Co-relate

Credentials
2026

We are
writers
designers
photographers
videographers
collaborators
co-creators.

Co-relate is a creative agency and social enterprise. We engage communities, build people's skills and organisations' capacity, and communicate for good causes.

We work in partnership to increase creative opportunities for young people, support the arts, share learning and act on the climate crisis.

Clients


Aptia


BRANDPIE


BUSINESS
IN THE
COMMUNITY


Brighton
Festival


catch
22


CEAD
CONSULTING


CLIMATE
IMPACT
PARTNERS


creative
&cultural
skills


DOMINO
CLAMPS


THE
HOUSING
FORUM


The
Health
Foundation


HEART OF
THE CITY


MARGATE
BOOKIE


Mediorite.


sense


SEK
Social
Enterprise
Kent


youth futures
FOUNDATION

Portfolio

Everyone’s Environment

This brand and positioning project with New Philanthropy Capital (NPC) was to create and deliver a visual identity, brand positioning statement, key messages and core narrative for the independent, national alliance Everyone’s Environment.

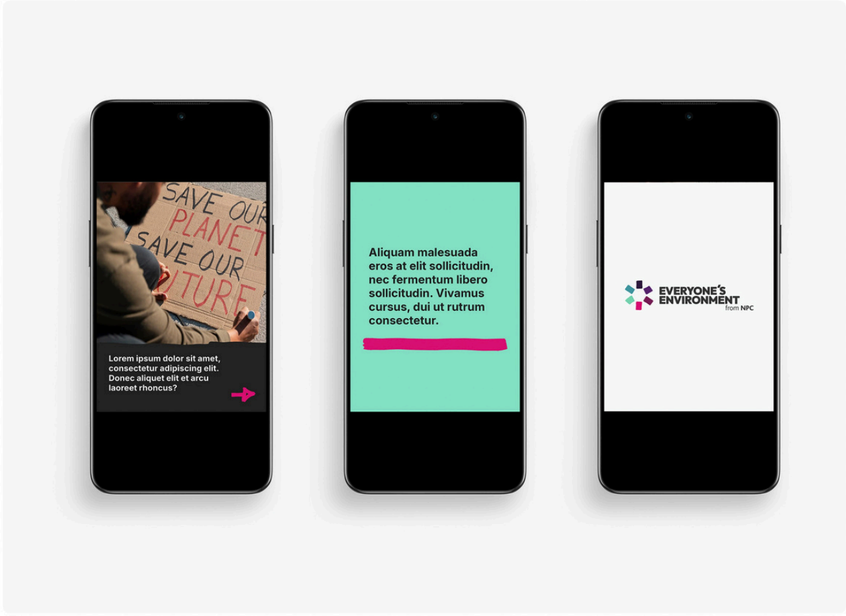
The objective was to create a highly accessible, engaging, and independent identity for Everyone’s Environment to improve programme engagement with individuals, organisations, Government and the wider public.

Co-relate worked closely with the Everyone’s Environment team and consulted widely with NPC’s internal and external stakeholders, including the alliance’s Shared Learning Group, communications personnel across the four partner organisations and a Lived Experience Panel of community members representing people with disabilities, people from ethnically minoritised backgrounds, and people experiencing poverty.

