BRECK FOUNDATION

Optimising reach, maximising impact

Targeted, data-driven, life-saving education

Our data-driven solution

01

Save Time

Streamline planning and scheduling of workshops.
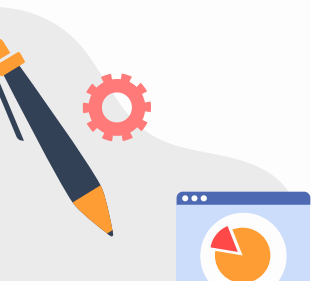
02

Optimise Delivery

Prioritise schools and areas for maximum impact.

03

Targeted Reach

Focus on underprivileged or high-need students.

04

Amplify Awareness

Engage parents and teachers to reinforce positive behaviours and online safety outside sessions.

Attendance & Participation Insights
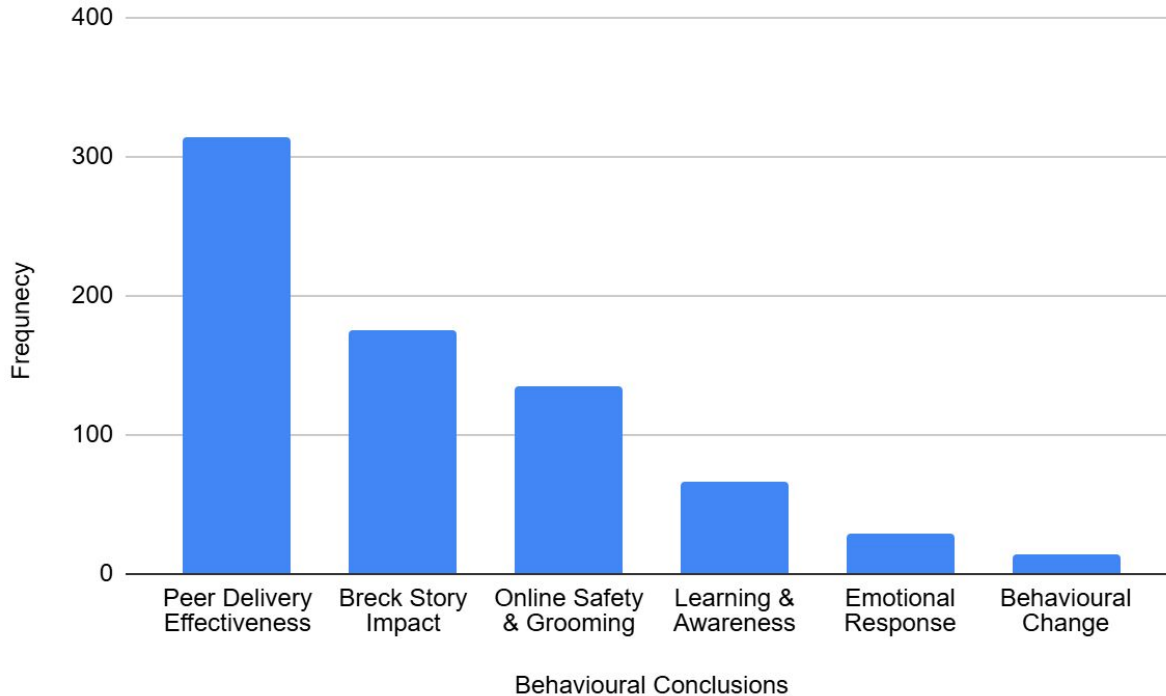
Key Takeaway:

Placing greater emphasis on **parent and teacher involvement** to strengthen the overall educational impact.

