



# Impact Report

2024 / 2025

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**ecp safeguarding**  
EMPOWER • CARE • PROTECT



IMPACT REPORT

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Our numbers tell a powerful story.

**32,287**  
professionals

**222%**  
increase in  
face-to-face  
training

**221%**  
increase in  
new users

## CEO FOREWORD

# Foreword from the CEO

This year has been truly transformational for ECP Safeguarding. We began with a refreshed brand identity, a modern logo, new name, and visual identity that reflect our vision and values. This milestone marked the launch of our 2024–2027 strategic plan, building on the strong foundation of our previous three-year journey.

Our focus remains clear: **innovation, expansion, and impact**. Key priorities include:

- **Expanding training models** to reach more learners and deliver greater value.
- **AI-driven, adaptive learning pathways** that create personalised, flexible experiences.
- **Technology and digital innovation** to enhance accessibility, engagement, and outcomes.

Safeguarding matters because the need is undeniable:

**13.6 million adults** in England and Wales experienced abuse before age 18 (ONS).

**1 in 20 children** aged 11–17 in the UK have been sexually abused (NSPCC).

In 2024–25, we trained **32,287 professionals**, equipping them to make informed safeguarding decisions. Face-to-face training surged by **222%**, reaching **19,054 professionals**, while virtual and self-paced courses offered flexibility to thousands more. Beyond training, we strengthened partnerships, expanded consultancy and audit services, and launched innovative resources to make safeguarding simpler and more accessible.

Innovation has driven our success, from introducing a new Learning Management System to expanding our digital presence with podcasts, briefings, and free resources. Our rebrand and website redesign delivered a **221% increase in new users**, and social engagement soared, creating a vibrant community committed to safeguarding. These achievements are more than numbers, they represent lives impacted and professionals empowered.

As CEO, I am proud of what we have achieved together. Every statistic reflects a person better equipped to protect those in their care. Thank you to our dedicated team, clients, and partners for your trust and collaboration. Looking ahead, we remain committed to empowering, caring, innovating, and collaborating to shape a safer society. Together, we make safeguarding happen.

**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.

As a team, every step we take is guided by our core values, which continue to shape who we are and how we work. By staying rooted in our values and working collectively, we can make a meaningful impact while continuing to grow as an organisation and as individuals.



OUR VALUES



## We Empower

We empowered 48,415 professionals, parents, carers, and pupils with knowledge and tools to safeguard effectively.



## We Care

Our unwavering commitment to safeguarding shapes every decision we make. We put people first, ensuring that every action reflects our dedication to creating safer environments for all.



## We Innovate

We developed a new Learning Management System (LMS) to better support your online learning needs, enhancing our continuous training offer to provide more flexible options that adapt to your growing needs and changes.



## We Collaborate

We strengthened and expanded multiple partnerships and participated in conferences to ensure safeguarding support reaches further than ever.

OVERVIEW

# Our Training



In 2024–2025, we successfully trained

# 32,287

professionals, equipping them with the skills and confidence to make informed safeguarding decisions.

Our passionate team of professionals is dedicated to delivering high-quality safeguarding services, empowering those who work with children and vulnerable adults. We actively listen to our clients and partners, evolving our services through regular review and enhancement to ensure we meet their changing needs throughout their safeguarding journey. By offering a range of training formats, face-to-face, live virtual, and self-paced, we provide professionals with flexibility and accessibility in how they engage with safeguarding learning.



*The consultant was very experienced, handled sensitive details exceptionally well, and delivered the session in a clear and informative manner. It also reminded me to stay alert and keep safeguarding at the forefront of my work.*



*I've learned a lot from this interactive training, which I believe will enable me to support children in any situation and help keep those around me safe.*



OUR TRAINING

# Face-to-face

In 2024–25, we trained

# 19,054

professionals



through

# 316

face-to-face courses

a remarkable increase of

# 222%

professionals trained

and a significant rise in courses compared to 5,917 professionals and 98 courses in 2023–24

AVERAGE RATINGS (OUT OF 5):

- ★★★★★ Expectations met: **4.8**
- ★★★★★ Consultant quality: **4.8**
- ★★★★★ Confidence gained: **4.6**
- ★★★★★ Recommendation likelihood: **4.7**
- ★★★★★ Platform experience: **4.6**



OUR TRAINING

# Live Virtual



Our Live Virtual training delivers flexible, high-quality, and interactive learning that removes geographic limits, reaches a wider audience, and allows learners to discuss real-life examples while acquiring new skills

In 2024–25, we delivered

**192** live virtual training courses

reaching

**3,957** professionals, a 22% increase compared to 2023–24.



*I really enjoyed the knowledge tests, which helped reinforce key points. The training clearly emphasised everyone's duty of care to staff, children, and families, and was well presented with short videos and engaging questions.*



AVERAGE RATINGS (OUT OF 5):

- ★★★★★ Expectations met: **4.7**
- ★★★★★ Consultant quality: **4.7**
- ★★★★☆ Confidence gained: **4.5**
- ★★★★★ Recommendation likelihood: **4.7**
- ★★★★☆ Platform experience: **4.6**

OUR TRAINING

# Self-Paced

Our self-paced training empowers professionals to take control of their development, offering the flexibility and accessibility essential in today's demanding work environments. We continuously expand this offering with new CPD opportunities, accredited courses, and facilitator programs, enabling our partners to access expert knowledge conveniently and cost-effectively.