The results can be seen in use at www.thinknpc.org/everyones-environment









Youth Futures Foundation

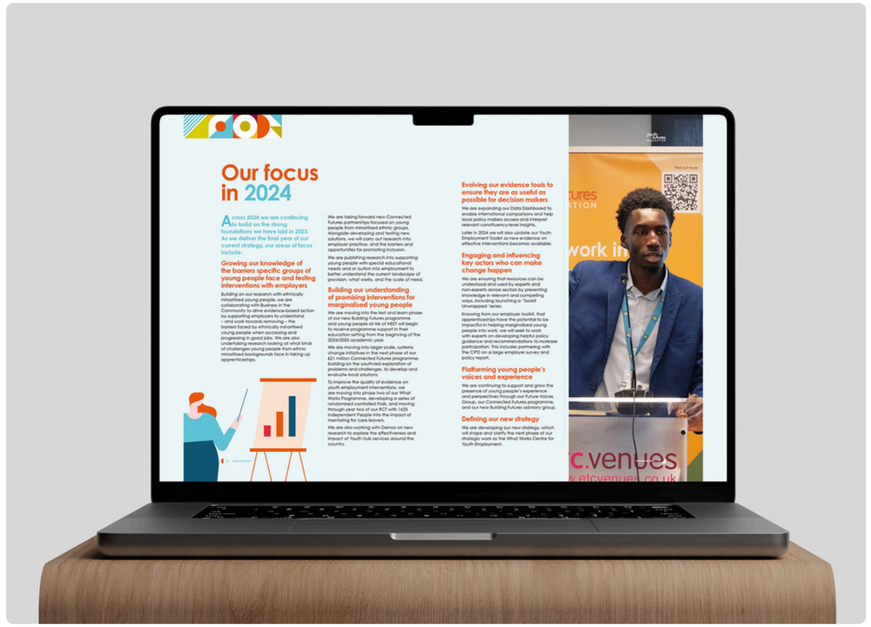
Youth Futures Foundation — the what works centre for youth employment — needed to produce an annual review to communicate their new strategy during a period of internal and external uncertainty and change. Co-relate provided communications expertise and capacity, working as an extended part of their team.

Working closely with their Head of Marketing and Communications, we provided editorial project management and copywriting for the annual review. We interviewed employers and employees for first-person case studies to tell the story of their impact.

Working with Youth Futures' style and tone guidance, we developed narrative and key messages in response to shifting priorities and delivered a high quality annual review on time and on budget.









Aptia

Aptia launched on 1 January 2024 with the merger of pensions management businesses in the US, UK and India. They had a basic visual identity, brand proposition and values. They needed a way to bring the brand to life internally for staff to help them understand what being part of the new business meant for them.

They also needed to translate the brand into working templates and assets for team members to use when communicating on behalf of and about the new company.

Co-relate worked alongside Aptia's Group Marketing Director and their Global Lead on Change and Communications to create a suite of templates and assets for their brand centre, key messaging for staff and an animation to explain their colleague share plan to teams across the organisation.

