



# Impact Report

## 2021 / 2022



# Foreword from our Chief Executive



Let's start with why Education Child Protection Limited. At the heart of everything we do, we want everyone to succeed, be happy, and thrive in their lives through the choices they make. That is why we are so passionate about protecting those who are most vulnerable and at potential risk.

We achieve this by supporting professionals to create safety for vulnerable adults and children, to reach their potential free from harm.

As we are all aware, the sooner we respond, the better the outcome for those we are looking to protect. How does this happen? Through effective professional curiosity and acting in a timely manner, which is proficient and robust.

At ECP, each and every member of our team strives daily to empower professionals within their work, though innovating our services, ensuring we provide the highest level of training expertise, and developing long lasting relationships with our clients and partners. We are committed to supporting you on your safeguarding journey.

That journey faced some challenges during the pandemic, which led us to adapt the model and method of delivery across all our portfolios. These changes ensured we could continue to offer the robust and high-quality services we had provided throughout the previous 18 years.

This was a critical service model, as the need for recognition and response to safeguarding concerns, and confidence to ensure professional curiosity continued, was imperative to service continuation. We persevered; we learned; we adapted; and we found new, innovative ways of working.

The success of our virtual offer has extended and is now a pillar of the services we offer. We have considered how to ensure accessibility of our broad range of products within membership offers and recorded products, both of which have been well received.

In addition, we have welcomed new members of staff to our team, bringing invaluable multi-agency skills, knowledge and experience to further enrich and diversify our offer.

Our impact report shows the reach we have achieved, and the number of professionals who have now obtained their safeguarding accreditation, which is increasing steadily.

Everyone has the right to be safe and protected. My mission, as the CEO of ECP, is to reach as many people as possible to provide that human right to every person who has contact with the services we work alongside.



# Our Vision



Our vision is to use our passion, knowledge and expertise to empower our learners with the skills and confidence to keep people safe, reach their potential, and thrive.



**Mission statement:**  
**Creating a safer place where everyone reaches their potential free from harm.**



## EMPOWER

We provide professionals with the confidence & skills to recognise & respond to risky behaviour. We also empower young people and vulnerable adults to make informed decisions about how to manage their own safety.



## INNOVATE

We constantly adapt our products and services to ensure they are exactly what our clients need. We are proud to be leaders in this sector.



## PROVIDE EXPERTISE

We use our collective knowledge and expertise to bring you the best training, advice and guidance.



## BUILD RELATIONSHIPS

We take huge pride in developing lasting relationships with our clients so we become an integral part of their safeguarding journey.



# Who We Are



Education Child Protection is a specialist child protection and safeguarding training company working with organisations across all sectors who come into contact with children, young people, families and adults at risk.

We have worked to broaden our impact by developing our partnerships because the work we do is vital to empower organisations to keep their service users safe.

We have worked to increase our reach to better meet our clients' needs by enhancing our digital offer, so organisations of any size and in any location across the UK can access our services at a time to suit them.

We have measured our impact and celebrated our success using feedback from clients and partners, sharing our achievements. We continue to improve our deliverables and services – we know that there is always more to learn.

We continue to grow and diversify our workforce and clients so that we reflect the communities in which we work.

# Our Training



Our training ensures all safeguarding requirements are being met in a variety of settings.

We take pride in creating bespoke training courses that include specific content relevant to the organisations and professionals taking part.



This has included courses for professionals within:

Education

Wider Workforce

Children's Homes

Early Years

Local Authorities

Holiday and Residential

Further Education

# Our Training



329

We have delivered 329 **face to face** training courses to clients throughout this year.

+ 70 %

This is an increase of 70%. We are pleased to see the return of face to face training following the pandemic!

2020 - 2021  
106 delivered



*'So interesting and engaging. Really relevant and important topics spoken about with great resources and toolkits shared. the training provider was fantastic and extremely knowledgeable.'*

We appreciate the necessity of adapting our courses in response to the Covid19 pandemic, however we have really enjoyed being back with clients on site and facilitating those essential conversations as part of our training.

Thank you to all the organisations who have had us back for a visit and made us feel so welcome this past year!





# Our Training



**285**

We have delivered 285 **live virtual** training courses to clients throughout this year.

**- 27%**

This is a decrease of 21% in our live virtual delivery. We are pleased to see so many of our clients returning to face to face training!

2020 - 2021  
389 delivered



*'The trainer was extremely knowledgeable, experienced - and importantly - approachable (even remotely). They instilled trust and confidence - I can see they are really good at their work.'*

Since adapting our courses for live virtual delivery in response to the Covid19 pandemic, our live virtual courses have remained of such a high quality and so popular with our clients that we have trained **5,243** people via this method in all areas of safeguarding throughout the last year.

**5,243**



We appreciate that for some teams, this is a great way to access training. Thank you for working with us!

