

Annual Review 2021-2022



Foreword by Karen Ditchfield Chair of Trustees



This year's Annual Conference is about us truly reconnecting with each other, recognising and celebrating the resilience of all who contribute to the sector and acknowledging the collective efforts that all your helplines have made.

Following the height of the pandemic, we are left with significant complexities to navigate and helplines have continued to diversify and grow to deliver services and support, to those most in need.

Helplines have shown their character, spirit, and compassion in a time where hope has been diminished by the cost-of-living pressures, energy crisis, increased uncertainty and a rise in people experiencing mental health challenges and suicide rates increasing to pre-pandemic levels.

Helplines Partnership (HLP) has worked closely with members across the sector, seeking to improve practice through consultancy initiatives, improved and more bespoke training in an online and face to face format and striving to create more collaborative and partnership led activities.

Helplines Standard Certification has continued to advance following our investment in dedicated resources and the newly revised version, to meet the current needs of helplines.

We wish to further promote and raise the awareness and recognition of helplines through campaigning, the media, broadening policy, research, and stakeholder activities.

As a Board we have encouraged and supported wellness and wellbeing throughout the HLP team as they have worked hard to safeguard standards and values during an ever-changing climate.


I would like to thank the Trustees, staff team, members and partners for their commitment and dedication in their encouragement for helplines to strive for the highest level of service that they can offer.

Highlights from 2021/22




150 training sessions
were held
[45% increase on
2020/21]
with 1,687 participants
attending
[34% increase on
2020/21]

16 Helplines Standard
certifications were
awarded
[45% increase on
2020/21]




A further 20 helplines
were working towards
their Standard at the
end of 2021/22 year
[53% increase on
2020/21]





10 consultancy
projects pursued

Member
retention was
increased to 93%,
and 18 new
members joined

Member Space
virtual events were
introduced and
have proved
extremely popular



Highlights from 2021/22



A three-year strategy was created by members, staff and trustees, and a rebrand, new website and new CRM were all implemented

BT's waiving of the Payphone Access Charge for HLP members resulted in £139,473 saving (15% increase on 2020/21)



We worked with BT, Samaritans and other members to respond to the review of the telephony universal service obligation





The Helpline Freephone Range saw calls capped at 2.1ppm for service providers

The twelfth AGM was held with the Keynote Speaker focusing on hate crime which had seen a rise in incidents during the pandemic

New roles were introduced within our team: Policy and External Affairs Manager & Marketing and Communications Officer




Looking ahead to 2023




**Helplines
Awareness Day
will launch in
February 2023**

**The Helplines
Standard team will
work towards
independent
accreditation**




**Visits to multiple
Party Conferences
and other events
are in planning**



**New training
courses will be
launched**

**The team plan to
produce a Helplines
Partnership podcast**

**The Partnership
and Engagement
Manager role will
be introduced to
team**





Helplines Awareness Day

23 February 2023



Helplines Awareness Day

We are launching a Helplines Awareness Day to help raise the profile of helplines throughout the UK and around the world.

Please join in the campaign on this date by sharing our video campaign on your social media channels, using the hashtags below:

#HelplinesAwarenessDay



Thank you for your continued support

For any information about Helplines Partnership and our services, please email info@helplines.org or visit our website.



helplines.org



[@HelpLinesUK](https://twitter.com/HelpLinesUK)



[@helplinespartnership](https://www.instagram.com/helplinespartnership)



[@Helplines Partnership](https://www.linkedin.com/company/helplines-partnership)

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