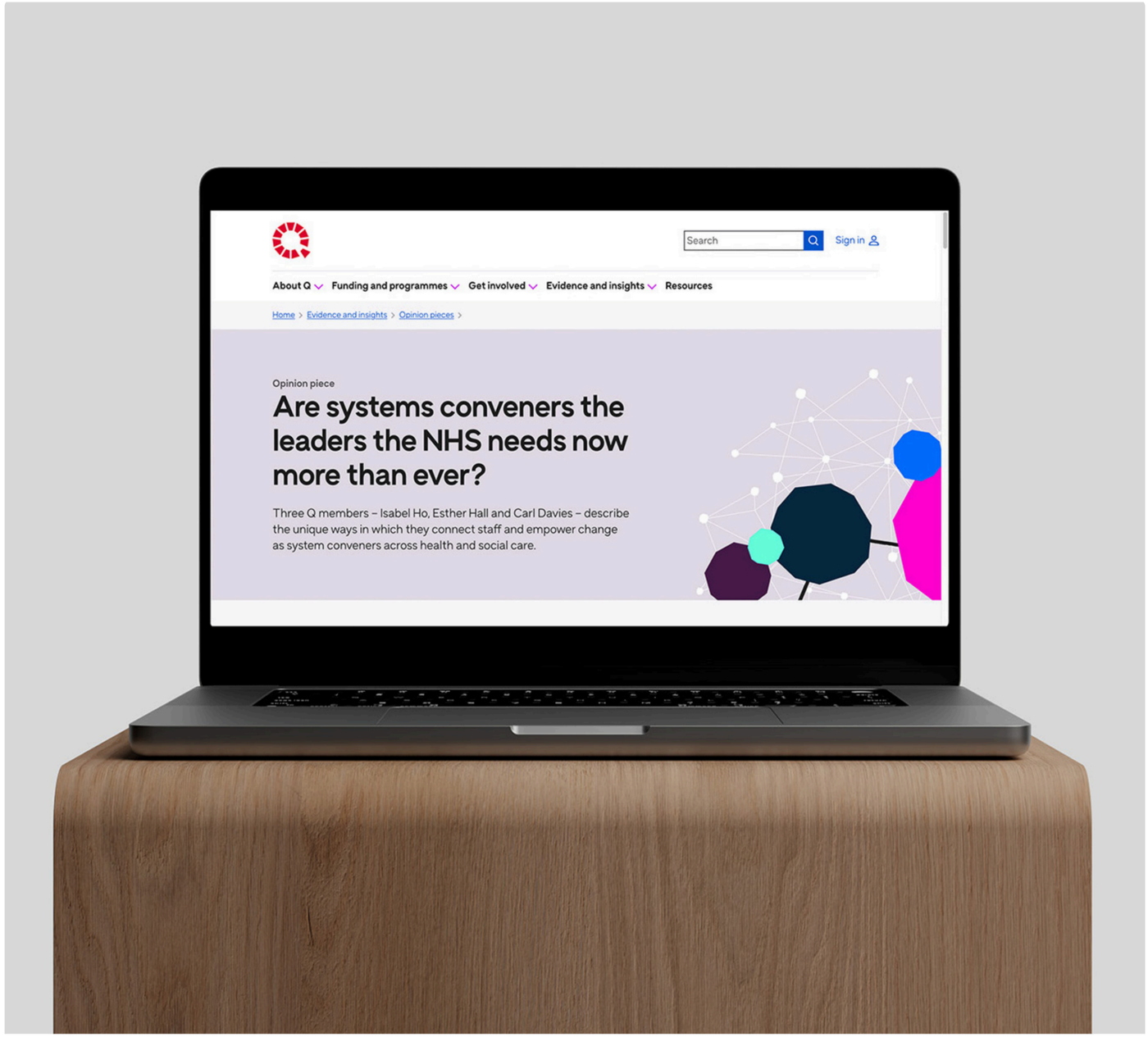


The Health Foundation

Co-relate provided editorial support to the Health Foudation's Q communications team from April 2021 until it merged with the NHS Confederation in December 2025. This was through a series of contracts and extensions which enabled us to build strong relationships with the Q communications team and member contributors to the digital platform.

Our role was to drive engagement with the Q community website through story-gathering interviews, content writing, and editing and publishing member opinion pieces.

We built trust and robust working relationships with contributors, co-creating opinion pieces and case studies to represent them and their work. We also worked with the web developer and web team to ensure content met accessibility and usability standards.