1. Consistent participation patterns across all session types
2. Strong engagement from students aged 5–15
3. Parents and teachers show relatively low participation

Monthly Attendance Trends by Audience Type

Monthly Number of Participating Establishments
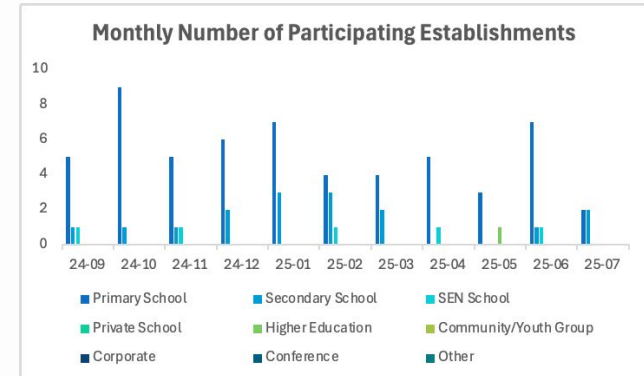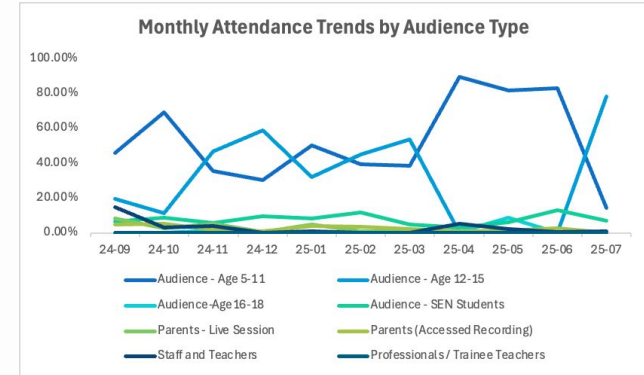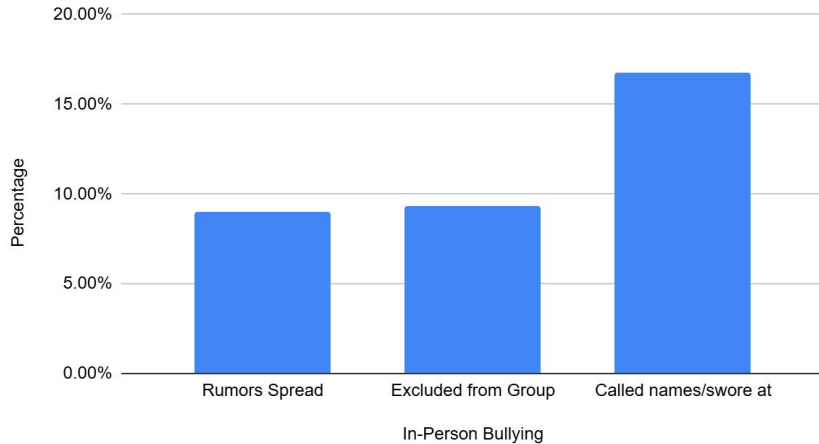
NLP & Semantic Analysis

1. Expand Youth Ambassador training and deployment Create youth–led safety advocacy initiatives.
2. Maintain authentic storytelling approach.
3. Create scenario–based learning.
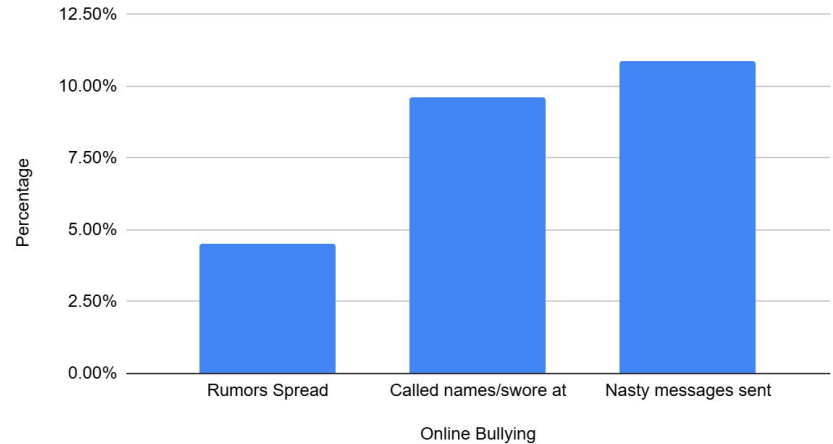4. Measure long–term impact.

