

ABC life support

ANNUAL

IMPACT REPORT

2024

T: 0800 0467 410
E: info@abclifesupport.co.uk



EDUCATE

TRAIN

EMPOWER

TABLE OF CONTENTS

01

2024 highlights

02

The ABC story so far

03

What is the social problem we are addressing?

04

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

05

What are we doing to address this social problem?

13

Our impact figures for 2024

14

Who has benefited from our impact?

16

What are our success indicators?

17

What are the quantifiable changes?

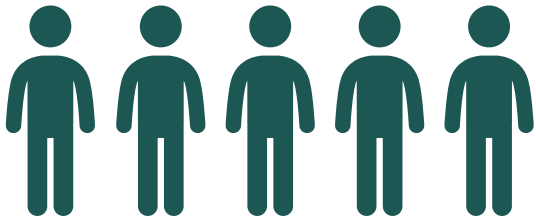
19

Conclusion

ABC LIFE SUPPORT 2024 IMPACT REPORT HIGHLIGHTS

319

courses delivered

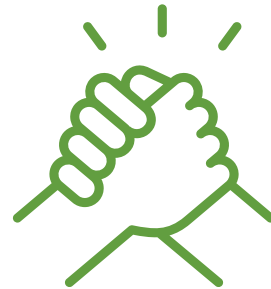


1,456

people trained

323

charity places provided



90

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

EMPOWER

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

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.

[Myleene Klass 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 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 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

1.3K
Followers

2.3K
Reach

Instagram

457
Followers

577
Reach

LinkedIn

534
Followers

5,881
Impressions

We provided mental health content to **The Cambridgeshire Chambers of Commerce** Connect magazine for the first 2 quarters of 2024.

Our newsletter goes out to 2,428 people with content on both Mental Health First Aid and First Aid Training.

In the past year, 3,621 people have visited our website and 312 have read the educational content on our website.

We delivered a free 2-Hour Family First Aid course to **Romsey Mill Charity, subsidised by Cambridge City Council.**

We delivered a part-subsidised Emergency First Aid at Work course to **Phoenix Milton**, a charity who help people with learning disabilities or complex needs, through the provision of a meaningful experience of work and the development of social and life skills, this was funded by the help of **Winvic Construction.**

We delivered x3 First Aid drop-in sessions throughout 2024 to **Shakespeare's Globe** volunteer workers at a subsidised cost.

TRAIN

2024

319

courses run in 2024

1456

people trained

323

charity places

90

free of charge places

135

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.

2023

313

courses run in 2024

2058

people trained

203

charity places

41

free of charge places

117

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.

This is an affordable and time efficient way of learning family specific first aid and something we are keen to develop further in 2025.



FEEDBACK FROM OUR FIRST AID COURSES



MERIMA

We have thoroughly enjoyed partnering with ABC Life Support for our mental health training. Their sessions are not only informative but also incredibly engaging, providing our team with practical tools to support mental well-being in both personal and professional settings as well as supporting anyone that might be struggling. I highly recommend ABC Life Support to any organisation looking for Mental Health training courses.



The day absolutely flew by! I learnt a lot from Jo today she really was amazing.



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



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

CAMBRIDGE HOUSING SOCIETY GROUP COURSE IN 2024

ONSITE

ABC ½ DAY MENTAL HEALTH

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.

We delivered our bespoke MH training to The Cambridge Housing Society Ltd.

We delivered x4 courses of MHFA England's Mental Health Skills for Managers at VetCT in 2024, helping management recognise the signs of poor mental health within the workplace.



“Trainer was exceptional and very engaging, giving me a lot to consider”

“Great course, felt like it has given me some really useful tools”



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.



Through this program, 50 families received Family First Aid training in 2024.

“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.”

Andrea Hall, Stevenage Family Support Team Manager

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.

“We provide families with children aged up to 5 years with a wide range of services, information and support on key areas relating to family life. Pregnancy, birth and the first 24 months.

Developing friendships with other new parents has lots of benefits; we provide a number of opportunities for new parents to meet before and after having a baby. We offer several, fun drop in sessions for parents and their children to attend including Baby Group, Active Rhyme Time, Physical Fun and other activities during holiday time.

Please see our What’s On Guide for up to date information www.hertsfamilycentres.org.

Our HUBs are open weekdays from 8 am – 6pm. (8am - 4pm in the winter months)

If families need any extra support we can offer packages of support within the family home supporting where and when it is needed.”

Viki Young, Head of Family Support (North & East) Herts

OUR IMPACT FIGURES FOR 2024

COURSE DETAILS FOR 2024



54%
of attendees
attended training at
their workplace



13%
attended our
public course in St
Neots



5%
attended our public
course in
Letchworth



54%
said they attended a
course somewhere
else*



99%
of people who
responded said they
would recommend
this training to
friends and family.



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

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 6.06 up to 9 out of 10.

The willingness of attendees to help in a First Aid emergency increased from 6.73 up to 9.04 out of 10 once the training had been completed.

The confidence of those who attended the training increased from 6.14 to 8.89 out of 10.

