



EDUCATION CHILD PROTECTION LTD

3 Year Strategic Plan

August 2021 – July 2024



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CHIEF EXECUTIVE

FOREWORD

Education Child Protection is proud to introduce its new strategic plan 2021-2024, which sets out our new vision going forward and key strategic aims. After a challenging 18 months, we emerge from the Covid-19 pandemic more determined than ever to be stronger, more visible and impactful for the people who need us most.

Over the next three years we will grow our partnerships so we have greater reach, we will increase access to our products and services and we will make sure that we are serving the diverse community in which we work.

We are excited about our ambitious plans and look forward to building on our 20-year history of working with professionals to keep children and vulnerable adults safe.

We know that in order to live a happy and healthy life we all need to feel safe.

Without having this essential need met it's impossible to thrive.



This document outlines our long-term overall vision along with key strategic aims that we will look to achieve.





3 YEAR STRATEGIC PLAN | August 2021 – July 2024

OUR MISSION STATEMENT

**Creating a
safer place
where everyone
reaches their
potential, free
from harm.**

We use our passion and expertise to empower professionals (and learners) with the skills and confidence to keep people safe so they can reach their full potential.

Our values are at the heart of everything we do.
By working together, we:



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.

Our Key Aims



1. GROW OUR PARTNERSHIPS

We will broaden our impact, because the work we do is vital to empower organisations to keep their service users safe.

TO DO THIS WE WILL:

- Collaborate with new clients, local authorities, multi-academy trusts, community groups and childcare settings and others that operate in this sector.
- Develop a membership programme so that client loyalty is rewarded.
- Share our expertise and support others in their continuous professional development.
- Raise our profile so we continue to be seen as a leader in the safeguarding sector.



2. DEVELOP OUR DIGITAL OFFER

We will broaden our reach so that all clients of any size and in any location across the UK can access our services at a time that suits them. We will not compromise on quality.

TO DO THIS WE WILL:

- Review our IT infrastructure and learning platform so that it's fast, efficient and fit for purpose.
- Create new accredited online safeguarding courses which enhance our offer.
- Maximise the virtual spaces that have been created as a result of the Covid-19 pandemic.
- Update content so that it is always in line with the latest legal requirements and best practice.
- Ensure all content is inclusive and accessible.



3. MEASURE OUR IMPACT AND CELEBRATE OUR SUCCESS

We will use feedback from clients and partners to celebrate our achievements and to improve our deliverables and services. We know that there is always more to learn.

TO DO THIS WE WILL:

- Analyse current and future focused data to shape our deliverables and services.
- Implement a quality assurance framework so we can measure ECP's success across all of our deliverables and services.
- Showcase the range and impact of our work, celebrating our 20 years of success.



4. DIVERSIFY OUR WORKFORCE AND CLIENTS

We will reflect the communities in which we work so that all clients feel included.

TO DO THIS WE WILL:

- Review our recruitment strategy so we are more inclusive when attracting new talent.
- Invest in the well-being of our staff.
- Empower staff to access opportunities to develop and enhance their skills and knowledge.
- Grow, develop and build the staff team so we can extend our reach in achieving our vision.
- Build partnerships with new communities with whom we are not currently working.



OUR COMMITMENT

ECP is committed to ensuring all of our team has the tools and support they need in order to achieve the objectives of our strategy.

We commit to reviewing this at the end of year 1, and to continuing to implement further long-term strategies in order to achieve our vision.



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