

EDSHIFT STRATEGY 2026



AT A GLANCE

EVERY CHILD SEEN.

EVERY CHILD HEARD.

Prepared by CEO & Founder: Elspeth Lea Brook ©2026

OUR PURPOSE

EDSHIFT EXISTS TO SUPPORT CHILDREN AND YOUNG PEOPLE WHOSE LIVES HAVE BEEN SHAPED BY DOMESTIC ABUSE.

For too long, children exposed to domestic abuse have been the hidden victims – their experiences minimised, overlooked or treated as secondary to the adults around them. Yet the impact of domestic abuse on children is profound. It shapes how children experience safety, relationships, identity and belonging.

Through trauma-informed, creative and relational practice, EdShift creates safe spaces where children can process their experiences, rebuild confidence and rediscover their voice.

AT THE HEART OF OUR WORK ARE FOUR CORE VALUES:



CREATIVITY

Using the arts to help children express, explore and process their experiences.



CONNECTION

Building safe, trusted relationships where children feel seen, understood and supported.



SAFETY

Creating environments where children can rebuild trust in themselves and others.



COURAGE

Standing alongside children and challenging systems that overlook their experiences.

EdShift exists not only to deliver specialist support, but also to challenge the systems around children so that those affected by domestic abuse are recognised, supported and prioritised across safeguarding, health and community services.

WHY EDSHIFT MATTERS


DOMESTIC ABUSE IS ONE OF THE MOST SIGNIFICANT DRIVERS OF HARM WITHIN CHILDHOOD.

Children growing up in homes where domestic abuse is present are more likely to experience:

- ⇒ emotional trauma and chronic anxiety
- ⇒ disrupted attachment and relationship difficulties
- ⇒ educational disengagement
- ⇒ increased vulnerability to exploitation
- ⇒ long-term mental and physical health inequalities

Despite growing recognition that children are victims in their own right, access to specialist recovery support remains inconsistent. Waiting lists are long, thresholds for intervention are high and many children remain unsupported.

Through creative therapeutic practice, trusted relationships and safe environments, children are supported to process their experiences, rebuild confidence and rediscover their voice.



EDSHIFT EXISTS TO ENSURE THAT CHILDREN AFFECTED BY DOMESTIC ABUSE ARE NOT LEFT WAITING FOR SUPPORT OR NAVIGATING TRAUMA ALONE.



OUR STRATEGIC PRIORITY

TO REACH MORE CHILDREN AND YOUNG PEOPLE AFFECTED BY DOMESTIC ABUSE SAFELY, SUSTAINABLY AND WITH MEASURABLE IMPACT.

Demand for EdShift's services continues to grow. Our 2026 strategy focuses on strengthening the organisation so that more children can access specialist support while maintaining strong safeguarding standards, trauma-informed practice and sustainable growth.



OUR MODEL OF SUPPORT

EDSHIFT DELIVERS A TIERED PATHWAY OF TRAUMA-INFORMED SUPPORT THAT RESPONDS TO CHILDREN'S NEEDS AT DIFFERENT STAGES OF THEIR RECOVERY JOURNEY.



Early Identification & Safety Planning

BraveBox provides trauma-informed safety planning resources and professional training that support early conversations with children about safety, relationships and emotional wellbeing.

This approach allows children to begin receiving meaningful support even while waiting for more intensive intervention.



Early Support & Peer Connection

The In Touch peer support group provides a consistent, safe environment where young people can build trusted relationships, connect with peers and develop emotional resilience. For many young people, connection is the first step toward recovery.



Early Intervention

Programmes such as SpotLight and Little Nests use creative approaches to help children explore emotions, develop emotional literacy and strengthen resilience. Creative expression allows children to communicate experiences that may otherwise remain unspoken.



Specialist Therapeutic Support

The Nest, EdShift's art psychotherapy programme, provides specialist therapeutic support for children experiencing more complex trauma. Through relational practice, creative therapy and trauma-informed intervention, children are supported to rebuild safety, trust and confidence.

