

ABC life support

First aid training for all

Jan 2023

IMPACT REPORT



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ABC Life Support Impact Report Highlights

2021 - 2022

NUMBER OF
COURSES
DELIVERED

274



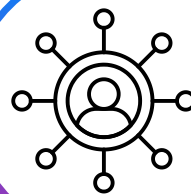
NUMBER OF
PEOPLE
TRAINED

1912



CHARITY
PLACES
PROVIDED

96



FREE OF
CHARGE
PEOPLE
TRAINED

53



INTRODUCTION

As a proactive First Aid And Mental Health First Aid Training Social Enterprise, our goal is to make this training accessible to everyone and to work to break down the barriers to this life saving training.

What is the social problem we want to address?

We recognised that there is a disparity in First Aid provision and financial and cultural barriers to accessing this life saving training.

Why is this important and why should we care about it?

There are people within society who without us would not be able to learn First Aid. The cost to society, the NHS and those families is huge. By training with us, they build the confidence and understanding on how to react in a First Aid emergency. They are able to provide immediate care for their families, friends and those within their community. By being able to react quickly, this training relieves some of the pressures on the NHS as they are less likely to need medical assistance.

What are we doing to address this social problem?

We have developed long standing relationships with a number of charities to provide subsidised First Aid training to their employees and volunteers. By making the training financially accessible we are helping to support the vital charities and helping to support the work they do.

KEY PROJECTS

Barnardos

We have a license programme equivalent to train the trainer where we train Barnardos Family Workers who then provide Family First Aid Training to the parents at the Children's Centres across Hertfordshire.

Romsey Mill

We have developed a strong working relationship with the team at Romsey Mill and we provide quarterly free of charge First Aid Training to Romsey Mill to their teenage parents.

Cambridge Womens Resource (CWR)

We provided MHFA training to the team at Cambridge Womens Resource who are a charity very close to our hearts. CWR work with families who are escaping domestic abuse. We worked with their team to help them to provide Mental Health First Aid and support their learning on Mental Health.

The CHS Group

Working with the CHS Group we have created a bespoke Mental health and Money matters workshop where we provide heavily subsidised Mental Health Training for people working in charities who support those struggling with the impact of the Cost-of-Living crisis.

The Queer Britain Museum

We provided Emergency First Aid at Work to the team prior to the opening of the museum. By working within the LGBTQ+ community, we were able to reach a demographic who are often overlooked in the First Aid arena.



Testimonial

We held the Emergency First Aid at Queer Britain on the 13th April 2022. The training that was provided was insightful, inclusive and fun. My team and the ArtFund team left with not just the knowledge of how we provide first aid training but why we do so. This training helped bring together two heritage institutions and have helped both teams gain insight and confidence when dealing with first aid in the work place.

Lynne Bradley

Queer Britain Museum

OUR 3 PILLARS

Educate



- Young Persons Empowerment Programme
- Region of Learning badges
- Menopause survey / landing page
- Men's Mental Health landing page
- Social Value Survey Report

Train

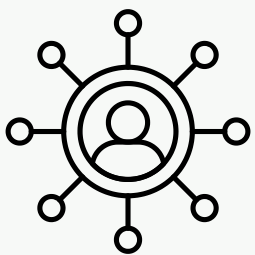


Providing First Aid and Mental Health First Aid to organisations supports everything we do.

Providing this training to key demographics is at the heart of our Social Enterprise.

We have delivered 274 courses which on their own are providing impact.

Empower



The Licence programme is at the very heart of ABC Life Support. We have created a Train the trainer programme aimed at supporting the very people our impact is aimed at. We have built a strong working relationship with the team at Barnardos who run the Family Centres in Hertfordshire. By training their family workers to deliver First Aid Training, they are able to provide training to their key families. For more information on how the licences work, please click the link.

