

ABC life support

ANNUAL

IMPACT REPORT

2025

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EDUCATE

TRAIN

EMPOWER

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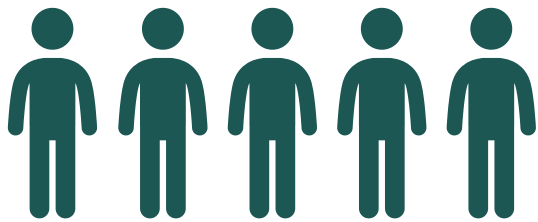
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ABC LIFE SUPPORT 2025 IMPACT REPORT HIGHLIGHTS

169

courses delivered



1,471

people trained

266

charity places provided



59

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 15 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 3 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.



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.



WHAT IS THE SOCIAL PROBLEM WE ARE ADDRESSING?

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

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

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.

[Myleene Kloss teaches teens street first aid for Save a Life September](#)

St John's research also found that nearly half (49%) of the Greater London population had experienced a severe bleed incident in some way, either as a first aider (22%), casualty (15%) or bystander (12%). This compared to nearly three in 10 (28%) nationally.

Yet it revealed four in 10 people (38%), both in the capital and nationally, would not know what to do if they came across someone bleeding out in the street.

WHAT ARE WE DOING TO ADDRESS THIS SOCIAL PROBLEM?

EDUCATE

We aim to reach as many people as possible and provide practical knowledge that could make a real difference in a first aid emergency. Through our social media channels, we share guidance on everything from treating burns to supporting someone with mental health challenges.

To show our online reach, please see the statistics below:

To show our online reach, please see the statistics. A breakdown of the cumulative average reach of the ABC Life Support CIC channels over the past 12 months:

Facebook

1,237

Followers

13.6K

Views of our content

Instagram

471

Followers

3.9K

Views of our content

LinkedIn

546

Followers

4,351

Impressions

Our newsletter goes out to 2,226 people with content on both Mental Health First Aid and First Aid Training.

In the past year, 4,032 people have visited our website, with 96% of those being new visitors. 40% found us via organic search, and 53% came direct.



We delivered two free 2-Hour Family First Aid courses to **Romsey Mill Charity**, subsidised by **Winvic Construction Ltd.**

We were also able to deliver two more free 2-Hour Family First Aid courses to The Red Hen Project, subsidised by Headmasters UK.

Five courses benefited from a 15% discount to celebrate our 15th Birthday.

TRAIN

2025

169

courses run in
2025

1471

people
trained

266

charity
places

59

free of charge
places

25

Online Family
First Aid Key
codes



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.

2024

319

courses run in
2024

1456

people
trained

323

charity
places

90

free of charge
places

135

Online Family
First Aid Key
codes



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 sold 117. In 2024 we sold a total of 135, 2025 did not see an uptake in online learning as we only sold 25. Whilst this is disappointing, this is something we are keen to promote to families to learn in their own time.

This is an affordable and time efficient way of learning family specific first aid and something we are keen to develop further in 2026.



A SMALL SELECTION OF FEEDBACK FROM OUR FIRST AID COURSES



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.

Helen



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

Lisa



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

Karen



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.

Joe

MENTAL HEALTH FIRST AID

In 2024, 5,717 suicides were registered in the UK - 61 more than the previous year. While the overall rate remains essentially unchanged at 11.1 per 100,000, these statistics represent real people, families, and communities in crisis. Men continue to be disproportionately affected, with a suicide rate of 17.1 per 100,000 compared to 5.6 for women, and males aged 50-54 facing the highest risk at 26.8 per 100,000. 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.

We delivered our bespoke MH training to The Cambridge Housing Society Ltd. in 2025, this includes the ABC Bespoke MH Pathway Workshop and our 4 Hour Bespoke MH Course.



We also delivered two courses of MHFA England's Refresher Training and one Mental Health Skills for Managers at the CHS Group in 2025, helping management recognise the signs of poor mental health within the workplace.