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



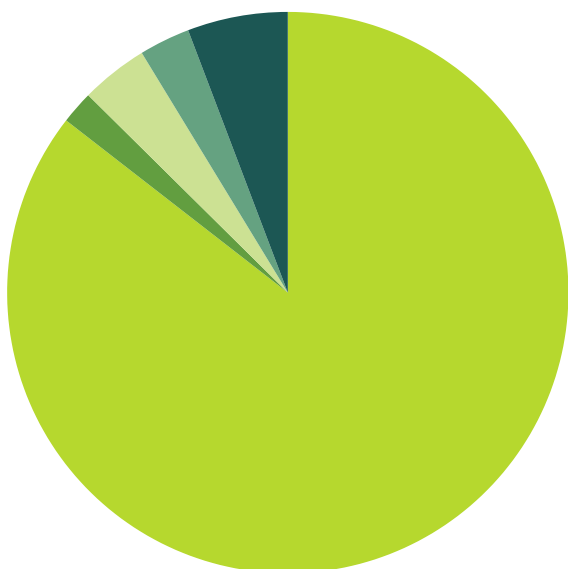
Our Impact partners and charities who represent our key demographics are mainly those who face financial barriers accessing this training. This can also be extended to the staff and volunteers of these charities.

- 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

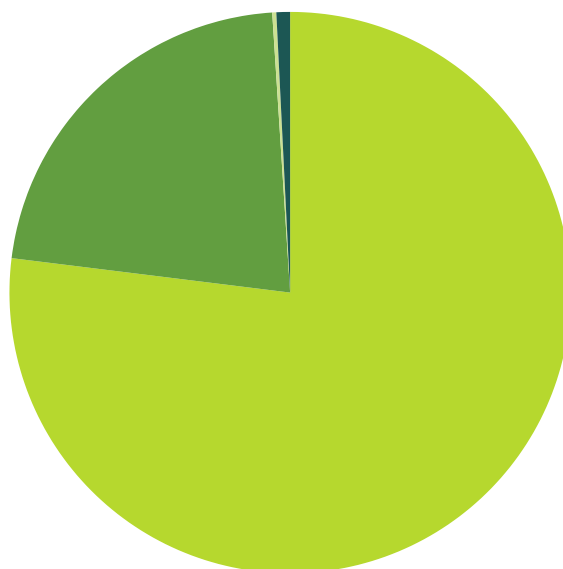
Ethnicity of our attendees

- White British/Irish/Northern Irish - 1080
- Black African/Caribbean/Black British - 24
- Asian/Asian British - 49
- Mixed/Multiple Ethnic Groups - 37
- Other Ethnic Group - 73

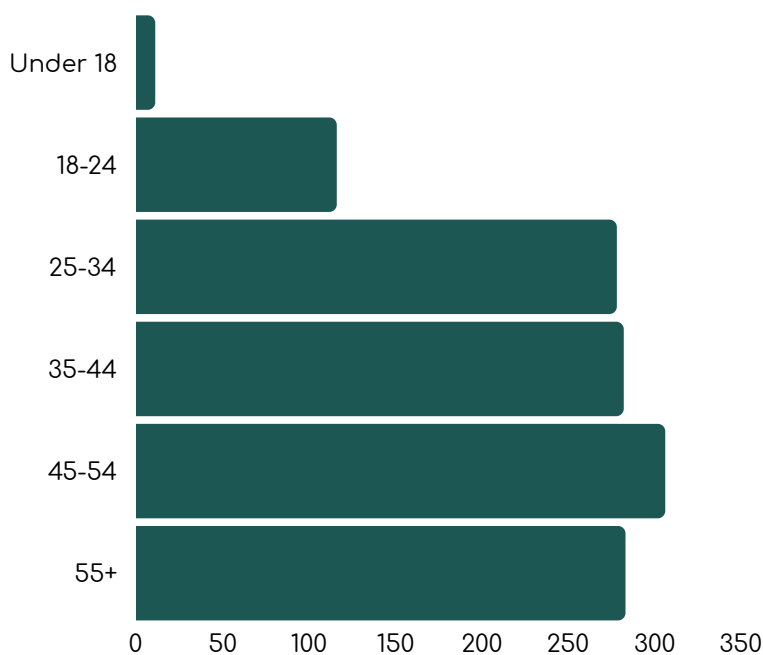


Gender of our attendees

- Female - 982
- Male - 281
- Non-Binary/Non-Conforming - 3
- Prefer not to say - 10










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

“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 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 to date 14,370 people and have provided 1,886 courses.



COURSE FEEDBACK



Emma was very good and having only had basic CPR training before, I now feel much more confident about administering first aid.



The course was fantastic and by far the best training I've ever had.



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!



Provided a broad explanation of mental illness, felt engaged and could have spent more hours listening



The First Aid Training was great, thank you.



I found this course incredibly insightful and helpful. I now feel much more confident to deal with mental health situations and I will continue to practice the skills I have learnt.

Emma was excellent and I think we all had a lot of fun as well as learning a lot.

CONCLUSION

2024 has been a great year for ABC Life Support CIC.

There have been some changes regarding management, with Danielle Bridge stepping down as the CEO and moving on to pastures new and Caroline Chalmers becoming the new Managing Director and overseeing the running of the company.

We were slightly down on numbers of people trained in 2024 compared to 2023, but we are delighted to see we delivered more courses in 2024 compared to 2023, and we were able to offer more charitable and FOC places to our clients, also our offering to parents for the online Family First Aid has also increased this year which is wonderful to see, this gives parents the flexibility to learn at their own pace.

We also welcomed the wonderful team at One YMCA to our Licence Program in 2024, our trainer Jo-Anne Dean trained 6 members of the One YMCA team who then went on to deliver the 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.

To see that 99% of attendees would recommend our training really does make our heart sing.

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 Barnardo's and 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



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 2024 has seen us build on this objective by strengthening our partnership working and our community engagement.

Building our corporate partnership working for clients such as Winvic Construction and our ongoing work with our impact partners 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.