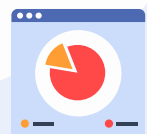# Cyber Safety Takeaways

In-Person Bullying
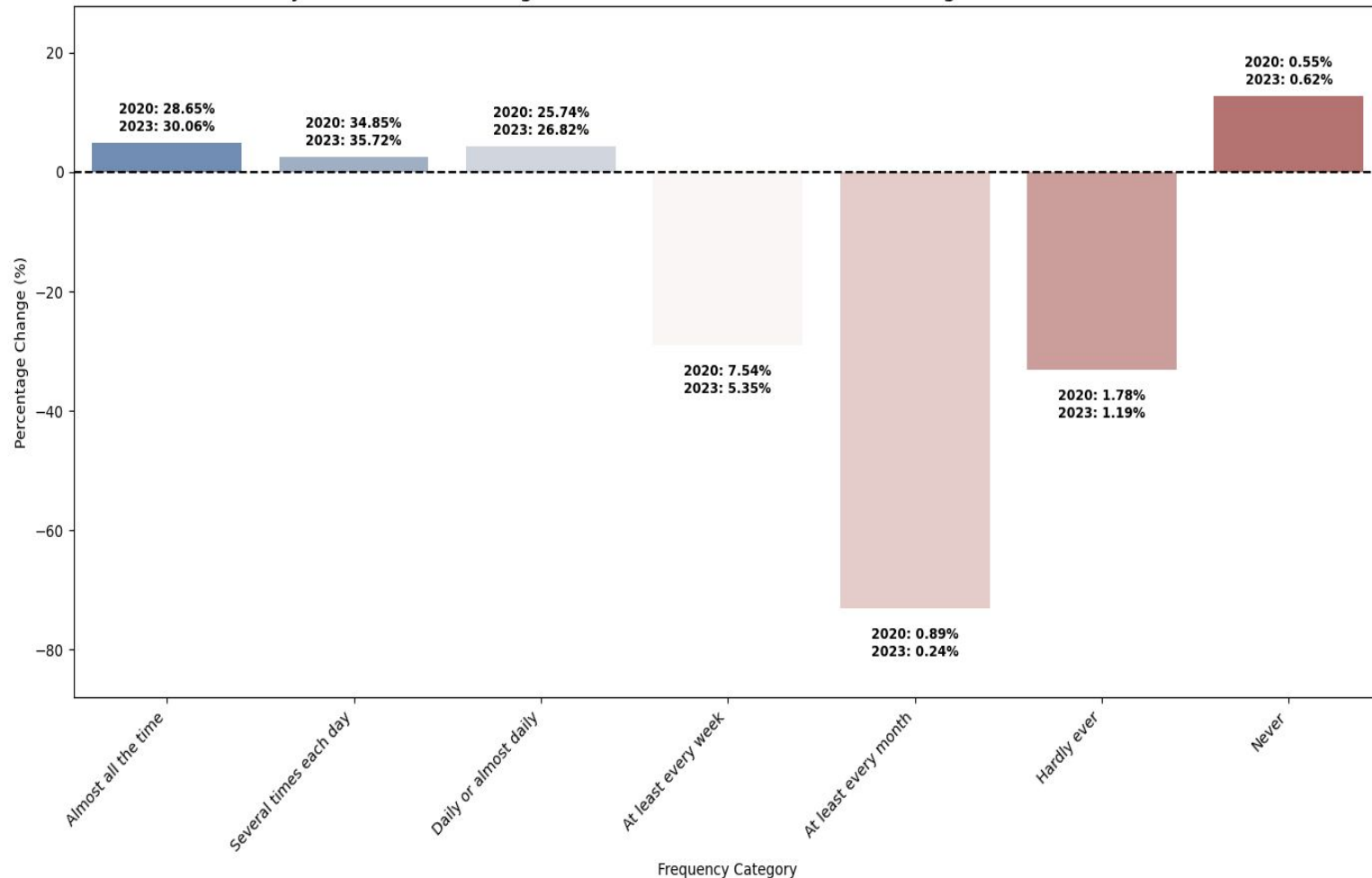

Online Bullying

Insights:
- Similar behaviours occur both online and offline, showing how bullying dynamics extend across spaces.
- Indicates the importance of integrating digital citizenship and emotional resilience content into Breck Foundation workshops.