"FAB! FAB! FAB! A+"

"Great trainer, very inclusive, great delivery of materials, excellent course"

ONE YMCA

One YMCA were new to our licence programme in 2024, 6 staff members came on board in the middle of 2024 for our licence programme which they all completed with top marks.

This trust and belief in our training has enabled us to develop a license programme equivalent to train the trainer where we train One YMCA Family Workers in First Aid.

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



Through this program, 4 courses were delivered and 19 families received Family First Aid training in 2024.



In January 2025, Hertfordshire Family Service became a unified, county-wide service under the leadership of One YMCA. As part of this transition, Barnardo's, One YMCA, and InspireAll came together under the One YMCA umbrella. To support this new partnership and ensure a consistent approach to training, 18 staff members were enrolled onto our Train the Trainer programme. While some had previously completed similar training with Barnardo's, One YMCA made a clear decision to have all team members trained by the same provider to ensure alignment and quality across the service.

Throughout 2025, we successfully delivered our 12 Hour Paediatric First Aid course to a number of One YMCA staff, ensuring team members were fully equipped to respond effectively in emergency situations. This formed a strong foundation for developing first aid capability across the service.

Building on this trust, One YMCA introduced a new cohort of learners to our licence programme in mid-2025. All 18 staff members completed the programme and achieved top marks. This partnership has enabled the development of a licensed Train the Trainer-equivalent model, through which we train One YMCA Family Workers in First Aid. These Family Workers are then able to deliver Family First Aid training directly to parents at Family Centres across Hertfordshire. To maintain high standards and confidence, we support this work through ongoing continual professional development, including an annual refresher to keep skills current and effective.

Through this program, 16 courses were delivered and 74 families received Family First Aid training in 2025, a total of 109 people were trained.

“The Hertfordshire Family Support Service supports children and families to have the best start in life, develop well and thrive. Our team is made up of highly skilled and trained staff, all of whom are passionate about children being supported to reach their full potential as well as supporting parents to do the most important job there is! As part of this support, we offer Family First Aid courses to help families feel confident in responding promptly and effectively to incidents or emergencies and provide advice on how to manage common childhood illnesses and conditions.

The blended approach to learning during the Train the Trainer course suited our Practitioners, with an online element, face to face learning and a finally Portfolio to complete. During the online and face to face elements, the exercises used met the needs of all learning styles within the group. Practitioners said: “We could ask questions without being judged or feeling silly” and “the trainer was so reassuring and encouraging that I left feeling confident about running the course”.

Since completing their training at the end of October, 2 courses have been delivered with a total of 13 parents attending and giving excellent feedback. The Practitioner who delivered one of the workshops said: “I was surprised how confident I felt when running the course, I feel like I’ve been equipped with all the information I need”. Another said: “The resources were very useful and provided structure for the session”.

We have further courses planned for 2025/2026, and the Practitioners are also looking forward to their CPD event in January.

Jo Burgess, One YMCA

Visit the One YMCA website for further information on their services,
<https://oneymca.org/>

OUR IMPACT FIGURES FOR 2025

COURSE DETAILS FOR 2025

Pre-Course

6.08



Average number attendees rate their First Aid Knowledge (1 being low, 10 being high)

Post-Course

9.03



6.07



Average number attendees rate their willingness to provide First Aid (1 being low, 10 being high)

9.09



6.01



Average number attendees rate their confidence to provide First Aid (1 being low, 10 being high)

8.92



99%

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

WHO HAS BENEFITED FROM OUR IMPACT?

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 on average from 6.08 to 9.03 out of 10.

The willingness of attendees to help in a First Aid emergency increased from 6.07 up to 9.09 out of 10 once the training had been completed.

The confidence of those who attended the training increased from 6.01 to 8.92 out of 10.

