

CHANGING RELATIONS

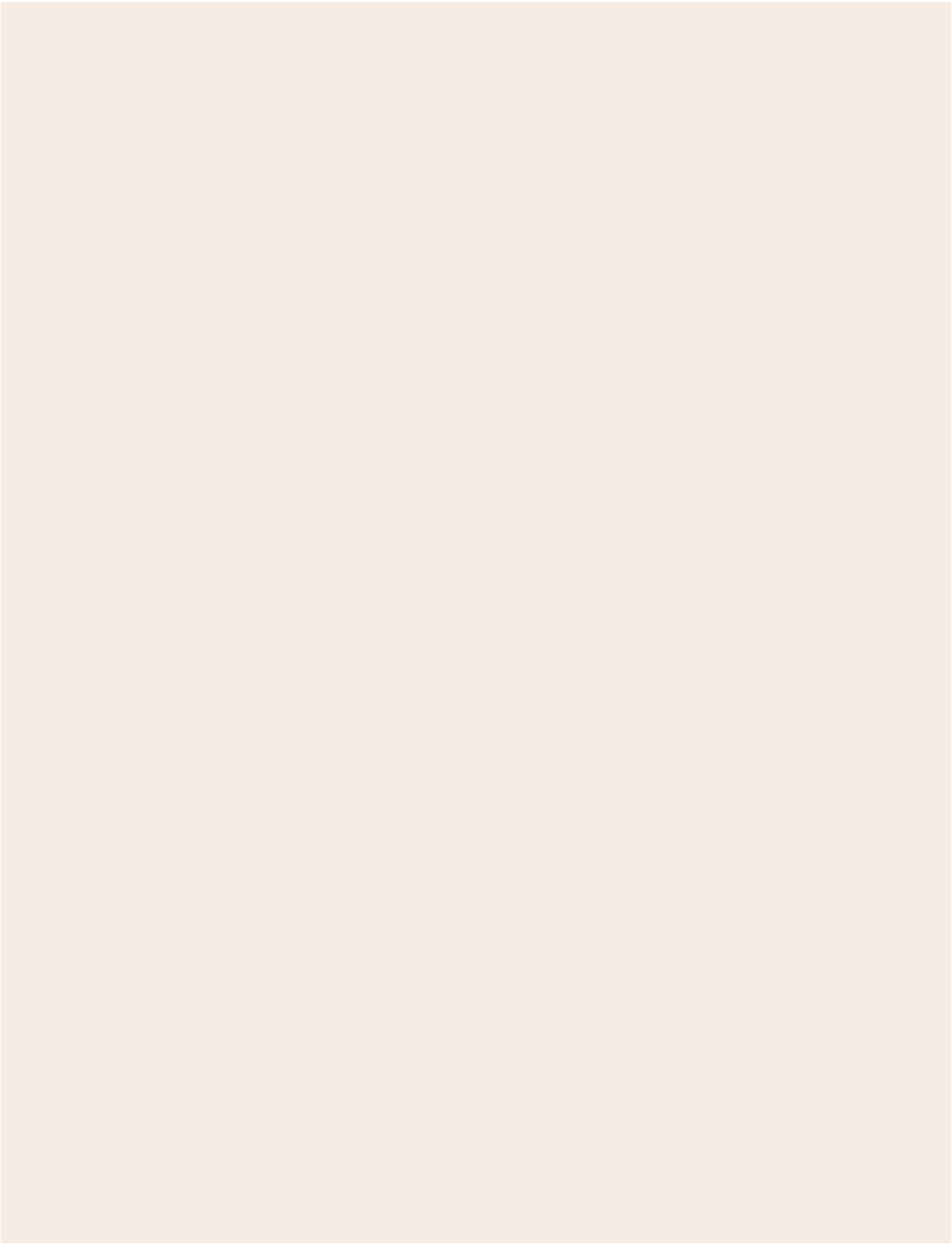
Annual Report

October 2020 – November 2021

Breaking down gender barriers,
fostering healthy relationships,
transforming lives.



CHANGING RELATIONS
Creative methods. Challenging thinking.



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An introduction from The Directors

The year 2020/21 was a significant year for Changing Relations in a range of ways that saw us laying the ground for growth and development.

We undertook an important governance restructuring process that saw us increase accountability, both financially and to our community, as we moved from an informal Management Board to a more formal Board of Directors alongside a local community-based Steering Group.