External Trend Explorations

Daily Internet Use Among 10-15 Year-Olds Rises 3.36 Percentage Points in Three Years

Percentage Change (%)

2020: 28.65%
2023: 30.06%

2020: 34.85%
2023: 35.72%

2020: 25.74%
2023: 26.82%

2020: 0.55%
2023: 0.62%

2020: 7.54%
2023: 5.35%

2020: 1.78%
2023: 1.19%

2020: 0.89%
2023: 0.24%

Frequency Category

Almost all the time

Several times each day

Daily or almost daily

At least every week

At least every month

Hardly ever

Never

More children are using the internet every day

Growing population of children **exposed** online

Raising **awareness** is more important than ever
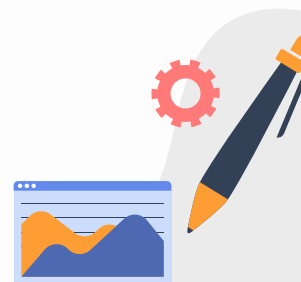
The Guardian Gap: Children Are Telling Parents Less
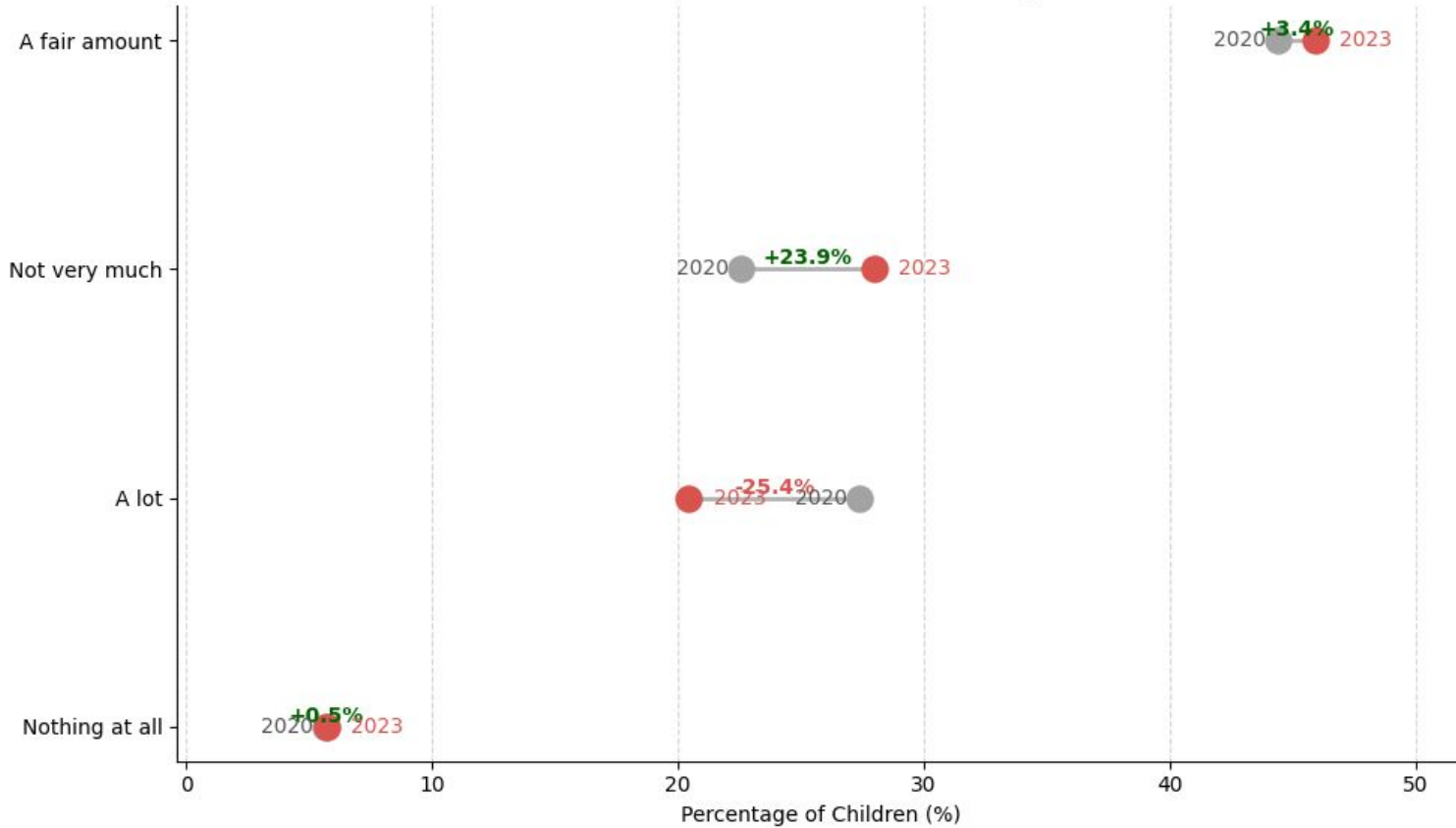
Children are **hiding** more from parents