# Our Training



2020 - 2021  
190 delivered

335

We have delivered 335 **recorded** training courses to clients throughout this year.

43%

We have seen a 43% increase in clients accessing our recorded training courses throughout the year

As we continue to develop and grow our digital offer, more of our courses are offered as a self-paced recorded training resource than ever! We are delighted to share that **4,458** participants trained with our self-paced courses this past year.

4,458

We are proud to offer this flexible and accessible form of training without compromising on quality.





# EDUCATION FOR PUPILS



We have delivered **online safety** education sessions to primary & secondary pupils throughout this year.

Primary online safety	Face to face	Live virtual	Recorded
Pupil	63	0	13
Parent	15	5	65
Staff	29	5	29

Secondary online safety	Face to face	Live virtual	Recorded
Pupil	22	0	10
Parent	2	3	18
Staff	2	1	9

As leading experts in online safety, this remains one of our most popular sessions for pupils.

We have seen a **27%** increase in schools accessing our online safety sessions.



We have delivered 29 **education for pupils** sessions to primary & secondary pupils throughout this year, covering a variety of subjects including:



- Child on child abuse
- Bullying
- Emotional wellbeing & resilience

# The Safeguarding Society



We were proud to launch our new training membership scheme - **The Safeguarding Society** - in September 2021.

This started as a scheme for schools and further education providers to access their training in convenient, cost effective & unlimited ways and has grown to include Multi-Academy Trusts and Early Years settings as well.



**2,028** professionals completed their safeguarding training this year via their membership to The Safeguarding Society.

# Building Relationships



At ECP, we build relationships with all our clients as we understand the trust required when making us part of your safeguarding journey.

This year we have worked with 88 new organisations to provide them with services that empower them to keep children and vulnerable adults safe.



This is a 14% growth in our client portfolio, and we have enjoyed getting to know these new organisations whilst continuing to provide services to all our clients.

**57%** of new clients accessed our services because of a recommendation. We are proud that the quality of service we provide generates the vast majority of our business growth.





# Our Services



At ECP, we always look for new ways to offer our services and improve them.



This year we were pleased to enhance the client and delegate journey for everyone participating in our training.

Our support team have worked hard to implement exceptionally high standards of accreditation to ensure the level required to pass our courses ensures integrity and quality.

As it is part of our 3-year strategy to develop our digital offer, our support team have worked to enhance each client's experience whilst ensuring a balance between digital automation tools alongside our personal supportive approach, which is so vital to who we are.

We hope our clients are enjoying all the new and improved ways we are communicating and supporting you to access our services.

We have also launched a new website to give our clients a better experience. We have improved navigation and new ways to access information in order to support anyone looking for safeguarding training. We have seen an **11%** increase in unique visits to our website since its launch.



# Our Services



Our values are at the heart of what we do, and we have been dedicated throughout the last year to **empower** and **provide expertise** to professionals.

We have done this by:

- ★ Providing x2 social media posts per day sharing information
- ★ Providing a monthly newsletter with the latest updates



We have seen a **16%** increase in our Twitter following



We have seen a **15%** increase in our Facebook following



We have seen a **48%** increase in our Instagram following



We have seen a **37%** increase in our LinkedIn following



We have sent over **72,000** newsletters to our subscribers.

Our newsletters are bespoke to the profession of the subscriber:

- ★ Education
- ★ Further Education
- ★ Early Years
- ★ Local Authority
- ★ Wider Workforce
- ★ KidsOnlineWorld

# Our Partners



We would like to thank all the organisations that work in partnership with us to provide our training courses to professionals working in their area.





# Client Feedback



I am pleased to write this endorsement of ECP, its work and its personnel. ECP has conducted 4 x one day audits at each of our Primary schools. The feedback from Headteachers has been uniformly positive, declaring the days to have been forensic in the detailed approach but also supportive in nature. The list of recommendations at the end of each report is most helpful and, as one colleague commented, "If only OFSTED could be like this!" Additionally one of the ECP team, Heather McDaid, conducted a three hour safeguarding session for 160 teaching and non-teaching staff in April which was universally acclaimed as knowledgeable and informative, the delivery described as 'fantastic'.

**Gareth Jones, CEO, JCAT**



It's clear that the organisers are really in touch with what teachers know, feel and are concerned about - the example of a child asking to speak to the teacher (a disclosure) as they are organising coach loads of kids on a school trip is classic . It felt they know what it's like working in a very busy school environment and have listened to teachers' questions.

**Child Protection Awareness delegate - The Latymer School**



The trainer was what made the training I think. She was passionate, authoritative, brought in her practitioner experience, which made the policies and legislation feel more accessible and 'alive' in the room. I particularly liked how through her having confidence and authority, it made you feel that you could do that too. It was excellent role modelling for working professionally and having professional disagreements.

**Designated Safeguarding Lead delegate - Barnet Family Services**