In 2024–25, we delivered

**110** self-paced training courses

supporting

**3,110** professionals in developing their safeguarding expertise.



*The session was delivered by two knowledgeable and engaging facilitators who made the online training interactive and thought-provoking, with a well-paced mix of media including videos, quizzes, and discussions.*



AVERAGE RATINGS (OUT OF 5):

- ★★★★☆ Expectations met: **4.4**
- ★★★★☆ Consultant quality: **4.5**
- ★★★★☆ Confidence gained: **4.2**
- ★★★★★ Recommendation likelihood: **4.7**
- ★★★★☆ Platform experience: **4.6**

NAVIGATING

# The Digital World

In the past year, our Online Safety training empowered over 29,700 individuals across primary and secondary education. We reached 26,783 pupils, 1,589 staff, and 1,334 parents, building safer digital communities through knowledge and awareness.

**26,783**  
pupils

**1,589**  
staff

**1,334**  
parents

PRIMARY	2024-2025	SECONDARY	2024-2025
Pupil sessions	54	Pupil sessions	13
Parents workshops	56	Parents workshops	9
Staff training sessions	53	Staff training sessions	4

Our online safety training program once again delivered outstanding outcomes this year. Our online safety week was a massive success with 32 bookings. The courses are designed specifically with young learners in mind, with key topics including identifying cyberbullying, protecting personal data, and building responsible digital habits. Participation levels were strong, and learners reported feeling more confident and capable in managing their online experiences safely.



*An essential session. I have attended several times now and I always learn something new*



*This training will help me ensure students are safe online, recognise potential risks, and support their responsible use of technology in the classroom.*



ECP

# Education for Pupils

**900**  
pupils

**We delivered multiple bespoke pupil's workshops, with over 900 pupils trained.**

**A diverse programme of pupil workshops was delivered, many of which were tailored to meet specific needs. These included sessions on Healthy Relationships and addressing child-on-child abuse, ensuring pupils were supported with relevant, age-appropriate learning.**



ONLINE TRAINING MEMBERSHIP

# “Safeguarding Society”

Our membership continued to grow this year, with clients across Education and Further Education rising from 54 to 67, a **24.1% increase** that demonstrates the trust placed in our safeguarding expertise.



Our “Safeguarding Society” online membership has been a cornerstone of our success this year. We delivered a unique suite of self-paced safeguarding courses and introduced bespoke training solutions tailored to the specific needs of our clients —ensuring practical, relevant support that drives real impact.

We successfully trained:

**5,423**

professionals through our Education membership an increase of 20.5%

**738**

through our Further Education membership an increase of 18.5%

ECP

# Consultancy, Audits & Supervision

*The consultant was extremely supportive and knowledgeable. We have some really clear actions that will enhance safeguarding at our school.”*

## CONSULTANCY

**38**

In 2024–25, we provided **38 bespoke consultancy services**, offering expert guidance and tailored safeguarding solutions to meet the unique needs of our clients.

## AUDITS

**25**

In 2024–25, we conducted **25 safeguarding audits**, providing schools, colleges early years providers and voluntary sector organisations with comprehensive reviews to strengthen their safeguarding practices and compliance.

## SUPERVISION

**48**

In 2024–25, we delivered **48 professional supervisions**, providing dedicated spaces for reflection, support, and growth for safeguarding staff.

# Briefings

Our Briefings continued to grow in 2024–2025, with **14 publications read by 7,846 readers**, representing a **14% rise in readership compared to 2023–2024**.

## PODCASTS

# 6,176

listeners

Our podcast audience grew significantly in 2024–25, with **14 episodes accessed by 6,176 listeners**, marking a **120% rise compared to the previous year**.

## WEBSITE

# 221%

increase in new users

In August 2024, we successfully rebranded ECP with a new name, logo, and refreshed visual identity. Alongside a redesigned website, this transformation delivered outstanding results, a **221% increase in new users and 125% overall growth in web traffic**, strengthening our digital presence and making safeguarding resources more accessible to professionals.

## LEARNING & ENGAGEMENT

# 1,858

professionals

In 2024–25, ECP launched **22 free safeguarding resources**, including posters, factsheets, and practical tools designed to support professionals in their safeguarding responsibilities. We also delivered **12 free webinars**, engaging **1,858 professionals across sectors**.