As children's exposure to the internet is **peaking**, the communication line to their parents is **breaking** down

The **silence** allows groomers to operate

This is the **gap** the Breck Foundation must **fill**
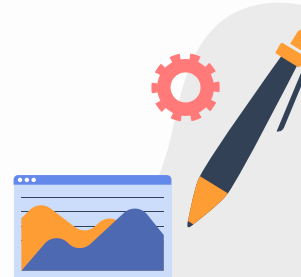
Whether Children Told Anyone About Sexual Messages (2020 vs 2023)
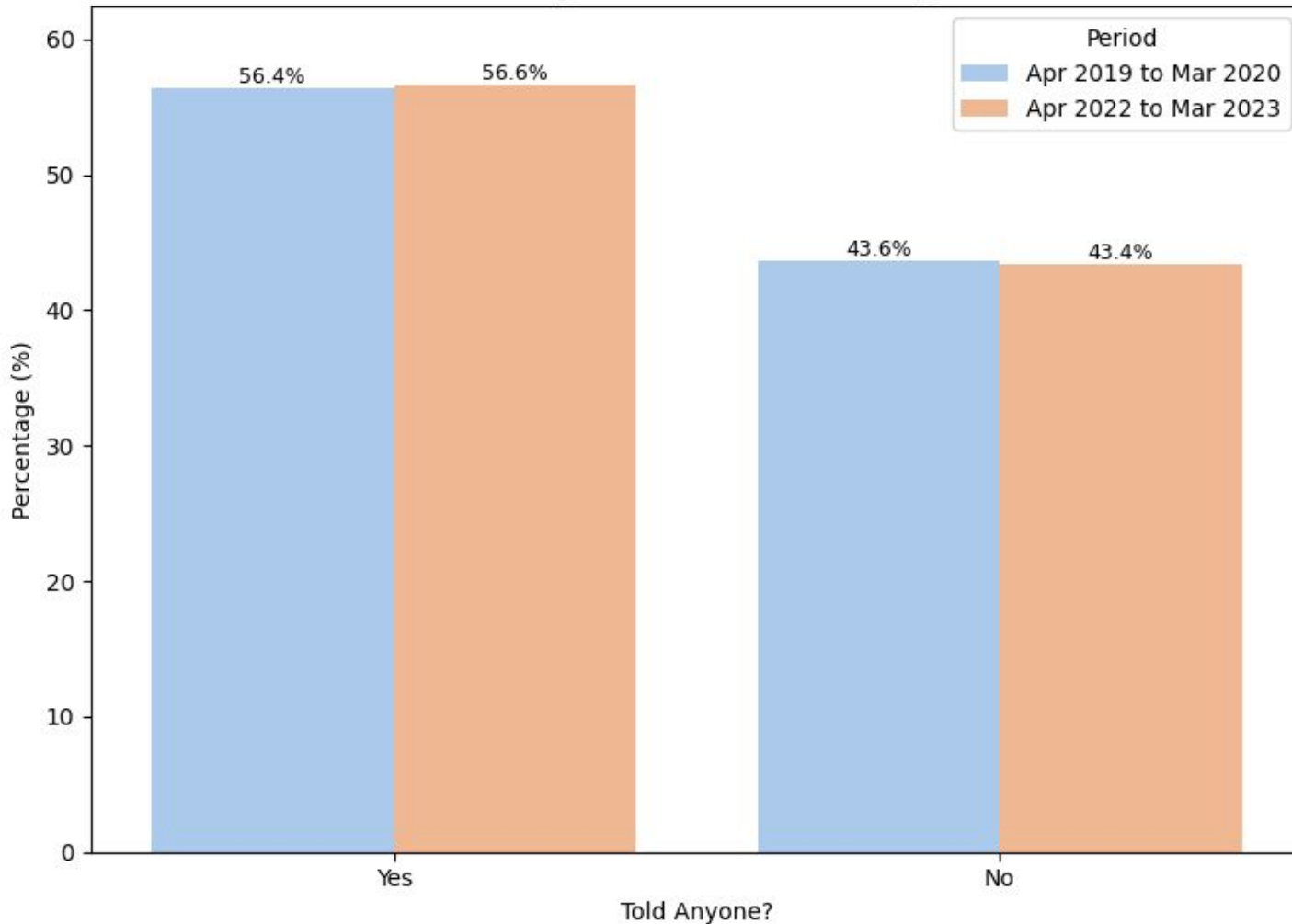
43.4% of children tell **no one** if they've received sexual messages