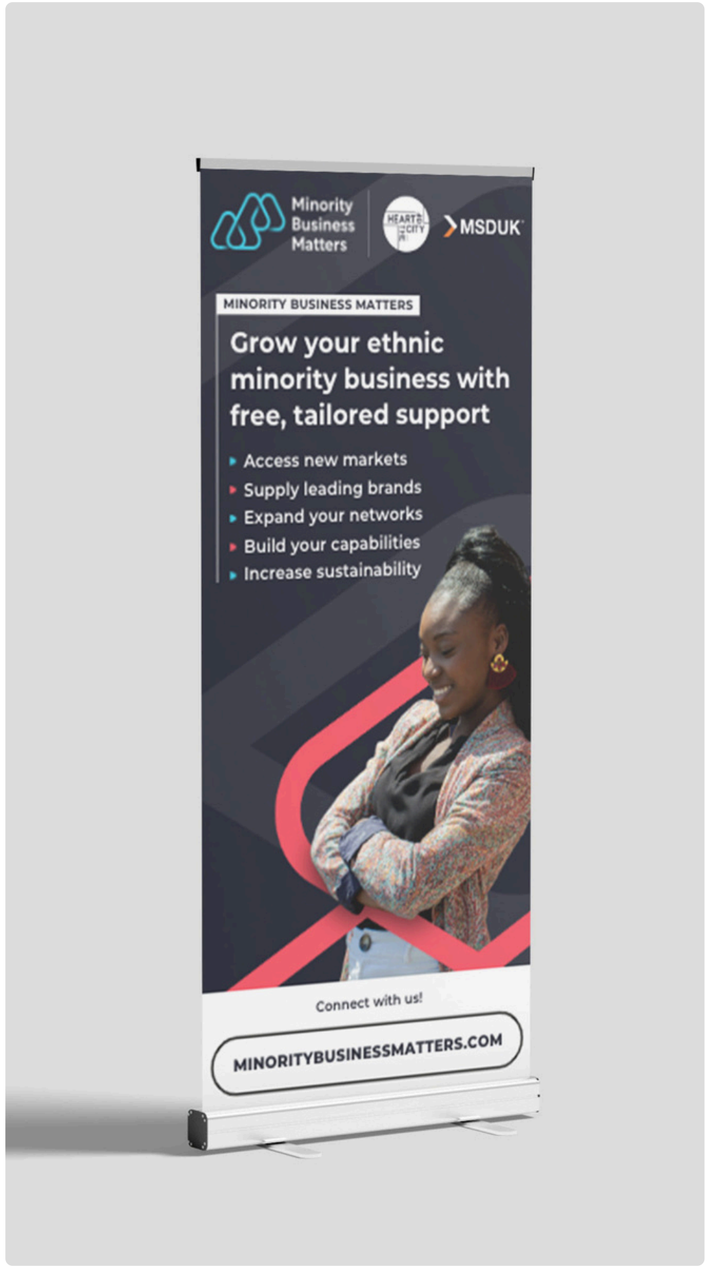


Heart of the City

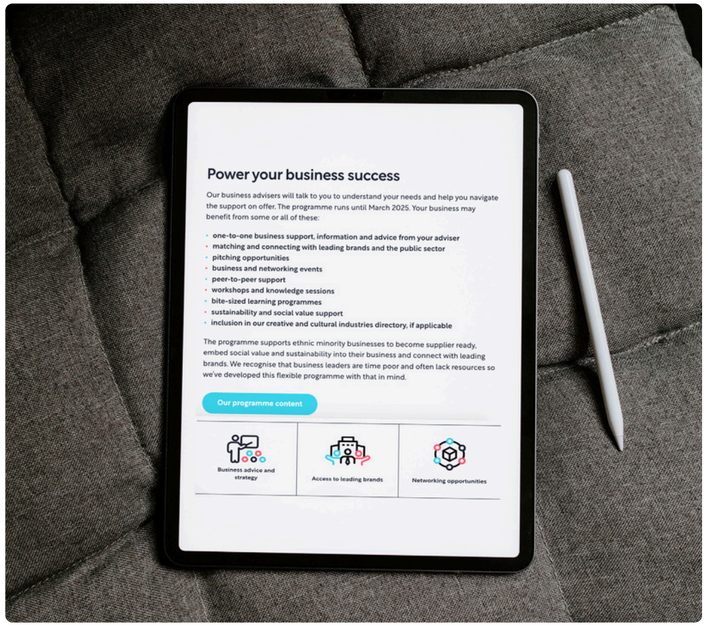
When Heart of the City partnered with MSDUK to create a programme for Black and Minority Ethnic businesses they needed clear messaging to attract participants and explain the new programme.

Co-relate worked closely with copywriters from minoritised ethnic backgrounds to produce boilerplate copy, key messages and simple style and tone guidance for their ongoing communication.

We wrote web copy, flyer and banner copy and a paid Google ad campaign, enabling the programme to quickly get off to a strong start.







Brandpie

Dubai Holding engaged London-based brand consultancy Brandpie to steer their sustainability communications including the creation of a sustainability sub-brand and their first externally published sustainability report.

Co-relate worked alongside Brandpie's Design Director and Head of Sustainability in a client-facing role to develop the tone, style and visual assets with a focus on real-world impact.

