

# ABC life support

ANNUAL

# IMPACT REPORT

JAN 2024



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EDUCATE

TRAIN

EMPOWER

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# ABC LIFE SUPPORT 2023 IMPACT REPORT HIGHLIGHTS

313

courses delivered



2,058

people trained

203

charity places provided



41

free of charge places

# THE ABC STORY SO FAR

ABC Life Support CIC was created from a realisation that there was and still is a disparity in society between those who are aware of the value of First Aid training and can afford to pay for this training and those who cannot.

From the early days of delivering First Aid training to families within the Home-Start centre's in and around Stevenage to the present day, we have always had the mission to break these barriers to training and to raise awareness of the value of this training across all communities and specifically within our target demographic.

Over the past 14 years ABC have worked to share our first aid mission through relationships with charities locally and nationally to support their beneficiaries and their families. In the last 2 years we have started to work with organisations who see the value of working with a Social Enterprise and who are able to assist us in our course delivery.



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For 14 years  
ABC have  
worked to  
share our first  
aid mission  
through  
relationships  
with charities.

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## WHAT IS THE SOCIAL PROBLEM WE ARE ADDRESSING?

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

One simple example is that of first-time parents. Family First Aid training is available at a significant cost, if you have the means, you can undertake this training. If you add in the barriers of awareness and affordability, those who do not have the means, the awareness, or the confidence to attend this training will miss out.

Our solution – the creation of engaging and accessible First Aid training and Mental Health First Aid training to all.

Through our Theory of Change, we have developed our offering to cover three key pillars.

**EDUCATE**

**TRAIN**

**EMPOWER**

# WHY IS THIS IMPORTANT AND WHY SHOULD WE CARE ABOUT IT?

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The lack of First Aid knowledge and understanding has wide reached implications across society including extra cost and pressure put on the NHS. By providing accessible training, ABC Life Support, we are able to build confidence and understanding on how to react in a First Aid emergency in a memorable and engaging way.



The learners are then 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 advanced medical assistance.

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[St John Ambulance finds just 29% of people 'very confident' in first aid skills](#)

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From research carried out by St Johns Ambulance, both young people and adults agreed there was a 'moral obligation for more of the public to be trained in first aid – with 73% adults agreeing, and 75% of 10-17-year-olds agreeing.

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# WHAT ARE WE DOING TO ADDRESS THIS SOCIAL PROBLEM?

## EDUCATE

We have created three key pillars which cover the different projects we are working on to help to address this problem: Educate, Train, Empower.

We want to reach as many people as we can and give them some of the knowledge, they might need should they be faced with a First Aid emergency. We do this through our social media channels and can range from how to deal with a burn to helping someone who is struggling with their mental health.

To show our online reach, please see the statistics. A breakdown of the cumulative reach of the ABC Life Support CIC channels (based on post impressions) over the past 12 months:

12,105

Facebook

601

Instagram

18,100

Twitter

21,922

LinkedIn

We provide mental health content to The Cambridgeshire Chambers of Commerce Connect magazine.

We have had 5 articles about both first aid and mental health first aid published in our local newspaper – the Hunts Post which has a circulation of over 21,700 across Huntingdonshire.

We have a regular “Think First Aid” feature in our local Think Local publication which is a free publication which delivers 12,500 magazines across St Neots. This information is also on their Facebook page and website.

We have presented to The Good Business Charter, the Federation of Small Businesses and The St Neots St Mary’s Rotary Club on wellbeing and the work we do as a Social Enterprise.

We delivered a Young Persons Empowerment program.

Our newsletter goes out to 2,664 people with content on both mental health first aid and first aid training. We also use this to share our blogs which are thought pieces on our areas of expertise.

We share a monthly blog post which covers different topics around First Aid and Mental Health. In the past year, 337 people have read our content via our website.

## TRAIN

2023

313

courses run in  
2023

2,058

people  
trained

203

charity  
places

41

free of charge  
places



With every course, we want to make sure everyone is comfortable and cared for. We always ask if there are any medical considerations which may impact on the learner's ability to take part in the training and will adapt our training wherever possible.

2022

274

courses run in  
2023

1,912

people  
trained

16

charity  
places

17

free of charge  
places



One area we have been keen to promote is our online Family First Aid training. In 2022 we sold 37 of these while in 2023 we have sold 117. This is an affordable and time efficient way of learning family specific first aid and something we are keen to develop further in 2024.