56.6% who do tell someone are **not** all telling their parents

If children are telling their friends, the Foundation could benefit from training more **Ambassadors**

Data-driven recommendations

Breck Foundation: School Opportunity Finder

Identify where Breck Foundation can make the greatest impact by focusing on deprivation and reach across UK schools.

Filter Schools

Region / Local Authority
All

School Type
All

Visited Status
All

Filter by %FSM (Deprivation)
0.00   100.00

☐ Include schools with no FSM data

Filter by Number of Pupils (Reach)
0   3450

Key Insights

Total Schools	Unvisited	Avg FSM (Unvisited)
27175	27139	26.3%

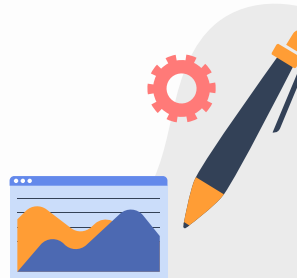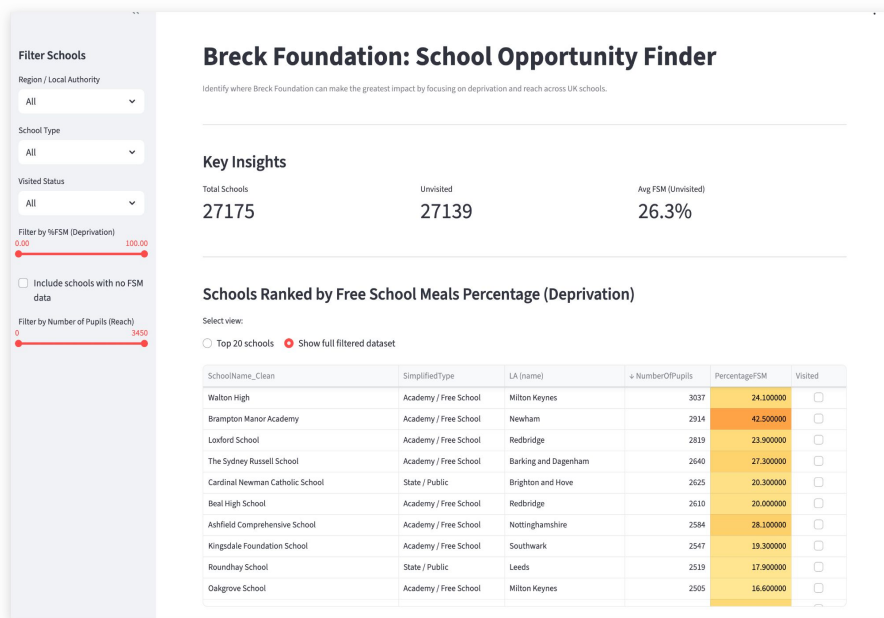### Schools Ranked by Free School Meals Percentage (Deprivation)

