Fund		115,866	155,046	
General funds		-	2,207	
Unrestricted funds		252,105	293,492	
Total funds		261,976	307,482	

These accounts are prepared in accordance with the special provisions of part 15 of the Companies Act relating to small companies and constitute the annual accounts required by the Companies Act 2006, the Charity SORP 2019 and Financial Reporting Standard 102. The notes at pages 33 to 42 form part of these accounts.



Ruth Kennedy
Chair of Trustees

14 September 2021

Company No 04133340



Elizabeth Mills
Trustee and Treasurer

14 September 2021

Charity No 1087994

Cash flow statement for the year ended 31 March 2021

Cash flow statement for the year ended 31 March 2021	2020-21 £	2019-20 £
Net cash inflow (outflow) from operating activities	128,194	(24,825)
Interest received from returns on investment	395	835
Net cash inflow from investments	395	835
Capital Expenditure and financial investment		
Purchase of tangible fixed assets	(3,091)	-
Purchase of intangible fixed assets	-	-
Net cash Outflow from Capital Expenditure	(3,091)	-
Change in cash and cash equivalents in the reporting period	125,498	(23,990)
Cash and cash equivalents at beginning of year	199,053	223,043
Cash and cash equivalents at the end of year	324,551	199,053
Reconciliation of operating Deficit to net outflow from operating activities		
Increase (decrease) in cash	125,498	(23,990)
Operating surplus (deficit)	(45,506)	(49,987)
Depreciation Charges	35,828	42,770
Decrease/(increase) in debtors and prepayments	76,465	25,959
Increase/(decrease) in receipts in advance	55,540	3,500
Increase/(decrease) in creditors	6,262	(46,232)
(increase)/decrease in fixed assets	(3,091)	-
Net cash (outflow)/inflow from operating activities	125,498	(23,990)
Reconciliation of cash movement from operating activities		
Government Grants	534,431	466,345
Other grants and donations	4,011	17,476
Other cash receipts from contracts and trading	124,127	137,302
Payments to suppliers	(171,642)	(309,505)
Cash paid to and on behalf of employees	(362,733)	(336,443)
Net cash inflow (outflow) from operating activities	128,194	(24,825)

Accounting policies

1)

- a) Basis of Preparation. The financial statements in accordance with the Financial Reporting Standard FRS 102 (applicable 2015) and the Companies Act 2006. They follow the recommendations in the Statement of Recommended Practice, Accounting and Reporting by Charities (issued in January 2015 revised January 2019). One Plus One meets the definition of a public benefit entity under FRS102. Assets and liabilities are initially recognised at historic or transaction costs unless otherwise stated in the relevant accounting policy notes. All transactions are reported in pounds sterling (£) to the nearest £.
- b) In preparing the accounts Trustees have considered whether in applying FRS102 and the SORP the requirement to recognise the employee benefit to paid annual leave leads to a potential liability for annual leave due but not taken at 31st March on a leave year commencing on 1st January. The potential impact of that accrued entitlement is reported in note 8 based on the maximum value accrued leave could be at 31 March 2020 given staff leave entitlement.
- c) Preparation of accounts on a going concern basis. The accounts are prepared on the basis that the Charity remains a going concern. At the balance sheet date reserves were £266k, with £325k held as cash. All year end debtors had paid in full within terms by May 2021. Opportunities through the Reducing Parental Conflict DWP funded program distributed to Local Authorities are expected to deliver £320k income and £645k cash through the sales of licenses extending beyond 2021-22. Contracts and grants awarded for 2021-22 were £67K at the beginning of the new year. It is expected that OnePlusOne will be able to continue to meet liabilities of normal activity levels as they fall due, before any further significant funding contributions from Comprehensive Spending reviews or fund raising in our fiftieth year. The significant impact of sales of licenses means there are renewals falling due within 2022-23 of £175k and in 2023-24 of £225k.
- d) Transitioning to a home working model and full on-line delivery during Covid19 has reduced not added to costs of operation, returning to an office based working model is an option not a requirement. On-line training has proved successful and is expanding in 2021-22. One plus One does not rely on any investment income for funding or in support of a pensions liability and is therefore immune to any direct impact on stock market movements occasioned by on-going Covid19 issues.
- e) 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.
- f) 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.
- g) 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.
- h) Resources expended are recognised in the period in which they are incurred. Any irrecoverable VAT associated with that expenditure appears as a separate line in the accounts. Resources expended are allocated to the particular activity where the cost relates directly to that activity.

