



**ecp safeguarding**

EMPOWER • CARE • PROTECT



# Impact Report

2023 / 2024





## About ECP Safeguarding Annual Impact Report

ECP has had an impressive year; through our expert-led training and consultancy services, we have equipped over 20,000 professionals with the skills and knowledge needed to identify, prevent, and respond to safeguarding concerns.

Our comprehensive courses, covering areas such as child protection, safeguarding adults at risk, and online safety, have set a high standard in the field, empowering organisations to implement robust safeguarding practices. By continuously evolving our programs to address emerging risks, we built

our portfolio to ensure safer environments for those most vulnerable in our communities.

Guided by our core values—Empowerment, Care, Innovation, and Collaboration—our mission is to provide safeguarding training and support that empowers everyone to be safe. Our vision is clear: to cultivate a safer society, today. We are passionate about safeguarding and are committed to building trusted relationships, making ECP Safeguarding an integral part of your safeguarding journey.

### IMPACT REPORT

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#### CEO FOREWORD

## Foreword from the CEO

It is with great pride that I present our latest impact report at ECP Safeguarding. Our mission and values continue to guide our daily work, fostering long-lasting relationships and collaborating to safeguard the most vulnerable among us from potential risks.

This year, we have strengthened our commitment to establishing a safe and effective safeguarding culture for both children and adults, empowering them to reach their full potential. At ECP Safeguarding, our dedicated team remains devoted to enhancing professional capabilities through innovative, high-quality training and collaborative partnerships. We are resolute in our pledge to support you on your safeguarding journey.

In response to the evolving needs of our partners, we have expanded our service offerings to include resources to elevate our training and services, providing a free, accessible and simplified way to access the most up to date information. This strategic approach leads with our values, how much we care and our drive to share our passion to empower all professionals to make informed safeguarding decisions.

Our impact report showcases our collective efforts, highlighted by the increasing number of professionals achieving safeguarding accreditation through our services. Every individual deserves safety and protection, and as CEO of ECP Safeguarding, my mission is to extend these fundamental rights to as many individuals and organisations as possible. We strive to ensure that everyone we work with feels empowered and confident in implementing robust responses to safeguarding situations they encounter. Thank you for your continued commitment to protect those you work with, and choosing us as your partner on your on-going safeguarding journey.

**NICOLE WILLIAMSON**  
CHIEF EXECUTIVE



OUR COMPANY

# Mission, Vision & Values

OUR MISSION STATEMENT

**To provide safeguarding training and support that empowers everyone to be safe.**

OUR VISION

**Cultivating a safer society. Today.**

OUR VALUES



## We Empower

We will develop your skills and confidence to make informed safeguarding decisions.



## We Care

Our passion and commitment to safeguarding drives everything we do.



## We Innovate

We use our collective expertise to design services and products to meet your changing needs.



## We Collaborate

We are committed to building trusted relationships to become an integral part of your safeguarding journey.



We are continuously exploring new ways to empower professionals, and we believe that the best is yet to come. We're committed to leading our industry with integrity, passion, and a relentless drive to exceed expectations.

As a team at ECP, we strive to embody and showcase our core values in every aspect of our work.





## OVERVIEW

# Our Training



Throughout 2023-2024 we have successfully trained

**17,097**

professionals through our face-to-face, live virtual, and self-paced training courses

Our dynamic team of professionals is committed to delivering high-quality safeguarding services, empowering professionals who work with children and vulnerable adults. We continue to evolve our services and take pride in continuously reviewing and modifying our offer, to ensure we are meeting our clients needs within their safeguarding journey.

## OUR TRAINING

# Face to Face

We are pleased to see partners increasingly inviting our consultants to deliver face-to-face courses. The positive impact on professionals and the strengthened relationships fostered through this in-person format have exceeded our expectations. This approach continues to enhance both engagement and learning outcomes for all.

In the year 2023-2024 we delivered

**373**

Face to Face training courses



We have trained

**5917**

as part of our Face to Face courses



*Very good training which was pitched at the right level and made great of anecdotes, scenarios and life.*



## OUR TRAINING

# Live Virtual

Our live virtual training sessions have effectively provided high-quality learning environments with the flexibility professionals need. This format has enabled us to reach a wider audience, removing geographical limitations while maintaining the same interactivity and engagement as face-to-face training. Professionals benefit from real-time expertise, dynamic discussions, and the immediate application of new skills within their own settings.

In the year 2023-2024 we delivered

**213**

live virtual  
training courses



We have trained

**3079**

professionals as  
part of our live  
virtual courses



*One of the best safeguarding training sessions I have attended. I was impressed with how much we were able to cover within the time frame. I liked how the use of visuals, polls, videos and breakout rooms kept the session fresh and relevant.*



## OUR TRAINING

# Self-Paced

Our self-paced training has empowered professionals to manage their own development with the flexibility and accessibility required in today's demanding work environments. We have continued to prioritise expanding our self-paced offer, launching new CPD opportunities, accredited courses, and facilitator programmes. These initiatives enable our partners to access knowledge and expertise affordably and at times that suit their workforce.