Select view:
○ Top 20 schools   ● Show full filtered dataset

| SchoolName_Clean	SimplifiedType	LA (name)	↓ NumberOfPupils	PercentageFSM	Visited
Walton High	Academy / Free School	Milton Keynes	3037	24.100000	☐
Brampton Manor Academy	Academy / Free School	Newham	2914	42.500000	☐
Loxford School	Academy / Free School	Redbridge	2819	23.900000	☐
The Sydney Russell School	Academy / Free School	Barking and Dagenham	2640	27.300000	☐
Cardinal Newman Catholic School	State / Public	Brighton and Hove	2625	20.300000	☐
Beal High School	Academy / Free School	Redbridge	2610	20.000000	☐
Ashfield Comprehensive School	Academy / Free School	Nottinghamshire	2584	28.100000	☐
Kingsdale Foundation School	Academy / Free School	Southwark	2547	19.300000	☐
Roundhay School	State / Public	Leeds	2519	17.900000	☐
Oakgrove School	Academy / Free School	Milton Keynes	2505	16.600000	☐

1. Identify opportunities from private institutions to underprivileged communities. [1]

2. Track visited locations for further sessions.

3. Strengthen regional focus and resource allocation

[1] British Journal of Educational Studies: https://www.tandfonline.com/doi/full/10.1080/00071005.2017.1330464#d1e1551

Heat Map for Targeted Delivery
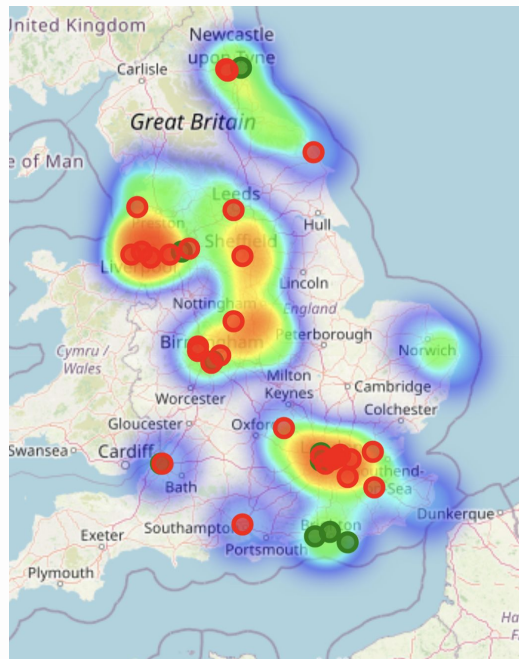
Interactive UK schools heatmap highlighting visited vs high-need areas to drive targeted, data-informed outreach.

1. **All schools as a heatmap** – visualising overall density of schools visited.
2. **Visited vs. unvisited schools:**
   a. Green markers for schools already visited.
   b. Red markers for unvisited schools with a high percentage of Free School Meals (FSM).
3. **Weighted prioritisation** – combined factors to highlight schools with higher need.
4. **Interactive tooltips –** hovering over a marker shows the establishment name and FSM percentage**.**

Thanks!

Any Questions?