Support costs, consisting of staff costs and other overheads are allocated between activities on the basis of staff time or a base appropriate to the specific support cost.

Governance costs include the management of the charity's assets, organisational management and compliance with constitutional and statutory requirements.

- i) Depreciation is provided at rates calculated to write down the cost of each asset over its expected useful life. The depreciation rates in use are as follows:
- | | |
|-----------------------|-----------------------|
| i. Office equipment | 3 years straight line |
| ii. Intangible assets | 3 years straight line |

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.

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.

- j) 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.
- k) 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.
- l) 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.
- m) The expendable endowment fund is for unrestricted funding purposes which will be approved by the trustees when appropriate.
- n) The cost of generating funds relates to the costs incurred by the charitable company in raising funds for the charitable work.
- o) 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.
- p) Trade and other debtors are recognised at the settlement date due less and trade discounts offered. Prepayments are valued at the amount pre-paid net of any trade discounts due.
- q) Creditors and provisions are recognised where the charity has a present obligation as a result of a past event that will probably result in the transfer of funds to a third party and the settlement obligation can be reliably measured or estimated. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due. It is the charity's aim to pay creditors within agreed terms where there is no dispute over liability.
- r) Cash at bank relates to cash held in instant access no penalty accounts.
- s) Cash on deposit relates to cash held in 90-day access accounts where depending on the notice period given there may be a loss of interest on sums withdrawn.
- t) Pension contributions are made at 6% where staff opt to join the money purchase scheme One Plus One operates through AEGON. New staff are entitled to join the scheme after a three-month delay period. All staff are auto enrolled into a basic pension scheme operated by AEGON which is compliant with the terms and rates specified by auto enrol requirements. There were no contribution arrears at the balance sheet date.
- u) Operating leases are limited to outstanding lease obligations on office printing equipment which is no longer in the possession of One Plus One. Having no premises to house the equipment the contract was renegotiated with the lessor. The remaining commitment is based on the outstanding payments due under the terms of that renegotiated contract.
-

- v) 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.

2) Legal status

One Plus One Marriage and Partnership Research is a company limited company number 4133340 with the working name One Plus One and is also a registered Charity No. 1087994.

The registered office is c/o MHA MacIntyre Hudson, 6th Floor, 2 London Wall Place, London, EC2Y 5AU

3) Core Income

	Endowment	Restricted	Unrestricted	2020/21 £	2019/20 £
General donations, incl Gift aid		-	4,057	4,057	4,582
Bank Interest		-	395	395	835
Sundry Income		-	244	244	23
	0	0	4,696	4,696	5,440

4) Income from Charitable Activities

DoH Section 64 Alcohol Project		-		-	69,252
Challenge Fund 1 Crossroads		163,060		163,060	187,772
Challenge Fund 2		128,423		128,423	246,565
FASD Grant		124,210		124,210	-
Parents in Wales - Grant		12,770		12,770	-
Sales of training and resources		-	50,750	50,750	34,775
Reducing Parental Conflict Product Licensing			1,000	1,000	-
Sales of consultancy		-	-	-	21,200
CAFCASS			47,395	47,395	21,000
	-	428,463	99,145	527,608	580,564