In the year 2023-2024 we delivered

**257**

self-paced  
training courses



We have trained

**8101**

professionals as  
part of our self  
paced courses



*The facilitator for today's session was excellent, providing clear explanations and engaging the participants effectively. The session was informative and well-structured, making it easy to grasp the concepts presented. Overall, it was a valuable learning experience.*



## NAVIGATING

# The Digital World

Our online safety training program has been a resounding success for another year. The training, tailored specifically for young learners, focused on critical areas such as recognising cyberbullying, safeguarding personal information, and understanding the importance of digital citizenship. The training saw high engagement, and reported increased confidence in their ability to navigate online environments safely.

### Primary

**21,001**

pupils, staff and  
parents trained

### Secondary

**13,499**

pupils, staff and  
parents trained

#### PRIMARY 2023-2024

Pupil sessions 69

Parents workshops 52

Staff training sessions 50

#### SECONDARY 2023-2024

Pupil sessions 19

Parents workshops 16

Staff training sessions 5

“It was so informative and an eye opener for my personal and professional life.

Very enlightening and powerful, well delivered.

It was amazing to see the up to date facts of the online world.”

## ECP

# Educating Pupils

**24**

sessions  
delivered

**24 education for pupils sessions were delivered, with over 5000 pupils trained.**

**2338**

Primary pupils

**With an estimate of 2,338 Primary pupils and over 2,715 Secondary pupils receiving the sessions.**

**2715**

Secondary pupils



**Emotional  
Wellbeing &  
Resilience**

Our education for pupils program, focused on anti-bullying, healthy relationships, and mental health, has had a significant impact in elevating teachable moments with pupils. It empowers staff to confidently address challenging safeguarding topics, creating safer and more supportive school environments. By addressing key issues such as conflict resolution, emotional resilience, and inclusivity, our program has empowered pupils to build healthier, more respectful relationships both inside and outside the classroom.

TRAINING MEMBERSHIP

## Safeguarding Society

The success of our Safeguarding Society training membership has been a key driver of our impact this year.



Through active engagement and growth of our membership base, we have strengthened our network, delivering comprehensive training and advice to support our members. **Our membership increased from 28 to 54 clients** across the Education and Further Education sectors. **63% increase in professionals trained from last year.**

**We have successfully trained 5038 professionals across:**

**3095** professionals through our Education membership

**623** through our Further Education membership

**1320** through our spotlight packages

## Consultancy, Audits and Supervision

In the year 23-24 we delivered **109 consultancy and audit services.**

The rise in bookings for consultancy, audits, and supervision reflects the growing recognition of the value we bring in these crucial areas.

This increased demand highlights our strengthened reputation and the success of our strategy to deliver tailored, high-quality services.

Our consultancy has empowered organisations with actionable insights, while our audits have provided rigorous assessments to ensure compliance and operational excellence.

Our supervision services have reinforced professional practices, fostering a culture of continuous improvement. We are delighted to share our expertise and further strengthen our role as a trusted partner in driving organisational effectiveness and governance.

**109** consultancy and audit services

FEEDBACK/QUOTES:

“  
*It was reassuring to have someone to talk to, in supervision, about the demands and pressures of the roles. It was helpful to have someone reflect back the issues we discussed and to be constructive about how to approach things going forward.*

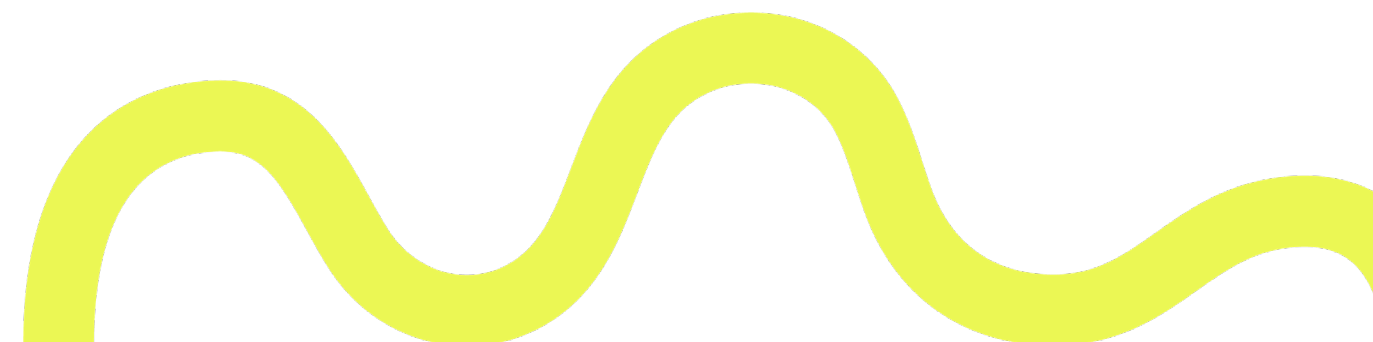
”



GIVING BACK

# FREE Safeguarding Resources

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



## BLOGS

**8357**

reads 2023-2024

Our blog series aims to simplify safeguarding by providing accessible, informative insights. We digest and condense key government guidance, legislation, and safeguarding advice, removing the burden of navigating lengthy documents and highlighting essential updates that impact practice. Used as a learning tool, policy update, and CPD opportunity, we are pleased that thousands of professionals have engaged with our resource, enhancing their knowledge and resources.