Our new majority Non-Executive Board meets every 2 months to support myself and Polly with strategic direction, holding us accountable against our business plans, monitoring the financial picture with a sub-committee that reports into the board quarterly. We were delighted that Management Board members Beverly Sherratt, Lindsay Parker and Alix Collingwood-Swinburne put themselves forward to become Non-Executive Directors and were excited to welcome Jane Shaw and Hayley Gillard to the team. Thanks are due to Beverly for serving as interim Chair whilst Hayley was inducted into Changing Relations, taking over as Chair in September.

Making a difference by using our artistic content and creative approach to help challenge people's thinking around gender stereotypes and relationship behaviours is ultimately what we are here for. And this year, we engaged 1248 people.

Our Steering Group is comprised of people primarily from the local community around our base in Bishop Auckland who have a passion – and some lived experience – of the issues we were founded to address. They meet quarterly, inclusively co-chaired by Dr Stephen Burrell and Billie Jenkins, holding our project and company development ideas to account to ensure that the community voice is built into our operational processes, holding us to account from the point of view of the issues and community needs we should be addressing in our work.

Thanks are due to Stephen and Billie for supporting us in launching our Steering Group and to all those new and existing volunteers who have given their time to help us take forward our work in a way that feels true for a community interest company.

Alongside these developments in our governance, we were supported by Non-Executive Director Beverly and Steering Group member Jo Cameron to develop our internal team structure, clarifying roles and team dynamics and developing a policy framework and induction process ready to expand our team to support planned business growth and development.

In spite of some mid-year financial concerns, we finished the year with a 28% increase in turnover, maintaining a ratio of close to 20% sales to grants. For a year in which much of our activity was affected by the ongoing Covid-19 pandemic, this felt like a huge step forwards towards the greater financial sustainability that is necessary for us to achieve the social impact at the heart of our mission.

**- Managing Director
Lisa Charlotte Davis**

In a climate where many small and even some larger seemingly established business have had to close their doors and reduce their services, I'm beyond thrilled that we have come together to not only survive the covid-19 pandemic but thrive and grow our team, both with the restructuring of our governance and in the provision of our first government funded Kickstart placement, increased paid / funded internships in partnership with a range of Universities and by recruiting and gaining our new Lead Generation and Digital Media Coordinator, Alice Fuller.

Thanks to Arts Council organisational development funding and Business Boost funding I've been able to put down my own roots with the company and become an employee after almost 6 years working for Changing Relations in a variety of freelance roles. This has afforded the time to step back from juggling facilitation, art making and project management and step up to my role as Artistic Director and Creative Producer working with and alongside Lisa in strategic planning and oversight of the company, as well as managing an operational role.

I would like to extend a big thank you to everyone who has joined our team and to those who have gone above and beyond to support and share their expertise with us, both internally from within our Non-Exec Director Board and Steering Group, to those externally who have supported us in mentor roles such as Annabel Turpin, Artistic Director of Stockton Arc. Because of this, we have still been able to produce new and original powerful creative content and provide opportunities for creative practitioners to work with us, adding diversity not only to our workforce, but to the content we produce. As a result of this new work, we have been able to develop, in particular Sometimes it Hurts, which is leading to so many exciting new partnerships and commissions that we can hopefully report on next year.

**- Artistic Director
Pollyanna Turner**



A message from our Chairs

Hayley Gillard

Chair of Changing Relations Board of Directors



What a year. We could never have predicted it. But we're still here, we're raring to go even further and I'm so proud we get to share this annual report with you, so many organisations haven't made it through. This last year has seen Lisa, Polly and the wider team shine brighter than they've ever shined. Essential time has been spent making sure our foundations are robust – our policies, our recruitment, our governance. Incredible energy has gone into funding applications and trying to secure the future of current and existing projects. Amazing expertise has gone into reaching wider audiences and expanding our offer into workplaces. All of this effort has been done with grit and determination but ultimately an intense passion for what Changing Relations exists to achieve. I'm proud to be the Chair and I hope you enjoy reading what's been going on this year in this report. Here's to the next year and to bouncing back even better.