Building the Knowledge Base

Brain Tumour Charity		-	-	-	12,262
	-	-	-	-	12,262

Incoming resources from charitable activities

	-	428,463	99,145	527,608	592,826
TOTAL INCOMING RESOURCES	-	428,463	103,841	532,304	598,266

5) Total Resources expended	Building the Knowledge Base	Encouraging Relationship Self Help	Direct Services	Improving Frontline Relationship Support	Business Development	Governance	2020/21 £	2019/20 £
Staff costs (note 8)	84,880	181,352	25,740	36,782	18,274	15,867	362,895	338,078
Project expenses	39,517	58,590	9,686	21,199	950	-	129,942	190,327
Travel, recruitment and training	204	472	71	111	-	90	948	6,827
Premises and office costs	6,565	14,202	2,980	3,972	-	527	28,246	58,154
Telephone, postage and stationery	9	19	3	4	-	-	35	436
Legal and professional fees	1,951	3,548	640	2,079	10	2,698	10,926	6,785
Depreciation	11,129	23,782	-	915	-	-	35,826	42,770
Irrecoverable VAT	4,268	3,116	561	944	-	103	8,992	4,876
Total resources expended	148,523	285,081	39,681	66,006	19,234	19,285	577,810	648,253

Included in the above are support costs which have been apportioned across the frontline work of the charity as set out below (and as described in note 1h):

Support	14,067	29,536	5,007	7,671	-	-	56,281	70,650
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6) Support costs are made up of

	2020/21 £	2019/20 £
Staff Costs	42,863	52,216
Premises and Office costs	6,968	5,588
Project costs	901	3,787
Travel, recruitment and training	246	1,138
Legal & Professional fees	2,820	4,205
Telephone, postage and stationery	11	24
Irrecoverable VAT	2,472	3,692
	56,281	70,650

7) Net incoming resources are stated after charging

	2020/21 £	2019/20 £
Depreciation	35,826	42,770
Trustees' expenses	-	-
Independent examination	2,650	2,575
Operating lease rentals on equipment	6,120	6,120

The charity pays any expenses of Trustees who attend meetings and events on behalf of the charity. During the year 11 Trustees could have claimed expenses or had expenses paid by the charity directly. During the year all trustee Meetings were held remotely on-line.

8) Staff costs and numbers

	2020/21 £	2019/20 £
Salaries	314,562	414,904
Social security costs	27,028	37,855
Pension contributions	21,305	26,595
	362,895	479,354

During 2020-21 no employees received remuneration exceeding £60,000 (2019-20 none).

Key management team remuneration
(inclusive of Employers National Insurance Contributions)

	2020/21 £	2019/20 £
Key management team remuneration (inclusive of Employers National Insurance Contributions)	113,438	113,439
	113,438	113,439

The key management team comprises: the Co-Directors and the Head of Finance.

All staff are able to join a defined contribution scheme for pension provision. The employer contribution is set at 6% provided the employee contributes a minimum of 3%.

Charitable activities
Building the Knowledge base on Relationships
Improving frontline relationship support
Encouraging a culture of relationship self help
Direct support to couples and parents
Cost of generating funds
Governance

	2020/21 fte	2019/20 fte
Charitable activities	1.3	0.2
Building the Knowledge base on Relationships	0.7	0.4
Improving frontline relationship support	2.7	5.1
Encouraging a culture of relationship self help	0.5	0.4
Direct support to couples and parents	0.5	0.5
Cost of generating funds	0.5	0.6
Governance	6.0	7.0

On average 9.8 (8.8) people were employed during the year 5.0 (5.0) full time and 4.8 (3.8) part time.

9) Taxation

There is no corporation tax charge as all the charity's income falls under charitable tax exemptions where income is applied for charitable purposes.

