

# 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 prepandemic 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 everchanging 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



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 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

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





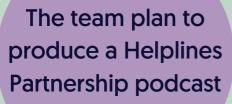
#### Looking ahead to 2023

Helplines
Awareness Day
will launch in
February 2023





Visits to multiple
Party Conferences
and other events
are in planning



The Partnership and Engagement Manager role will be introduced to team

New training courses will be launched





### Helplines Awareness Day 23 February 2023



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.







in @Helplines Partnership