Billie Jenkins

Co-Chair, Changing Relations Steering Group



The last year has seen the Steering Group move from recruitment to inception to meaningful support for Changing Relations work. The team have been fortunate to engage a fantastic group of individuals, who each bring unique insight and experience to the discussions and offer actionable guidance on different aspects of Changing Relations work, including approaches to its social impact goals and the communities and environments it works within. Areas where Steering Group activities have directly influenced change include supporting the organisation to progress its policies on working with creatives and on disability, as well as informing approaches to delivering domestic violence related work safely to wide audiences. I have hugely valued being part of the Steering Group and in 2022 look forward to the passionate discussion that will help Changing Relations in its next chapter.

Dr Stephen Burrell

Co-Chair, Changing Relations Steering Group



I have very much enjoyed being a co-chair in the first year of the Changing Relations steering group. There is a fantastic range of people involved in the group, who it has been a pleasure to get to know and work with. Everyone is clearly passionate about the issues which we are working to address, and I can see that they gain inspiration from the innovative and exciting approaches which Changing Relations adopts. I have got a lot out of being part of the group and having a leadership role together with Billie Jenkins, and always learn a great deal from the steering group meetings and from engaging with members.

It has also been rewarding to see that we as a group have already had an influence on Changing Relations, both in terms of individual projects and more broadly on how the organisation works and thinks. One thing which has been challenging has been the infrequency with which we meet, which can make it feel harder to sustain the connections we each have with the organisation, and can mean that missing just one meeting can have quite a big impact on one's sense of engagement. So I think we will have to continue to think about how everyone can feel 'in touch with' the work of Changing Relations on a continuous basis, and ensure that none of the members start to become disconnected with the group at any point. Another thing to think about is how we can continue to increase the diversity of the steering group to ensure that our local communities are as well represented as possible within it. I am looking forward to helping to tackle these challenges in the year to come, and for the steering group to continue to inform, shape and develop the vital work that Changing Relations does. I think everyone should feel proud of what we have achieved so far, especially in the context of a global pandemic!

Our numbers 2020-2021



Let's talk about sex

Participatory arts project to support young people challenge harmful sexual attitudes & encourage healthy relationships.

- 111 Durham University and Northern School of Art students engaged in artist-in-residency programme

Sometimes it hurts

Illustrated book & animation giving voice to young people's experiences of harmful relationships.

- 11 young people participated in arts-based workshops to co-produce the work
- 60 young people participated in creative workshops sharing the work
- 60 professionals participated in creative workshops sharing the work



Who Wears the Trousers?

A zine, creative care pack & workshop challenging gender norms & stereotypes.

- 410 zines delivered to Durham University students
- 341 zines delivered to young people in County Durham schools and youth groups
- 100 zines delivered to professionals participating in events
- 31 Durham University students took part in workshops

Professional training, presentations and webinars

- 100** **Students** participated in Newcastle University PGCE student seminar on addressing domestic abuse in the classroom
- 35** **Professionals** participated in A Business A_Gender webinar co-delivered by Dr Stephen Burrell & Changing Relations to share results of our report into gender equality in the North East workplace
- 30** **Students** participated in Northumbria University seminar on using creative methods to effect social change
- 25** **Professionals** participated in a workshop we delivered at Northumbria University's conference on gender-based violence
- 12** **Business leaders** attended a workshop on acknowledging gender equality and domestic abuse as workplace issues
- 12** **Gentoo staff members** undertook our Demystifying Domestic Abuse train-the-trainer programme

Digital Impressions

25%

Increase in new users visiting our website

425%

Increase in LinkedIn impressions

11K

Average monthly impressions on Twitter

70%

Increase in new followers on Instagram

19%

Increase in Facebook reach

What did our participants say?

Who Wears the Trousers?

"That pack that you gave out, it was brilliant, such an important subject to be discussing with young people, I loved the zine and all the bits and activities, it's really important.

Thank you, it's really important, particularly now that we are supporting young people and their mental health."

Parent of Youth Group Member

"They [sixth form students] have spoken to a lot of students in school to get their thoughts on diversity and used the packs. They are finalising a big display in school to show everything they have found out and some information from the packs will be in there too".

Teacher, King James I School, Bishop Auckland

A Business A_Gender workshop

"Thanks so much for the pack! **Best pre-zoom surprise all year**"

"Thank you, it's been really interesting and **I love the craft pack**, such a great idea!"

"Thanks all for the presentations, care pack and inspiration."

"Thank you very much - very informative and interesting."