# FEEDBACK FROM OUR FIRST AID COURSES



HELEN

I really enjoyed the training day! I feel that I have learnt a lot in only 1 day and feel confident in providing emergency first aid. All members of our team have now completed various levels of first aid training, all through yourselves.



LISA

The trainer was excellent, friendly and engaging. The content was very useful and all staff said they enjoyed the session.



KAREN

Absolutely fantastic. Really clearly presented and easy to understand. The team are all working on the same approach now.



JOE

Excellent communication and the Trainer makes a serious subject fun and interesting. Great knowledge and you come away feeling confident in your first aid abilities.



CHRIS

Very enjoyable and thorough. Lots of reassurance and discussion.

# MENTAL HEALTH FIRST AID 2 DAY TRAINING

## THE IMPACT HUB KINGS CROSS

### TRAINING SPONSORED BY WATES GROUP

Sadly suicide is the biggest killer of under 35s in the UK. We all need to take action to smash the stigma surrounding mental health and equipping people with the skills and confidence to talk with colleagues is a great place to start. Wates is committed to promoting wellbeing and has trained many of its staff to be Mental Health First Aiders. So when the ASSETS alumni mentioned they would love to undertake this training but struggled to allocate the funding, Wates was delighted to sponsor a course.



"I am so pleased to be able to support our SE partners to better support their colleagues and beneficiaries by becoming Mental Health First Aiders. I believe that equipping SE staff will create a ripple effect of positive impact in our communities, deepening the impact they are already making."

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Su Pickerill, Head of Social Value, Wates Group



## BARNADOS

We have an amazing relationship with the team at Barnardo's who were one of the very first clients of ABC Life Support. This trust and belief in our training has enabled us to develop a license programme equivalent to train the trainer where we train Barnardo's Family Workers in First Aid.

They are then able to provide Family First Aid Training to the parents at the Children's Centre's across Hertfordshire. We ensure their skills are kept up to date with continual professional development through an annual training refresher.



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Through this programme, 88 parents have received Family First Aid training.

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“As a service we support parents from pregnancy and through their child’s first 5 years. Many parents have anxiety about keeping their children healthy, especially around choking and injuries/illnesses. The Health Visiting Team provide Minor illness talks to parents, and with our offer of the Paediatric First Aid sessions, this empowers parents and raises their confidence that they would know what to do should an incident occur.

We have had parents report that after attending a First Aid session with us, they have used their learning to deal with choking incidents, resulting in a positive outcome for baby and parent.

We have also been able to deliver First Aid basic awareness training to baby and toddler group volunteers. The group leaders have the full First Aid certificate, but with volunteers also now having First Aid awareness, safety in the group has been improved as the whole team can now support with incidents effectively if they arise.”

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Andrea Hall, Stevenage Family Support Team Manager



# OUR IMPACT FIGURES FOR 2023

## COURSE DETAILS FOR 2023



66%

of attendees  
attended training at  
their workplace



12%

attended our  
public course in St  
Neots



7%

attended our public  
course in  
Letchworth



15%

said they attended a  
course somewhere  
else\*



99%

of people who  
responded said they  
would recommend  
this training to  
friends and family.



98.89%

of those who  
responded stated that  
they would feel more  
confident in First Aid  
since attending our  
training.

\*This may have been through a third-party venue for example the work we have done with Wates

# WHO HAS BENEFITED FROM OUR IMPACT?

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Everyone who trained has gained the skills, knowledge and confidence to react quickly in a First Aid emergency.

This can be shown from our pre and post course feedback with attendees stating that their knowledge of first aid increased from on average 5.9 to 8.9 out of 10.

The willingness of attendees to help in a First Aid emergency increased from 6.54 up to 8.94 once the training had been completed.

The confidence of those who attended the training increased from 5.98 to 8.84 out of 10



This shows the training we provide significantly improves the knowledge, willingness and confidence of those who attended.

Our Impact partners and charities who represent our key demographics are mainly those who face financial barriers accessing this training. This can also be extended to the staff and volunteers of these charities.

Our clients know they have complied with this mandatory EFAW First Aid requirement with these organisations being not only compliant but safer.

- School children who are beneficiaries of the training attended by the teachers and teaching assistants.