“Great short burst of info pitched at a level making it accessible to all.”

## MONTHLY UPDATES

# 33,436

professionals

In 2024–2025, we reached a new high of **21,112 new subscribers**, a **29.6% increase** from 2023–2024, bringing our **monthly reach to 33,436 professionals**.






# KIDSONLINEWORLD

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



Kids Online World has made significant strides in creating engaging, educational, and safe digital experiences for children. Over the past year, our subscriber base grew by 45%, reaching over 6,880 subscribers. Beyond this growth, we have equipped educators and parents with essential tools, resources, and insights to help keep children safe online.

## KIDSONLINEWORLD

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

## THROUGHOUT THE YEAR, WE HAVE HAD:



# 6,880

subscribers



# 45%

increase in subscribers

## THE KIDSONLINEWORLD WEBSITE IS A HUB FOR PRACTICAL GUIDANCE AND INTERACTIVE LEARNING. IT OFFERS:

- **Age-appropriate resources** for pupils to navigate the online world safely.
- **Expert advice and toolkits** for educators and parents to manage digital risks.
- **Interactive activities and videos** designed to make online safety engaging and relatable.

# Client Collaboration



*I always leave the training with something new, and the time flew by. I recommend ECP everywhere I go, we can only think of one organisation we would partner with for Safeguarding!*

Educational Sporting Futures | Designated Safeguarding Lead



*We have been working with ECP for 6 years and cannot express how wonderful their training is. We are extremely satisfied with the quality and consistency of their trainings and could not highly recommend them.*

KIDO | Head of People and Training



*I have just completed the ECP DSL advanced training arranged by the GSA and wanted to let you know how useful it was. I have done a number of the DSL training courses with different providers since becoming Deputy Head and this was definitely the most useful for a DSL.*

Girls Schools Association (GSA) | Designated Safeguarding Lead



*We are so grateful to have ECP as a safeguarding partner - your training is always of an exceptional quality, and having your expertise, personally on the screen, delivering the self-paced training significantly enhances the training. Whether live virtual, or self-paced - the feedback is always brilliant.*

Lime Trust | Strategic Training Lead



*Having first worked with ECP more than five years ago; I have and will continue to not only attend their training but also highly recommend to anyone I work with.*

*From DSL training to Safer Recruitment; the entire team are engaging, passionate and their professionalism is second to none. This team of dynamic trainers are exceptional at giving serious topics the right gravitas whilst helping you to feel confident in taking ownership within your work. There isn't anyone better out there.*

Fennies | Head of People



*"The partnership between The United Synagogue and ECP is longstanding and deeply valued. ECP's expertise and extensive experience have ensured our training programs consistently meet all required standards. What truly sets this partnership apart however, is ECP team's exceptional commitment to understanding our charity's unique needs, allowing them to deliver completely customised trainings that are therefore both relevant and applicable to our organisation."*

The United Synagogue | Director of Safeguarding



**92%**

of our clients reported their expectations were met

**93%**

was the average score our consultants received from our clients last year

**90%**

of our clients would recommend ECP to others

# Growth in Partnerships

Our client portfolio grew significantly in 2024–25, with **190 new clients**, representing a **58% increase** from 127 clients in the previous year.

This year's significant client growth reflects the trust in our services and our commitment to delivering exceptional value. It enables us to tailor solutions to diverse organisations while reinforcing our reputation for quality and impactful outcomes.

**190**  
NEW CLIENTS  
2024–25

## HOW DID OUR NEW CLIENTS HEAR ABOUT US?

**28%**

RECOMMENDATIONS

**41%**

PREVIOUS DELEGATES

**10%**

OTHER, SEARCH ENGINE ETC.

# 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.



## YEAR 1

# Impact Summary – Strategic Targets

### 01

#### Strategic Aim 1: Enhance Products & Services

- Launched **4 CPD-accredited training courses**.
- Introduced **audio books and factsheets** to share latest safeguarding legislation.
- Expanded consultation services to **Early Years and Private, Voluntary & Community (PVC) portfolios**.
- Added **parent and carer newsletters** to broaden engagement.
- Developed **3 new self-paced training modules**.

### 02

#### Strategic Aim 2: Strengthen Infrastructure






- Grew business team through **local university partnerships**.
- **Launched a Learning Management System (LMS)** for education and further education members.
- Achieved **significant geographic client growth** via virtual training delivery.

### 03

#### Strategic Aim 3: Raise Profile & Build Partnerships

- **Rebranded and relaunched ECP** with a refreshed identity aligned to client needs.
- Increased visibility through **social media, podcasts, resources, and monthly updates**.
- Actively participated in **workshops and conferences**, strengthening networks.
- Continued offering **free training**, supported by positive Google reviews.



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