"Thank you so much for the webinar & care package! **This has been really interesting and inspiring.**"

Demystifying Domestic Abuse workplace training

Staff at Gentoo who received our train-the-trainer offer found it:

Thoughtful, interesting, open, **safe**, emotive, engaging, relatable, **informative**, helpful, **thought-provoking, interactive**, responsive, very good

"Fully enjoyed it and think it will be welcomely received in the wider workplace"

"It was really enjoyable and interesting"

"Very **engaging** trainer"

100% found the training approach effective and felt they'd been given the tools to deliver the training to their colleagues effectively.



Sometimes it hurts

Young people told us they enjoyed the content and felt it “100% should be delivered to schools and to training teachers.”

Teachers told us “**This tool helps both children and parents** understand it from a young person’s view which is essential. The video makes you connect with the characters.”

When we gathered the views of the young people whose experiences of harmful relationships in their home life had shaped the stories of our book, they told us:

“Being someone that has been that young person, it is spot on.”

“It makes you **feel like you’re not the only one** when you go through it.”

“It could make people understand & **be more kind** towards friends going through this.”

They told us the book and animation were “**insightful,**” “**relatable,**” “poignant,” “**really effective,**” “super,” “really moving,” “**a great tool to start discussions,**” and “beautifully done.”

Catchgate Primary’s Counsellor commented, “**Thank you for the amazing work you do.** Our children may be small but their worries aren’t.”

Tanfield Lea Primary’s Behaviour Support Lead said “I could use the content to help the young people I work with or advise my colleagues of the benefits of reading the book with a specific child...If our primary children can relate to another child of a similar age who is experiencing the same problems, **it would encourage them to be more open and voice their individual concerns.** The book can provide an additional resource for staff to assist any child who confides in them.”

Of the professionals who attended our sharing event, 63% told us that the stories were “extremely effective in helping you to understand more about how young people experience domestic abuse” whilst 37% told us they were “very effective.”



What has been developed?

What we developed in 20/21

- Supported by Steering Group Co-Chair Dr Stephen Burrell, we developed an e-learning variant of our **Demystifying Domestic Abuse** workplace training, as well as a **Personal Learning Journal** to accompany the e-learning to add a personal non-screen-based feel to the e-learning experience.
- A **zine** and **animation** challenging gender norms and stereotypes, **Who Wears the Trousers?**
- We won funding for, built partnerships to support and began the first phase of the **Let's Talk about Sex project**, gathering perspectives from students as to the harmful sexual behaviours they experience / witness, the sex education they've experienced and what they'd like to see change.
- We produced an illustrated book and animation capturing the stories of young people with experiences of domestic abuse, **Sometimes it Hurts**. We trialed this with young people and professionals to support us plan how best to take the work forward.
- We supported Steering Group Co-Chair, Dr Stephen Burrell, to conduct a survey and produce a report into workplace gender equality in the North East, **A Business A_Gender**.
- With the support of 2 fabulous work placement students, we followed up the **Artistic Policy** we developed last year with a **Creative Learning Policy** and an **Environmental Sustainability Policy**, which have been made publicly available on our website.

Where next for this work in 21/22?

- We expect the developer to complete the digital design of the **e-learning** and for it to **go live to businesses**, small and large mid 2022.
- We have been commissioned by The College of St Hild and St Bede, Durham University, to run a programme around this artistic content for their students in the current academic year to further **diversity and inclusion from the gender perspective**.
- We are creating a new iteration of the zine – **Boys will be boys?** – to support schools struggling with toxic masculinity.
- 2022 will see our **Student Social Action Group** commission artists and co-produce a zine, exhibition, event and social media campaign to share their key messages, alongside planning and delivering peer-led workshops to local schools, colleges and youth groups. We hope to gain further funding in partnership with Durham University to take this work to a wider scale.
- We plan to develop a pastoral support programme around our book, as well as further developing the stories to facilitate exploration in the curriculum.
- We hope to develop a series of **offers for business around gender equality**, considering topics from recruitment and progression, to workplace culture and wellbeing.
- We plan to develop an **Impact Framework** to help us measure activity and progress against these policies, and additionally, to develop a **Disability Inclusion & Equality Policy** in 2022.

