

News release

For immediate release

How to nurture your relationship without breaking the bank this Valentine's Day

Relate Cambridge releases top tips

Christmas might seem like a distant memory, but the thud of the ensuing credit card bills landing on doormats is still resounding across the East of England. Just before the festive season, leading relationships charity Relate found that 39% of people in our region* were worried about the cost of Christmas – and now, with Valentine's Day fast approaching, many couples may feel under pressure to spend even more. Relate Cambridge is calling on residents to take a step back and think about whether they can really afford that extravagant gift or night out.

Relate's research has shown money worries are a top strain on relationships**. Relate Counsellor, Dee Holmes, Counsellor at Relate, said there are plenty of ways people can express their love this Valentine's Day without breaking the bank. She said:

"Valentine's Day is an opportunity to spend time with your partner and show them you care, but it can also get expensive. Thinking 'outside the box' can really help – gifts don't have to cost the earth or even anything at all.

"If you're thinking of giving a gift for Valentine's, maybe ask yourself what your loved one would appreciate most before getting out the credit card, particularly if Christmas debts are still a problem. It's easy to make assumptions that your partner wants expensive jewellery or to head to a fancy restaurant when perhaps they would be just as appreciative of a handmade card or breakfast in bed."

From its experience working with thousands of couples every year, Relate knows that open communication is a cornerstone of happy and loving relationships. The charity suggests one way to make the most of Valentine's Day is to use it as an opportunity to talk to your partner and find out what gestures make them most happy.

"This is a great opportunity for two people to talk to each other and find out what they most want as a treat," added Dee Holmes. "It doesn't have to cost anything – what's most important is it shows you've listened to them and how much you care."

Relate Cambridge offers counselling, information, and support to individuals, couples and families with people of all backgrounds and sexual orientations at all stages of life. Visit www.relatecambridge.org.uk for more information, or call 01302 347866.

Relate's top tips for a cheap and original Valentine's Day

Don't feel you have to spend the earth

Romance is not necessarily something you have to buy – the sweetest things often cost nothing. A dozen expensive roses might seem like a grand romantic gesture but so is breakfast in bed, a shoulder massage or carrying out a chore you know your partner hates!

Put some thought into it

Think about what the person wants, not what you think they should want. Thoughtfulness is one of the most romantic qualities a partner can possess. If you're not sure, ask them. It will show you're thinking about them.

Be creative

Why not unleash your creativity by making your own Valentine's card or creating a collage of your favourite photos together? Not only will it keep costs down but it will also show your partner a different side to you.

Plan a frugal date

If you're planning a date, why not try something new together like indoor climbing or an art class which are likely to be cheaper than a fancy meal out. Another good plan for a cheap but romantic date is to switch off social media, turn off the lights and watch a film together as though you're at the cinema.

Turn off your phones

Our mobile phones can distract us from spending quality time together so why not switch them off and

Head to a charity shop

You can find some amazing, unique gifts in charity shops for brilliant prices. All proceeds go towards helping prevent the loneliness, depression, abuse, homelessness and debt that can happen when relationships go wrong.

-ENDS-

For all media enquiries contact Amy Kong on 01302 347712 or admin@relatecambridge.org.uk.

* The new findings come from a nationally representative poll of 2047 UK adults conducted by Censuswide in November 2019 of which 175 were living in the East of England.

** Taken from Relate's It takes two: Couple relationships in the UK report. 5071 UK adults polled by YouGov between 18th June and 7th July 2016.

Notes to editors:

- [Relate](#) is a registered charity number 207314
- Relate champions the importance of strong and healthy relationships for all as the basis of a thriving society.
- Relate provides impartial and non-judgmental support for people of all ages, gender identities and sexual orientations at all stages of couple, family and social relationships.
- Over four million people every year access information, support and counselling from Relate but it's clear many more would benefit from support.
- For more information visit: www.relatecambridge.org.uk.