We developed boilerplate copy, wrote and edited the report and produced the organisation's first few monthly sustainability newsletters. We created visual styles for icons, tables and diagrammes, advised on use of photography and communicated progress against the company's sustainability pillars aligned with the international Sustainable Development Goals.









Access Arts for All

Michelle Stannard set up Access Arts for All to provide creative and accessible activities for adults with long-term health conditions and disabilities in South East Kent. After receiving Arts Council funding they needed a brand to tie together three different strands of activities and support a recruitment campaign for their programmes.

Co-relate worked closely with Michelle to understand the motivation behind the group, target audiences and barriers to access. We developed a fresh and fun visual identity — including logo, colour palette and cut-out style illustrations — that tapped into the group's desire to appeal to younger adults whose needs were not being met with existing provision in the area.

Print materials enabled in-person promotion at events, while Canva and PowerPoint templates enabled social media recruitment and programme delivery on a very tight budget.







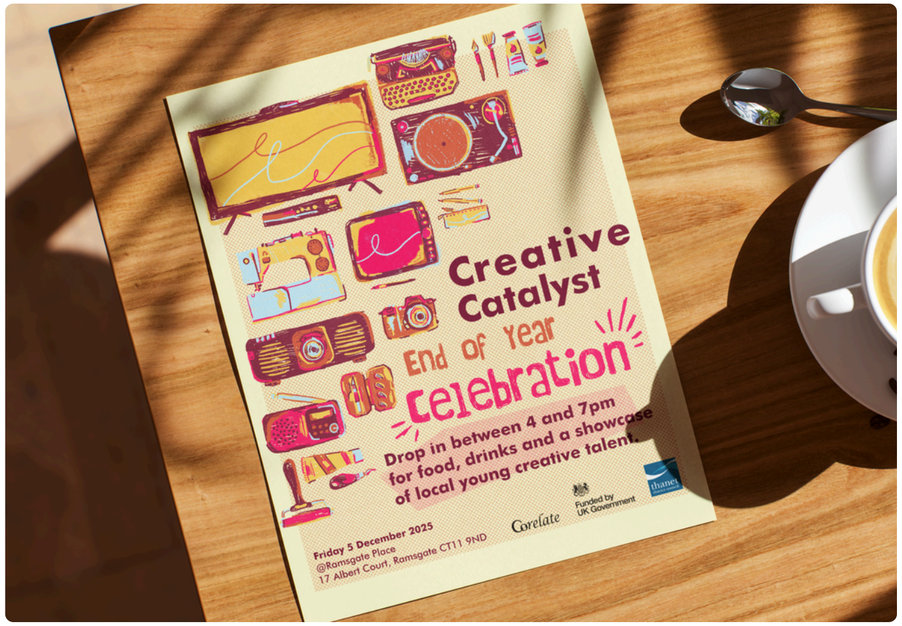


Creative Catalyst Thanet

Creative Catalyst Thanet provides paid and unpaid work placements for young people not in employment, education and training (NEET) within Thanet's growing creative sector, As a founding partner, Co-relate delivered communications and engagement activities for the project, providing paid opportunities for local young creatives to do the work.

We established a steering group with project partners Remixd and Margate Creative Land Trust, along with three youth representatives. We placed articles in the local media and built relationships with DWP, Thanet Youth Network and host organisations.

Our content creation and marketing delivery included managing social media platforms; creating a content calendar; drafting content for newsletters, blogs and reports; updating websites; designing visual assets and producing video content.




CREATIVE SPARK

A new pilot initiative is finding "life-changing" work experience opportunities for out-of-work young people in Ramsgate's cultural and creative sector

Recent data from the Office of National Statistics shows that 10.2% of young people aged 18-24 in Thanet are unemployed, a figure significantly higher than the national average of 5.4%. With so many young people looking for work and a lack of jobs in the creative and cultural sector, Elinor Seath saw an opportunity.