Responding to Covid-19



Covid presented a range of challenges and opportunities for us to respond to in our bid to continue achieving impact in challenging thinking around gender stereotypes and relationship behaviours. It prompted us to consider other ways of reaching participants with our content, which led us in a range of directions:

- Having been commissioned to install our **Stepping Out Of the Box** exhibition content in The College of St Hild and St Bede at Durham University, the renewed lockdown conditions inspired us to use our gender-themed artistic content instead to create a zine (renamed as **Who Wears the Trousers?**) which could be posted out to isolating students in a creative care pack.
- We recognised the importance of digital media as an additional tool for reaching our audiences and built Digital Media into the Sales and Marketing role we created, and recruited for, midway through 2021.
- We completed the writing of a new e-learning variant of our **Demystifying Domestic Abuse** workplace training to lockdown-proof our business learning offers. This remains with the developer to be completed in 2022. Having seen the way professionals who engaged in conferences and webinars where we shared our **Who Wears the Trousers?** zine responded, we felt that it was important to add a personal and participatory touch to our e-learning, to make it feel more like a Changing Relations experience! And so we commissioned a Lancaster University student to design a **Personal Learning Journal** which professionals would receive in a hard copy to support them engaging in the otherwise screen-based e-learning.
- After successfully hosting a series of interns, we decided to participate in the government's Kickstart scheme to support young people whose employment prospects may have been impacted by the pandemic to gain valuable work experience.

Press coverage



[www.thelancet.com/journals/lanchi/article/PIIS2352-4642\(21\)00316-3/fulltext](http://www.thelancet.com/journals/lanchi/article/PIIS2352-4642(21)00316-3/fulltext)

We gained a review of our book **Sometimes it Hurts** in the international medical journal, **Lancet Child and Adolescent Health**

“ If we drop all assumptions about who might be suffering at home, it’s easy to see how **Sometimes it Hurts** could help bring this widespread problem out into the open, both as a cue for all-important conversations with all children about what healthy relationships look like, and as a support for young victims needing help. ”



www.personneltoday.com/hr/domestic-abuse-is-everyones-business-which-is-why-workplaces-should-do-more/

Drawing on data from our Steering Group Co-Chair’s report on gender equality in the northeast workplace, **A Business A_Gender**, our Managing Director’s think piece on domestic abuse as a workplace issue was featured in the HR magazine, **Personnel Today**.

“ Changing Relations has a number of years of experience delivering this kind of education and training in a range of settings, including businesses. We know it can make a real difference to people’s lives, and to the culture of an organisation, if businesses are ready to learn and embrace the role they have to play in tackling domestic abuse. ”

Staff and work placements

This year saw us expand our team with a new Lead Generation and Digital Media Coordinator to help us grow our business. Alice Fuller took on the role in May, quickly professionalising the look of our social media content and increasing our capacity to take our educational and training offers to school and business clients.

“It has been such a pleasure joining Changing Relations. The past six months have challenged my skills, expanded my professional development, and improved my understanding of social issues I thought I was clued up on. I am more confident speaking about these issues, and I love being an ambassador for our organisation.”

- Alice Fuller

Having created paid work placement opportunities for Durham University students for a number of years, this year saw us extend the types of work placements we were able to offer and the range of institutions we worked with to create possibilities for young people to gain valuable experience to support future employment:

- We participated for the 4th year in Durham University's **Social Enterprise Live Placement** programme, engaging student Anna Barratt in a project to support us developing our **Environmental Sustainability Policy**.
- We hosted a Durham University student for the first time on **The Work of Art, Professional Skills and Work Placement in the Visual Arts** Module (open to students doing a BA degree in Liberal Arts or who study the history of art), engaging Primrose Baxter to support Artistic Director Polly in the delivery of our **Who Wears the Trousers commission** for The College of St Hild and St Bede.
- We collaborated with Lancaster University's Careers Service for the first time, creating a paid internship for Elitsa Atanasova to support us in designing a **Personal Learning Journal** to accompany our newly developed **Demystifying Domestic Abuse e-learning programme**.
- We hosted Steering Group member Jo Chandler on a work placement as part of the dissertation for her **Masters in Modern and Contemporary Art Theory** at Edinburgh College of Art.
- We created a placement as part of the government's new **Kickstart Scheme** to help young people on Universal Credit into work in the wake of Covid's impact on youth employment, employing Grace Stubbings for 6 months as a Creative Assistant.



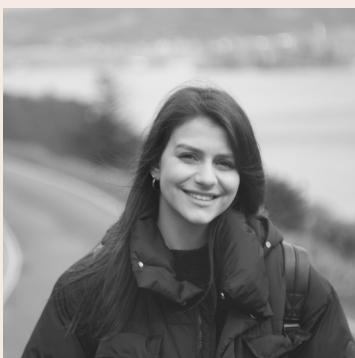
"I am very grateful for the past six months; Lisa and Polly were always extremely understanding, welcoming and supportive. They were such a great energy to be around. I am excited to go forward and implement all the skills and knowledge that I have picked up on this placement into my freelance work. Thank you, Lisa and Polly, for listening to me and supporting me."