[Licence Outline](#)

IMPACT MEASUREMENT

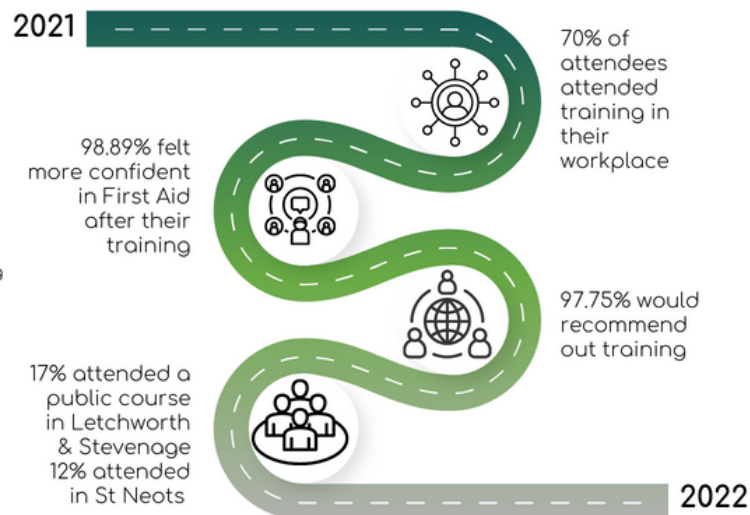
Definition of Impact

The term “Impact” can be considered to be the effect or influence of an action on a situation or a person. For ABC Life Support, the action can be defined as providing Physical First Aid and Mental Health First Aid Training. The definition of the impact of our training is two fold.

- Direct Influence 1 - We build the knowledge, confidence and ability of those who are trained on paid for courses to be able to confidently react well in a first aid or mental health emergency situation. The courses provide impact to everyone.
- Direct Influence 2: We provide accessible and affordable training to those who, without the input of ABC Life Support, would be unable to gain the skills to deliver First Aid. This impact is at the heart of what we do.
- Direct Influence 3: We work within the charity sector and provide subsidised training for those working within charities to ensure the price of the training doesn't inhibit their volunteers and paid staff from accessing this training.
- Semi-Direct Influence – Working with our license holders, we train the trainer to deliver First Aid training to hard-to-reach families therefore remotely building their knowledge and confidence.