Her background as Ramsgate's Cultural Programme Co-ordinator, leading on the High Street Heritage Action Zone Cultural Programme in 2022, saw her galvanise a group of young people to work with local artist Carson Parkin Fairley. It led to the creation of eight rooms that now have a permanent home in the town, placed on buildings and streets, leading people on a trail of Ramsgate from the train station through the High Street and on to the harbour. "The success of the room project was that it was youth led," says Elinor. "I saw opportunities in the creative and cultural sectors here and wanted that to be a driver of opportunities for young people."

Following Thanet District Council's successful application to the UK Shared Prosperity Fund, Elinor put together a proposal that tapped into the funding's goals to boost opportunity and skills in the area, and launched her new project, Creative Catalyst. So far the programme has supported 12 young people, who have predominantly been referred through the local Jobcentre Plus.

Kyra was one of the first to join last September when the initiative launched. At 21, she had to leave her photography college course due to health difficulties and has been claiming Universal Credit for the past two years. Since joining Creative Catalyst, she has supported workshops for the Ramsgate Lumiere, the festival which saw Ramsgate lit up for six weeks across the Christmas period, and has helped me develop my photography skills and encouraged me to meet new people," she says. Kyra is now looking to go back to college and pick up her photography training.

Stephanie joined the programme in December last year after she was referred by her job coach. A graduate with a BSc in Computer Science and an MA in Game Design, Stephanie found it challenging to find relevant work locally. "Entry level roles in creative tech are hard to come by, especially locally," she says. "I was actually preparing to leave Kent when my work coach introduced me to the Creative Catalyst programme. The opportunity to contribute in real, meaningful projects right here in Ramsgate has been life-changing."

Through Creative Catalyst, Stephanie is now working on writing system requirements for a new game project, gaining hands-on experience that bridges the gap between her education and career. The programme has not only boosted her confidence, but also expanded her professional network, all while keeping her in the local area she calls home.

The programme currently offers two main types of placements – short unpaid experiences and longer paid placements of up to 10 weeks. Participants, like Kyra and Stephanie, work 14 to 21 hours a week with local creative organisations in fields ranging from art and photography to game design and film. In addition to the placement, participants are supported by experienced mentors, who are able to signpost them and provide guidance for their longer-term career goals.

For organisations participating in Creative Catalyst, it offers access to young talent, often bringing fresh perspectives and innovative ideas to their projects. So far, Ramsgate Radio, Mother Ultimate and The Clocktower Museum have offered placements.

A partnership manager for the Department for Work and Pensions at Ramsgate Jobcentre Plus highlights the significance of such programmes. "Creative Catalyst provides an essential bridge for young people who are at risk of long-term unemployment, helping them to gain the skills and experience needed to succeed in the workforce," he says.

This is a pilot project, currently running until the end of March. "The programme not only empowers young people, but is also helping to build a vibrant, sustainable creative economy for Ramsgate," says Elinor, who is working towards extending and growing the project.

For more information on Creative Catalyst or to apply for a placement, contact Elinor Seath at creativeramsgate@gmail.com





Testimonials

> The focus you've taken, looking at the human side of change...chimes really well with wider messaging and research in the Health Foundation. So that's perfect!

Faye Goldman, Head of Communications, Q - The Health Foundation

> An exceptional contribution to our communications and campaigns on issues including inclusive employment and climate action.

Gudrun Cartwright, Climate Action Director, Business in the Community

Testimonials

> We've really enjoyed working with you and bringing the brand to life, and it's been great to see it take shape.

- Olivia Sweeney, Programme Manager, Everyone's Environment

> These look wonderful!! Thank you for all your patience and effort. Look forward to working with you again in the future.

-Jessica Bartindale, Employability Project Manager, Social Enterprise Kent

Our team



Jessica Rose

Managing director

Jessica Rose has extensive experience representing, communicating, and engaging communities on behalf of independent alliances, social enterprises, boards and campaigns. She is Director of Co-relate Communication CIC and Marine Studios Arts and Culture CIC; a founding partner in Creative Catalyst Thanet, a core member of Thanet Youth Network and provides support to Naturehood Thanet.

Since moving to Thanet ten years ago, she has been a champion of local environmental causes, local employment and the role of the creative sector in job creation and community cohesion. She previously worked as campaign manager at Business in the Community, engaging with hundreds of senior business leaders on environmental and inclusive employment issues.