Families who have benefited from our online family first aid training.

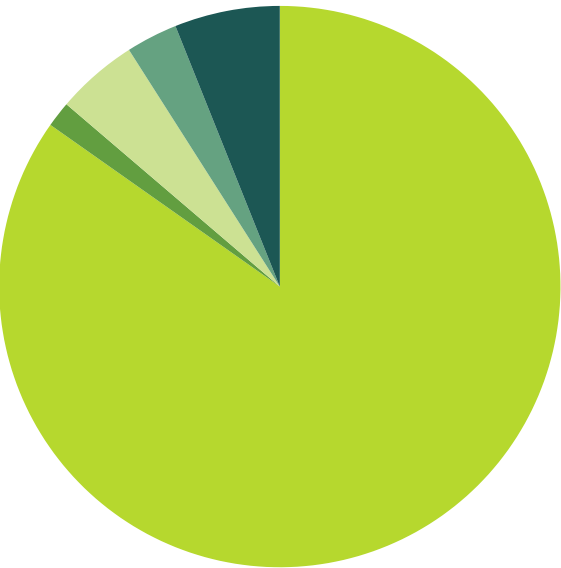
The wider community benefits as those trained in First Aid are able to respond in any situation.



# DATA ANALYSIS

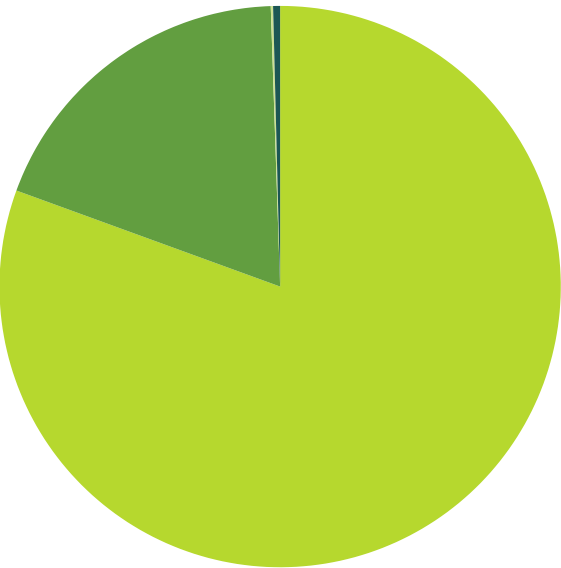
## Ethnicity of our attendees

- White British/Irish/Northern Irish - 629
- Black African/Caribbean/Black British - 11
- Asian/Asian British - 35
- Mixed/Multiple Ethnic Groups - 22
- Other Ethnic Group - 45

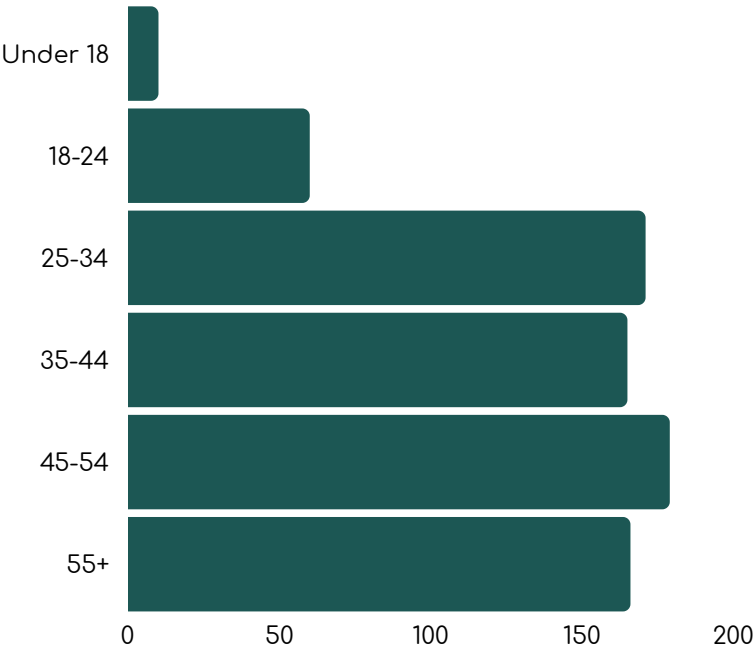


## Gender of our attendees

- Female - 605
- Male - 142
- Non-Binary/Non-Conforming - 1
- Prefer not to say - 3