## PODCASTS

**6034**

listens 2023-2024

Our podcasts cover a diverse range of topics with expert guests, significantly boosting engagement and reaching thousands of listeners across multiple platforms. This success is evident in the growing subscriber base, positive feedback, and the tangible impact shared by feedback from our partners.

By offering valuable insights and informed discussions, our podcasts enhance knowledge dissemination and support safeguarding reflection among our audience. The ongoing growth and positive reception of our podcast series highlight its essential role in our communication strategy.

## MONTHLY UPDATES

**16,287**

subscribers

Our monthly updates, crafted by our dedicated team, establish a continuous connection with professionals across various sectors. These updates are filled with knowledge, offering useful tools, the latest data, and emerging trends, making them an invaluable resource for staying informed.

By consistently delivering relevant content, we ensure that our audience is equipped with the insights needed to navigate their fields effectively. This ongoing engagement not only enhances professional development but also strengthens our network, empowers collaboration and reflects our commitment to safeguarding.

## AWARENESS WEBINARS

**535**

Total attendees

Our free webinars have proven to be remarkably successful, with engagement within our client base and beyond. Over the past year, our webinars have covered topics including the digital world, sextortion and exploring latest government guidance.

The positive feedback and high attendance rates reflect the impact of these sessions, enhancing awareness, and driving robust safeguarding cultures. By providing accessible, high-quality content at no cost, we have not only expanded our reach but also reinforced our commitment to empowerment and collaboration.

# KIDSONLINEWORLD

In addition to our direct services, we are continuously innovating and empowering through initiatives like our KidsOnlineWorld website.

KidsOnlineWorld has achieved remarkable success in it's mission to provide engaging, educational, and safe digital experiences for children. Over the past year, our platform has expanded it's reach to over 4,747 subscribers. We have shared with educators, as well as parents, key information, tools and statistics to keep children safe in the digital world.

## THIS YEAR, WE HAVE ALSO CREATED:



14

### New 'shareables'

resources that can be downloaded, shared and used to understand more about online safety.



9

### New 'top articles'

written about latest trends or concerns relating to online safety.

We believe that the more you know the better able you are to identify and prevent harm. We keep professionals and children/young people up to date with the games, websites and apps that children are currently using.



## THROUGHOUT THE YEAR, WE HAVE HAD:



7,912  
unique visits



14,838  
page views

## KIDSONLINEWORLD

- /kids-online-world
- /kidsOnlineworld
- /kidsonlineworld
- /kidsonlineworld
- @ecp\_ltd209



CREATING A BUZZ ABOUT ECP

# ECP's Engagement

ECP's engagement through social media and website initiatives has achieved great success, significantly amplifying our outreach and impact.

↑ **7,928**  
followers across  
all platforms

## Social Media

Over the past year, our social media presence has grown, with a combined follower count exceeding 77,976 across various platforms, enhancing the visibility of our mission to cultivate a safer society, and to share our expertise. The high engagement rates reflect interest and participation, particularly through our interactive posts and impactful content.

↑ **11%**  
Increase in visits  
to our website

## Website

Additionally, our website has seen an 11% increase in traffic, enhanced by our user-friendly navigation platform and enhanced content.

ECP

# Partner Feedback

Has been overwhelmingly positive, highlighting the value and effectiveness of ECP's training and services.

Partner feedback has been positive feedback highlights our dedicated client-focused solutions and reinforces the trust and confidence our clients have in us.

**94%**

of delegates expectations were either met or exceeded with the content of the training.

**96%**

of the delegates gave a score of 4.8 out of 5 to our consultants, relating to their delivery.

**90%**

of our delegates felt increased confidence, knowledge and awareness after completing a training with ECP.

**92%**

of our delegates would recommend us to others.

**90%**

of our delegates scored our digital platform's ease of use as 4.5 out of 5.

WELCOMING

# Growth in Partnerships

We are delighted to welcome our new partnerships to ECP Safeguarding, and we cannot wait to be a part of your on-going safeguarding journey.

### GROWING TRUST AND DEMAND

The significant increase in clients this year reflects the growing trust and demand for our services, reflecting our commitment to delivering exceptional value and partnerships.

This growth has allowed us to tailor our solutions to meet the diverse needs of various organisations seeking our expertise, driving impactful outcomes across different sectors. The growth not only validates the effectiveness of our strategic approach but also demonstrates our reputation of providing high standards of quality and client satisfaction.

↑ **120**  
NEW CLIENTS  
2023-2024

### HOW DID OUR NEW CLIENTS HEAR ABOUT US?

<b>42%</b> RECOMMENDATIONS	<b>20%</b> PREVIOUS DELEGATES	<b>38%</b> OTHER, SEARCH ENGINE ETC.
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ECP

# 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.












Office 214, 2nd Floor, Titan Court,  
3 Bishop Square, Hatfield, Hertfordshire, AL10 9NA



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