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

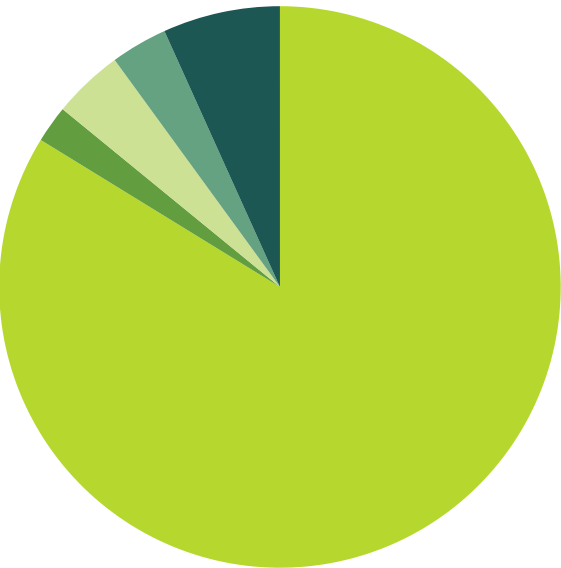


- Our Impact partners and charities who represent our key demographics are mainly those who face financial barriers accessing this training. This can also be extended to the staff and volunteers of these charities.
- Our clients know they have complied with this mandatory EFAW First Aid requirement with 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

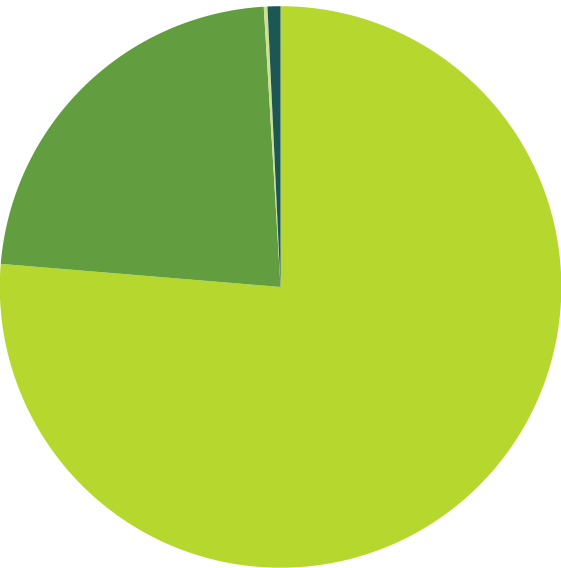
Ethnicity of our attendees

- White British/Irish/Northern Irish - 1564
- Black African/Caribbean/Black British - 40
- Asian/Asian British - 76
- Mixed/Multiple Ethnic Groups - 61
- Other Ethnic Group - 126

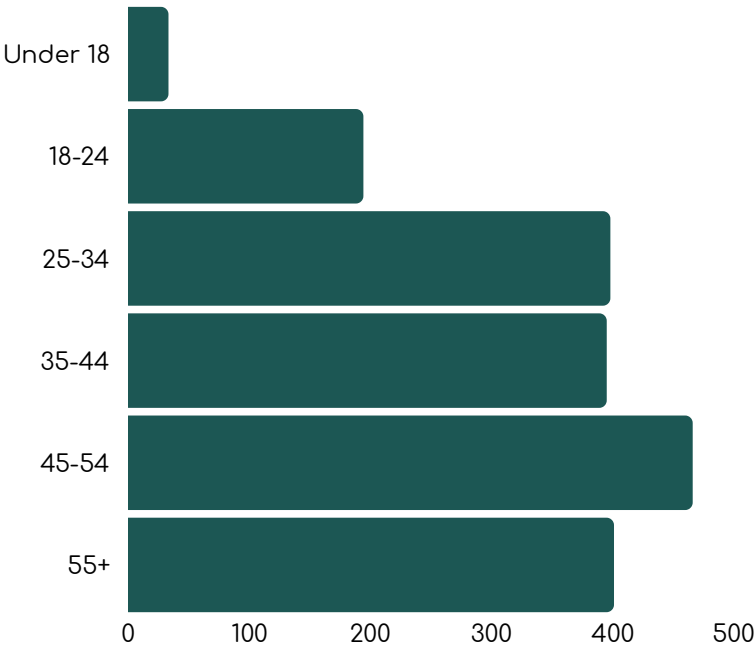


Gender of our attendees

- Female - 1440
- Male - 429
- Non-Binary/Non-Conforming - 4
- Prefer not to say - 14



The age of our attendees



WHAT ARE OUR SUCCESS INDICATORS?