## The age of our attendees



# WHAT ARE OUR SUCCESS INDICATORS?

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We measure our success on the following:



The increase of 11% in the number of people attending and succeeding on our courses



The number of FOC places we offered which was increased from 17 to 36



The ongoing and improving feedback we receive from those attending our courses



Improved knowledge, willingness and confidence of our learners as seen from our pre and post course analysis



The increase in the number of repeat clients, we value this loyalty completely



Our reputation as a knowledge centre / authority for First Aid and Mental Health awareness



Working with over 20 different charities throughout the year including the Scouts movement – hence the below 18 in our data collection in the age bracket.

“Our company put a group of our employees onto the Emergency First Aid at Work course and our team absolutely loved the training given by Lucy.

The course was really engaging and thorough and all the people who underwent the learning left feeling confident in knowing what to do in the event of an office emergency.

We highly recommend ABC Life Support for their professionalism and fantastic trainers!”

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Linh-Chi Nguyen

# WHAT ARE THE QUANTIFIABLE CHANGES?

- Working with our success indicators, we have set the following goals for 2024 goals
- In the next year we aim to increase our First Aid training capacity by 50% by providing more onsite client-based training
- To work with more charities who work directly with our target demographic
- Continue to gather feedback to ensure our training evolves and is kept relevant and engaging
- To make our courses more accessible and available to people within our target demographic within key areas including Stevenage and St Neots
- Since we started recording the number of courses and attendees in 2015, ABC Life Support have trained 12,914 people and have provided 1,570 courses.





# COURSE FEEDBACK



It was the most fun and engaging first aid training I have done, thanks to Jo who made it interesting and funny.



It was fun and interesting. Jo's delivery made it enjoyable.



Thought the training was great. Clear, new learning and fun! Nicely delivered by the trainer.



It was the most fun first aid training I have ever completed. Jo was great and she had a real way of making us remember things. Thoroughly recommend the training with Jo!



Really good day. Jo made it very interactive as well as having a bit of fun along the way. I really liked her training style and came away feeling very informed and confident in my abilities to administer first aid. Thank you Jo.



The trainer was amazing, she really made it an enjoyable learning environment.

# CONCLUSION

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2023 has been a great year for ABC Life Support CIC. We are delighted to see an increase in numbers of attendees to our courses and the growth in the reach of our message.

To see that 99% of attendees would recommend our training really does make our heart sing. The team at ABC are exceptional, from our ever-giving trainers to Caroline who keeps everything organised and on time. ABC works so well because of the combined parts and the commitment and passion everyone shows for our mission and our training.

Just the impact from the improvements in knowledge of first aid, the more willingness to help, and the confidence in what to do is enough for us to know we are doing an excellent job!

When it comes to being a CIC, we are passionate about helping our target demographic. Being able to provide more free of charge and charity places directly to our beneficiaries just reemphasises our commitment to addressing the problem we set out to solve.

By working with our charity partners, we can make our training accessible to all. Our ongoing relationship with Barnardo's shows the value of our licence model in being able to train those furthest from our training.

We have spent a great deal of time consolidating the learning gained from the Wates ASSETS programme in 2022. Building on the three pillars of Educate, Train, and Empower has enabled us to drive our business through three clearly defined segments.

We look forward to 2024 with optimism and ambition with a promising future where we can build on a strong framework and reputation.

# MESSAGE FROM OUR FOUNDER

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Danielle Bridge

Founder and  
honorary board  
member



Since our inception in 2010 and our conversion from a Ltd company to a Community Interest Company (CIC) in 2015, it has been a priority for us to develop the offering of our service to all that would benefit in our society and 2023 has seen us build on this objective by strengthening our partnership working and our community engagement. Building our corporate partnership working to clients such as Wates Construction and our ongoing work with our impact partner Barnardo's and One YMCA, it has been humbling to deliver our training to those who truly benefit from it. By delivering our best-selling First Aid at Work course to organisations across the UK and then working directly in local communities, delivering our paediatric first aid training to parents at charities locally to us, we are truly seeing the impact of the work we do in real-time. Ultimately, ABC Life Support delivers life-saving skills directly to those who need and want them, and we look forward to continuing this for another 14 years and beyond.