IMPACT MEASUREMENT

Key measurable data ABC Life Support



Helping to build confidence in First Aid

Testimonial

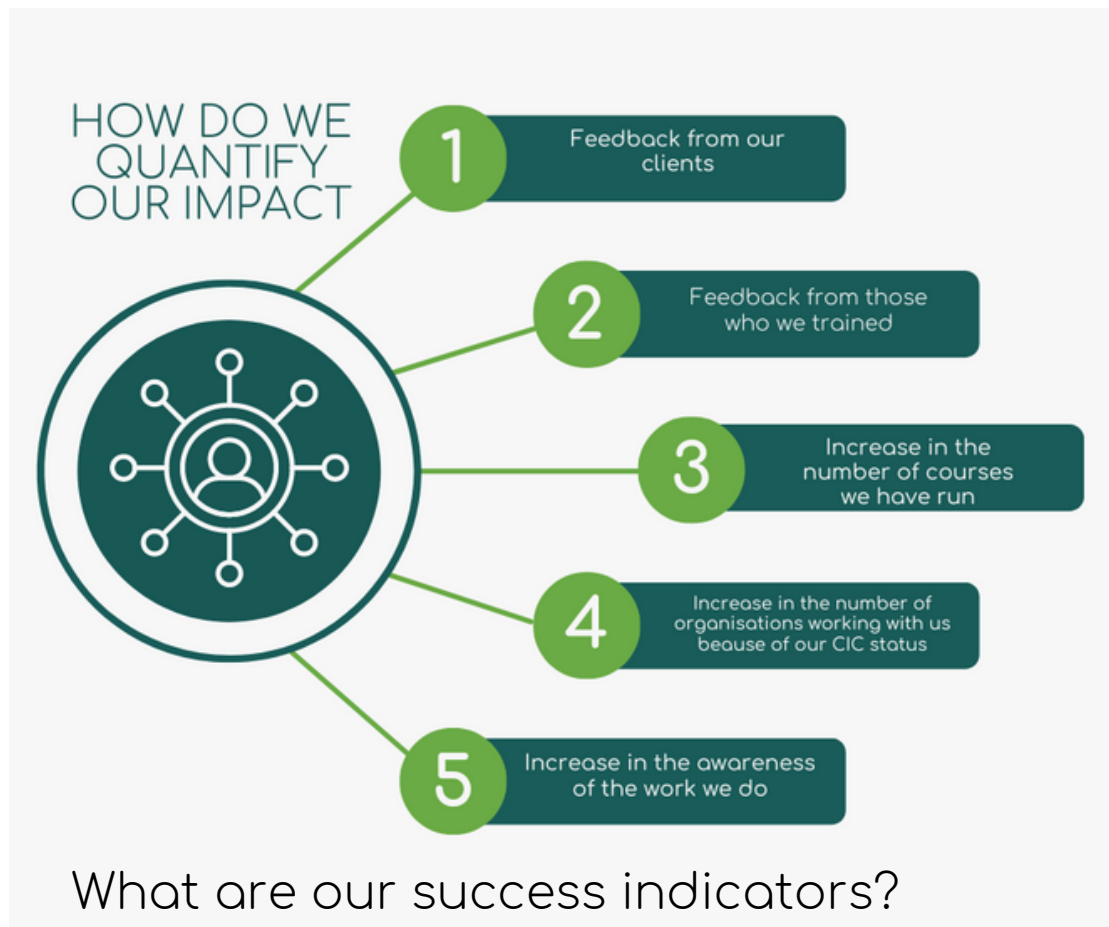


ABC Life Support recently delivered another evening of fantastic first-aid training for some of our young parents. The young parents reflected positively on the training they received with words like "Helpful", "Funny" and "Brilliant". The trainer's relaxed, clear and engaging style made it easy for the young parents to understand and gave them the confidence to ask questions where appropriate. We look forward to continuing our partnership with ABC Life Support and working with them again soon.

Lee Nash

Young Fathers Development Worker (Romsey Mill)

IMPACT MEASUREMENT

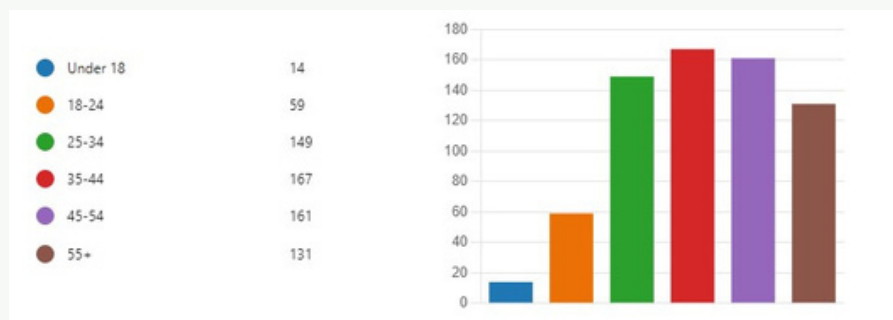


- Numbers on courses we are able to run
- The number of FOC places we can offer
- The feedback we receive from those attending our courses
- Improved knowledge and confidence of our learners
- Repeat clients
- The build of our reputation as a knowledge centre for First Aid and Mental Health awareness

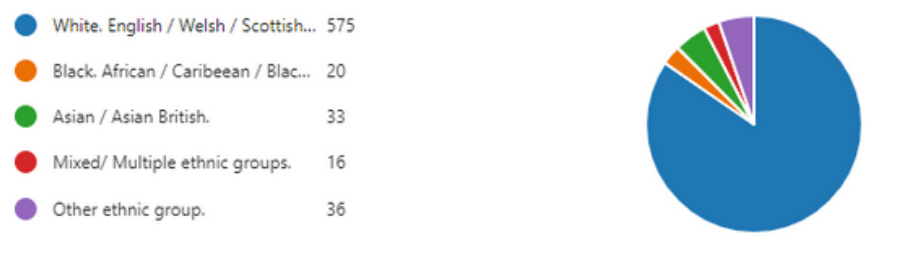
IMPACT MEASUREMENT

Performance goals are a good way to monitor and measure progress. Reporting performance can include details such as indicators identified, data collected and SDG-related activities accomplished. Clear and concrete performance goals make it easier to generate relevant, consistent and comparable data over time, in formats that your audience can understand and appreciate.