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 various charities throughout the year including Romsey Mill Charity & The Red Hen Project.

“We all enjoyed the training. We particularly liked it because Jo made it fun and accessible with interactive activities to convey the information, rather than a dry factual presentation. I’m sure we will all remember it better that way. As the sessions were at the end of the afternoon and we stayed later than usual this was particularly helpful”

Sarah Dent
Office Manager & PA to the Headteacher, The Corner School

WHAT ARE THE QUANTIFIABLE CHANGES?

Working with our success indicators, we have set the following goals for 2025:



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 of Bedfordshire, Cambridgeshire, Hertfordshire.



To provide more free of charge training to our charitable partners, subsidised by our corporate partners.



To offer more free of charge places to individuals on our open courses.



Since we started recording the number of courses and attendees in 2015, ABC Life Support have trained to date 16,801 people and have provided 2,053 courses.



COURSE FEEDBACK



Jo was absolutely amazing, her enthusiasm and ability to make it fun and engaging is a credit to her and ABC.



One of my colleagues said it was the best first aid training she has ever had.



Darren was brilliant, in fact one of the best first aid trainers I have come across and I think yesterday was my 8th FA at work course, so high praise!



I've done mental health first aid training previously, the quality of this course was much better than in my previous experience.



What an amazing session it was! I have been doing first aid courses every 3 years for 13 years and I have never enjoyed it so much.

CONCLUSION

2025 has been a great year for ABC Life Support CIC, from celebrating our 15th year, welcoming new clients, to Caroline Chalmers passing her 10-year anniversary with ABC, the last 2 of those as Managing Director.

We were slightly down on numbers of people trained in 2025 compared to 2024, and courses delivered in 2025 compared to 2024, but we were still able to offer charitable and free of charge places to our clients. Our offering to parents for the online Family First Aid has decreased this year, but we are hoping 2026 will see more of an uptake as this online course gives parents the flexibility to learn at their own pace.

We also welcomed the wonderful team at One YMCA to our Licence Program in 2025. Our trainers Jo-Anne Dean and Emma Taylor trained 18 members of the One YMCA team who then went on to deliver vital life saving skills to parents in and around Hertfordshire.

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.

Seeing 99% of attendees would recommend our training makes us so proud and our job so rewarding.

CONCLUSION

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 One YMCA shows the value of our licence model in being able to train those furthest from our training.



2025 marks 15 years of ABC Life Support, without the support of our amazing clients and returning clients this would not be possible, so we thank you all for being part of our journey and look forward to working with you all in the future.

MESSAGE FROM OUR FOUNDER

Danielle Bridge

Founder and
honorary board
member



2025 has been a remarkable year for us, marking our 15th anniversary and celebrating the incredible impact we've made together. This year, we trained 1,471 people, delivered 169 courses, and provided 266 charity places and 59 free-of-charge places. These numbers reflect our unwavering commitment to empowering individuals and communities with the knowledge, confidence, and willingness to act in emergencies.

Our partnerships with organisations like One YMCA, and Winvic Construction have been instrumental in expanding our reach and with new clients including Westminster Abbey and other well-known organisations, we are truly living up to the standard to which we set for ourselves.

Through our renewed license program with One YMCA, we trained 18 staff members, who then delivered Family First Aid training to 74 families across Hertfordshire. This collaboration exemplifies the power of working together to create sustainable change and ensure that life-saving skills are passed on to those who need them most.

We are proud of the quantifiable changes we've achieved, including significant improvements in attendees' knowledge, confidence, and willingness to provide First Aid. Pre- and post-course feedback shows that participants' knowledge increased from an average of 6.08 to 9.03, their willingness to help rose from 6.07 to 9.09, and their confidence grew from 6.01 to 8.92. These results are a testament to the dedication of our team and the effectiveness of our training programs.

Thank you for being part of our story.