Grace Stubbings



"As part of my dissertation, I was able to do a work placement with Changing Relations contributing to my research into social practice. As part of this placement I wrote the new Creative Learning Policy, which looks at how and why Changing Relations uses creative learning methods. Working with Changing Relations has helped me to understand the processes and structure of a community interest arts company, and given me valuable insight into how Changing Relations have developed a model which meets its aims at the same time as maximising its resources and being sustainable. Changing Relations is doing really exciting work. It was great to be able to contextualise their use of creativity and art for attitude change through looking at the academic literature on the benefits of arts-based methodologies."

Jo Chandler



"This internship was a perfect blend between individual and collaborative work. I was mainly working independently on the design for the Personal Learning Journal, and I was strongly encouraged to express my own creative point of view. However, I never lacked support and guidance throughout the process. The whole team of Changing Relations was extremely welcoming, and their positive attitude I found really inspiring. I gained so much new knowledge from this hand-on experience not only in terms of designing, but also about my own future interests. I couldn't have wished for a better opportunity."

Elitsa Atanasova



“The pinnacle of the internship was working independently on producing a podcast that would complement the Who Wears the Trousers? project. I contacted and interviewed academics and experts in the fields of men’s mental health, inclusion in leadership, and violence against women, including Polly and Lisa themselves. This really helped increase my awareness of the issues around patriarchy and gender norms that are more subtle in society, hence the title ‘The Hidden A_Gender’. And I also picked up some new interviewing, podcast technology and editing skills that are sure to come in handy in the future.

The podcast was a great opportunity to work completely independently and end the internship feeling proud of a contribution I had personally made to the project.

Changing Relations has been a fantastic opportunity to start making a difference. It is definitely the most collaborative work place I have been a part of, where I was invited to express my opinion on ideas and decisions that I wouldn’t have expected to be part of as just a humble intern.”

Primrose Baxter



“One of the personal objectives I hoped to accomplish whilst undertaking my internship was to improve my confidence in communication skills, particularly presenting. I was given the chance to present my work at a Board Meeting at the end of my internship and despite initial nerves I accepted the invitation and received positive feedback which definitely boosted my confidence.

Overall I just want to say thank you to the team at Changing Relations for setting up such a positive and valuable experience for me. To be able to develop my employability at such a thriving and socially aware organisation only bettered the experience, and I felt welcomed, supported and empowered by the team at Changing Relations.”

Anna Barratt

Thank you to all of our interns and work placement students, and of course the fabulous new addition to our team, Alice, for helping us achieve so much in 2021.

Our finances 2020-2021

Income

£91,111

Of which...

Sales comprised

£16,914 (19%)

Grants comprised

£73,897 (81%)

Expenditure

£92,575

How we spent it:

The Child's View project

65%

Who wears the trousers?

15%

Let's Talk About Sex project

9%

Development work on professional learning offers

8%

Training delivery

3%

Please note that whilst this means an operating loss of £1,464, this is in part because we have ongoing grant-funded projects that cross over between financial years, for example we have a deferred income of £32,914 with a healthy cash flow.

Thank you to our funders and commissioners.



Thank you to our Board of Directors and Steering Group.

Non-Executive Directors

Lindsay Parker
Beverly Sherratt
Alix Collingwood-Swinburn
Jane Shaw
Hayley Gillard (Chair)

Steering Group Co-Chairs

Billie Jenkins
Dr Stephen Burrell

Steering Group members

Dr Kelly Stockdale
Helen Leake
Jo Cameron
Hope Simpson
Jo Chandler
Luke Holmes
Lucie Hall
Angela Thomas

Thank you to our Associate Artists and Facilitators.

Bridget Hamilton - Writer

Michelle Harland - Youth Group Leader & Creative Associate

Tamsin Daisy Rees - Illustrator

Julie Scanlon - Facilitator

Lizzie Lovejoy - Illustrator

Elitsa Atanasova - Designer

Rupert Philbrick - Sound Artist & Videographer

Sheryl Jenkins - Animator

Grace Stubbings - Musician

Thank you to our delivery partners.



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Annual Report
October 2020 – November 2021