Age of our attendees



Ethnicity of our attendees



Gender of our attendees



OUR IMPACT PARTNERS

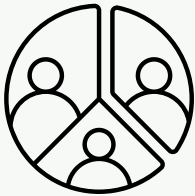
We work with over 130 charities who work directly with our target demographic. They include Barnardos who run family centres in the Stevenage area and Romsey Mill who support families in Central Cambridge.

We have worked very closely with The CHS Group and provided Mental Health and Money Matters training to 47 Money Advisors throughout Cambridgeshire.

Who has benefited from our impact?

- Everyone who trained has gained knowledge and confidence
- Our Impact partners / charities who represent the key demographic – financially limited, culturally diverse,
- Our clients know they have complied with this mandatory First Aid requirement
- Beneficiaries of the charities
- School children

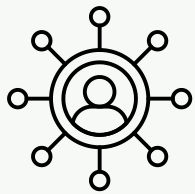
OUR GOALS AS A CIC



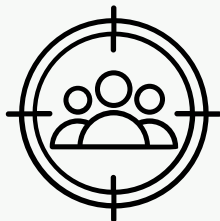
INCREASE TURNOVER TO BE ABLE TO INCREASE OUR INTERACTION WITH OUR IMPACT PARTNERS



PROVIDE FIRST AID TRAINING TO LARGE COMPANIES AND PROVIDE FAMILY FIRST AID TRAINING WITHIN THE COMMUNITIES WHERE THEY HAVE PROJECTS.



DEVELOP OUR SPONSORSHIP FIRST AID SCHEME.



GAIN FUNDING FOR THE YOUNG PERSONS EMPOWERMENT PROGRAMME



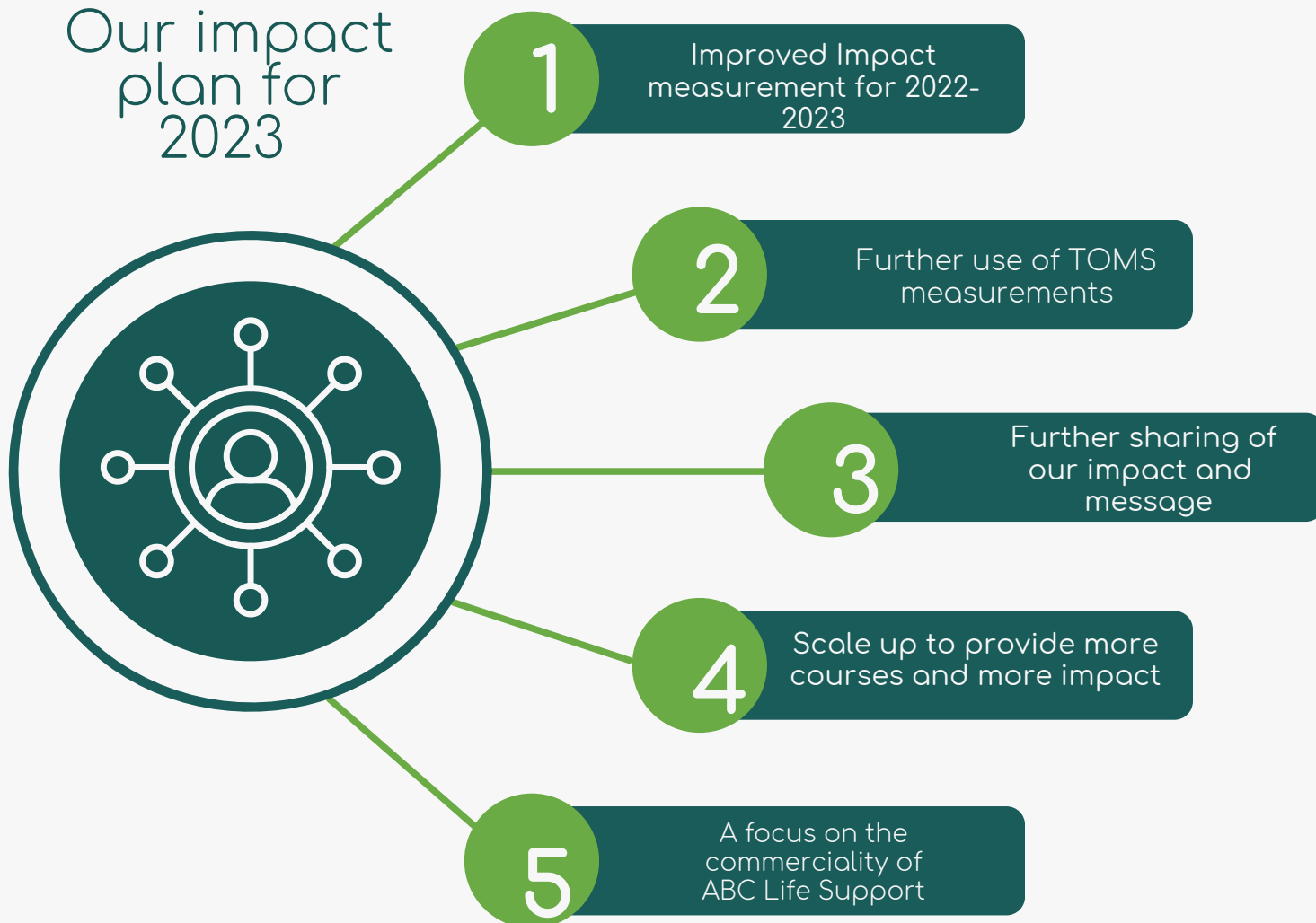
EXPAND OUR REGION OF LEARNING BADGE PROGRAMME