10) Fixed assets

	Intangible	Tangible	Total
	Equipment		
	£		£
Cost			
At 31 March 2020	125,000	16,143	141,143
Additions	-	3,091	3,091
Cost of disposals		-	-
Period Ending 31 March 2021	125,000	19,234	144,234
Depreciation			
At 31 March 2020	90,278	15,037	105,315
Charge for the year	34,722	1,106	35,828
On disposals	-	-	-
Period Ending 31 March 2021	125,000	16,143	141,143

At 31 March 2021

	-	3,091	3,091
	34,722	1,106	35,828

Intangible Asset

The intangible digital asset relates to **Click**, for which a designated fund was established during 2014-15 from free reserves. Development of the intangible asset began in December 2016 with £25,000 capitalised by the year end 31 March 2017, and a further £100,000 during 2017-18 to complete delivery of a minimum viable product, in line with accounting policy (1 i.). Depreciation commenced once a minimum viable product was launched in February 2018 which contributed to delivery of income flow from a variety of sources. Click was fully depreciated during 2020-21. Funding was not secured to significantly enhance or develop the intangible asset during 2020-21 but it remains a platform enabling further sales of licensed products.

11) Debtors

	2020/21	2019/20
	£	£
Trade debtors	8,100	6,088
Grants receivable	12,770	89,948
Other debtors	-	0
Accrued Income	454	408
Prepayments	-	1,345
	21,324	97,789

12) Creditors

	2020/21	2019/20
Trade creditors	932	8,112
Pre-paid income	59,040	3,500
Accruals	2,650	2,790
PAYE and NIC	8,456	8,294
Other Creditors	-	-
VAT	15,912	2,492
	86,990	25,188

13) Movements in funds

	At 31 March 2020	Incoming resources	Resources expended	Transfers	At 31 March 2021
	£	£	£	£	£
Expendable endowment	136,239	-	-	-	136,239
Restricted funds					
CAFCASS	125	-	-	(125)	-
DoH Section 64 Alcohol Project	865	-	900	35	-
DWP Challenge Fund 1 - Crossroads	4,602	163,060	169,806	2,144	-
DWP Challenge Fund 2 - Disadvantaged Families	(1,473)	128,423	132,651	5,701	-
FASD	-	124,210	127,368	3,158	-
Product Licensing - Wales	-	12,770	12,770	-	-
Appeal Fund (Digital Platform)	7,159	-	-	-	7,159
Edith Dominican Memorial Fund	2,712	-	-	-	2,712
Total restricted funds	13,990	428,463	443,495	10,913	9,871
Designated Funds					
Development and delivery of services	155,046	-	-	(39,180)	115,866
	155,046	-	-	(39,180)	115,866
Click Digital Platform	-	-	19,830	19,830	-
CAFCASS	-	47,395	21,355	(26,040)	-
Training Sales	2,207	50,750	39,641	(13,316)	-
Product Licensing	-	1,000	18,865	17,865	-
General Fund balance	-	4,696	34,624	29,928	-
General Funds	2,207	103,841	134,315	28,267	-
Unrestricted Funds	157,253	103,841	134,315	(10,913)	115,866
Total funds	307,482	532,304	577,810	-	261,976

Restricted Funds

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.

DoH Section 64 - Department of Health restricted grant funding of the impact of Alcohol dependency on family relationships.

DWP Challenge Fund 1 - Project lead by Good Things Foundation tackling parenting, poverty and worklessness impacting on relationships. Restricted grant from DWP.

DWP Challenge Fund 2 - collaboration with Best Beginnings delivering on reducing parental conflict aims of a restricted grant from the Department for Work and Pensions.

FASD - Department of Health grant focused on the impact of alcohol in pregnancy.

Product Licenses - Wales - At the close of the financial year the Welsh Government issued and paid a grant so that all Eslsh Local Authorities could enjoy a years License of OPO digital products. The accounts recognise the proportion of that funding spent by the close of the year.

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

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

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. At the balance sheet date these were as shown below.

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.