Louisa Harris

Non-executive director

Louisa works with people and organisations to find creative and innovative solutions to the complex problems of our time. Throughout her career she has focused on empowering business as a force for good. She was Head of Sustainability & Systems Change at Brandpie, is a current sustainable business tutor at the Cambridge Institute for Sustainable Leadership and a Trustee of Hawkwood the Centre for Future Thinking. After 13 years working with global organisations, now Margate-based Louisa joined Co-Relate as a non executive director, with a focus on building our work in sustainability nationally while creating positive impact locally.



Tanya Royer

Non-executive director

Tanya is a strategic communications and engagement specialist with 20 years' experience creating a credible, collaborative listening space with diverse groups of stakeholders.

Tanya led Co-relate's editorial work for the Health Foundation and Youth Futures Foundation, drawing on her extensive experience from previous work at the Department of Health and Islington Clinical Commissioning Group. She is highly skilled in developing tone of voice and house style to enable diverse voices and reflect organisational culture.

Our team



Luke Eastop

Design and brand

Luke Eastop is a multi-disciplinary designer and artist. His work spans graphic design, brand, photography, ceramics and music composition.

He has developed brands for NPC, Staple and Access, Arts for All, and produced print and digital materials for organisations including Barbican Centre and Aptia.

He has art directed portraits held in the collection of the National Portrait Gallery and designed covers for Mercury Music nominated albums. His ceramics and drawings have been exhibited at Make Hauser & Wirth, the Turner Contemporary and design boutiques in Oslo and New York.



James Bonthron

Marketing and events manager

James Bonthron joined Co-relate as a content and marketing apprentice supporting the Creative Catalyst Thanet programme and Plastic Free Thanet campaign. A Ramsgate resident, he is a trustee of Friends of Ellington Park and regularly writes on community issues for the Ramsgate Recorder, Isle of Thanet News and other local publications. He has just become a newsreader for Academy FM.

Alongside Jess, he managed communications and engagement for the Creative Catalyst Thanet and Green Catalyst Thanet work placement programmes. This involved regularly engaging with young people at careers fairs and community events to sign them up and get them involved.



Bee Karaoglan

Graphic designer

Bee Karaoglan joined Creative Catalyst Thanet and completed a six-week design placement with locally based organisation Stress Matters. A young graphic designer based in Ramsgate, with a BA (Hons) in Graphic Design from the University for the Creative Arts, she's since supported our Creative Catalyst and Green Catalyst programmes with posters, infographics and social media assets.

Bee provides freelance design services for Ramsgate-based Remixd CIC and is an experienced digital technician with Archival Prints. A creative thinker and collaborator, she brings strong organisational skills and innovative ideas to our events, communications and engagement projects.

Our team



Michelle Stannard

Accessibility adviser

Michelle is a designer and facilitator who puts accessibility at the heart of everything she does to create a better world for everyone. She runs Access Arts and Adventures, a disability arts group empowering people to try new things, have a voice and get out and about in East Kent.

She studied Product Design at University of the Creative Arts, Canterbury, drawing on her lived experience of disability and neurodiversity to specialise in accessibility. Her insights ensure we incorporate accessibility expertise and lived experience of disability into the development of client and community projects.

Accreditations

CERTIFIED SOCIAL ENTERPRISE • BUSINESS FOR GOOD •

LIVING WAGE EMPLOYER

culture declares

climate & ecological emergency

Our values

Creative

Collaborative

Open

Supportive

Campaigning

Partners

Our philosophy is that everything is better with collaboration. We believe in paying everyone fairly for the work they do and are proud to spend our money and share resources with people, organisations and businesses in Thanet.

REMIXED CIC

MARGATE CREATIVE LAND TRUST

DISCOVERY PLANET

NATUREHOOD

THANET YOUTH NETWORK

Funders

thanet district council

Funded by UK Government

London Array

Kent Community Foundation

Kent Community Energy

sea-changers

Thank you.

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