GROW THE LICENCE PROGRAMME WITH BARNARDOS AND OFFER TO OTHER CHARITIES.

NEXT STEPS

Our impact
plan for
2023



WHY WORK WITH A SOCIAL ENTERPRISE



Being part of the ASSETS programme with Wates has been a game changer for us. Here Su Pickerill explains why they see the value of Social Value.

“Wates is a longstanding supporter of the Social Enterprise sector. We recognise that by trading with SEs, we can drive greater social value because the procurement spend will lead to benefits for society through the provision of additional services and employment opportunities for people furthest from the workforce. Delivering social value is not only the right thing to do and aligned to Wates’ Guiding Framework, it is also a commercial imperative. Public sector clients, and increasing number of private sector clients, require social value impact as part of what they procure from us. Furthermore, working for purposeful organisations supports staff attraction and retention. Wates believes that business done well can be a force for good, so why wouldn’t a company choose to buy the products and services they would be buying anyway from organisations that will reinvest their profits to deliver benefits for society?”

Su Pickerill Head of Social Value, Wates Group Services

CONCLUSION

2022 has been an exceptional year for ABC Life Support both in terms of the courses we have delivered and the impact we have had. Being able to support so many people and to share First Aid and Mental Health First Aid knowledge is at the heart of everything we do as a CIC.

HIGHLIGHT 1

- Working with the Wates Group to identify the value of our impact, how to measure and report.

HIGHLIGHT 2

- The development of the Young Persons Empowerment Programme.

HIGHLIGHT 3

- The continued work with Romsey Mill and to see the value of this relationship for both the attendees and the charity.

Vision statement

"To deliver accessible First Aid and Mental Health Training to all. by understanding the lived experience of our learners, recognising the barriers to learning and striving to overcome them"

CONCLUSION



" 2021/2022 was a challenging year following on from the Pandemic, going straight into other challenges such as the ever changing political landscape and the cost of living crisis.

ABC Life Support has worked hard to deliver impact across the board, both in the workplace and the community. It is by working with like-minded organisations where social value is of the utmost importance, that we were able to do some of our best work to date!

I would like to take this opportunity to thank the team, our clients who keep coming back to us to use our services and for those who have supported our growth and impact to date. I look forward to seeing what we can do in 2023 and beyond"

Danielle Bridge - CEO