13) Movements in funds Comparatives

	At 31 March 2019	Incoming resources	Resources expended	Transfers	At 31 March 2020
	£	£	£	£	£
Expendable endowment	136,239	-	-	-	136,239
Restricted funds					
CAFCASS	125	-	-		125
DoH Section 64 Alcohol Project	-	69,252	68,387		865
DWP Challenge Fund 1 - Crossroads	-	187,772	183,170		4,602
DWP Challenge Fund 2 - MYBT	-	246,565	248,038		(1,473)
The Brain Tumour Charity	-	12,262	17,690	5,428	-
Appeal Fund (Digital Platform)	7,159	-			7,159
Edith Dominican Memorial Fund	2,712	-	-		2,712
Total restricted funds	9,996	515,851	517,285	5,428	13,990
Designated Funds					
Building the evidence base	45,643			(45,643)	-
Click Development and content	116,488			(116,488)	-
Development and delivery of services	34,868			120,178	155,046
	196,999	-	-	(41,953)	155,046
Click Digital Platform	-	-	21,557	21,557	-
CAFCASS	-	21,000	13,116	(7,884)	-
Training Sales	2,207	34,775	16,847	(17,928)	2,207
Consultancy Sales	-	21,200	12,388	(8,812)	-
General Fund balance	12,028	5,440	67,060	49,592	-
General Funds	16,232	82,415	130,968	36,525	2,207
Unrestricted Funds	335,132	82,415	130,968	(5,428)	157,253
Total funds	474,208	598,266	648,253	-	307,482

Transfers to designated reserves are in line with the accounting policy (Note 1 k.) 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.

Restricted Funds

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.

DoH Section 64 - Department of Health restricted grant funding of the impact of Alcohol dependency on family relationships.

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

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

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. At the balance sheet date these were as shown below.

Building the evidence base - a reserve designated to allow OPO to continue conducting original research following the ending of specific funding in March 2015.

Click development and content - reserve to allow for refreshing digital products - expected to be used once the digital platform has been implemented.

Funding gap for on-line service - A reserve set up allowing core digital services to continue at a time in March 2015 when specific funding was ended. Available to support the operating costs of click.

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 opportunities which arise, together with the cost of submitting bids.

14) Analysis of net assets between funds

2020-21	Endowment funds	Restricted funds	Designated funds	Unrestricted funds	2020/21 Total Funds
	£	£	£	£	
Intangible Fixed Assets	-	-	-	-	-
Tangible Fixed assets	-	-	-	3,091	3,091
Net current assets	136,239	9,871	115,866	-	261,976
	136,239	9,871	115,866	3,091	265,067

2019-20	Endowment funds	Restricted funds	Designated funds	Unrestricted funds	2018/19 Total Funds
	£	£	£	£	
Intangible Fixed Assets	-	-	34,722	-	34,722
Tangible Fixed assets	-	-	-	1,106	1,106
Net current assets	136,239	13,990	120,324	1,101	271,654
	136,239	13,990	155,046	2,207	307,482

15) Obligations under operating leases

At 31 March 2021, the Charity had outstanding commitments under operating leases as set out below:

Operating leases for office equipment

	2020/21 £	2019/20 £
Expiring within 1 year	3,060	6,120
Expiring between 2 and 5 years	-	3,060
	3,060	9,180

16) Related Party Transactions

There were no emoluments paid to Trustees in the period (2019/20: nil). Trustees and the Senior Management Team declare annually any business interests they have. During 2020/21 there was no spend with an organisation where a business interest was declared.

17) Post balance sheet events

Cafcass renewed their Licenced use of Click from 15 April to 15 June 2021, a contract worth £10,500.

As part of the Parents in Wales initiative training worth £22,750 was commissioned and paid for before the year end for delivery in 2021-22, and a further £45,500 was ordered for delivery in 2021-22 and had been paid in full at the date accounts were signed.

The Welsh Government awarded a Grant for evaluation of the Parents in Wales initiative worth £57,000.

Initial sales of Licensed products were made to three English Local Authorities for delivery in 2021-22 prior to the year end and form part of receipts in advance.

The Department for Work and Pensions announced a grant scheme to all 151 English Local Authorities to purchase workforce training packages from suppliers including One Plus One. Forecast income is currently expected to be £338k for 2021-22 and £216k for 2022-23 and beyond. At the date accounts were signed £160k had been paid from this budget worth a forecast £665k payable during 2021-22.

The Department for Health and Social Care paid in full a grant before 31st March 2021, with £28,790 in delivery costs falling to 2021-22.



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