TOGETHER, THIS PATHWAY ENSURES THAT CHILDREN CAN ACCESS THE RIGHT SUPPORT AT THE RIGHT TIME, FROM EARLY IDENTIFICATION THROUGH TO LONGER-TERM RECOVERY AND EMPOWERMENT.



STRATEGIC PILLARS

EDSHIFT'S 2026 STRATEGY IS BUILT AROUND FIVE KEY PRIORITIES:

#1

MARKETING & FUNDRAISING

Strengthening income generation and fundraising activity to build financial sustainability and expand frontline delivery. Key priorities include corporate partnerships, community fundraising and developing new opportunities for earned income.

#2

STRATEGIC PARTNERSHIPS

Positioning children affected by domestic abuse as a public health priority and strengthening collaboration with local authorities, health partners and safeguarding systems.

Strategic partnerships ensure that children affected by domestic abuse are recognised not only within safeguarding responses but also within wider health and prevention strategies.

#3

CAPACITY & DELIVERY

Increasing frontline delivery capacity and strengthening operational systems so that more children can access support and waiting times can be reduced. This includes strengthening scheduling systems, workforce structure and referral pathways.

#4

QUALITY & IMPACT

Ensuring strong safeguarding frameworks, trauma-informed practice and effective monitoring of outcomes for children and families. Measuring impact ensures that EdShift continues to deliver high-quality, evidence-informed support.

#5

GOVERNANCE

Maintaining strong governance, accountability and transparency as a registered Charitable Incorporated Organisation. Strong governance ensures EdShift grows safely, sustainably and with integrity.

WHAT SUCCESS LOOKS LIKE IN 2026

THROUGH THIS STRATEGY EDSHIFT AIMS TO ACHIEVE:

- ⇒ a 50% reduction in the waiting list for children seeking support
- ⇒ progress toward a £500,000 income position
- ⇒ expanded therapeutic capacity across community and YouthBase programmes
- ⇒ strengthened partnerships across safeguarding, health and education systems
- ⇒ improved monitoring of outcomes and impact for children and families

**THESE DEVELOPMENTS
WILL STRENGTHEN
EDSHIFT'S ABILITY TO
REACH MORE CHILDREN
SAFELY AND
SUSTAINABLY.**



OUR COMMITMENT

CHILDREN AFFECTED BY DOMESTIC ABUSE HAVE TOO OFTEN BEEN OVERLOOKED, WAITING TOO LONG FOR SUPPORT OR NAVIGATING TRAUMA ALONE.



CHILDREN DESERVE BETTER

THEY DESERVE SERVICES THAT SEE THEM, LISTEN TO THEM AND RESPOND TO THEIR EXPERIENCES WITH UNDERSTANDING, RESPECT AND PURPOSE.

These are the standards we set for ourselves:

- ➔ to recognise children affected by domestic abuse as victims in their own right
- ➔ to ensure children are not left waiting at the edges of systems designed to protect them
- ➔ to provide safe, trauma-informed spaces where children can speak, create and be heard
- ➔ to work alongside families and partners to support long-term recovery
- ➔ to strengthen the systems around children so their needs are recognised earlier and responded to more effectively

CHILDREN AFFECTED BY DOMESTIC ABUSE DESERVE TO BE RECOGNISED, SUPPORTED AND GIVEN THE OPPORTUNITY TO REBUILD THEIR SENSE OF SAFETY, SELF-WORTH AND POSSIBILITY.



THIS STRATEGY IS OUR COMMITMENT TO STRENGTHENING EDSHIFT SO THAT MORE CHILDREN AND YOUNG PEOPLE CAN ACCESS THE SUPPORT THEY NEED WHEN THEY NEED IT MOST.

Through creativity, connection, safety and courage, EdShift stands alongside children and young people as they rebuild confidence, rediscover their voice and begin shaping brighter futures.

Because when children are given safe spaces to speak, create and be heard, healing begins, and new possibilities emerge, helping us move closer to a world beyond domestic abuse.

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