

# ann craft trust

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**SAFEGUARDING ADULTS**

**Our  
Strategic  
Plan**  
2023

# Hello

In 2022 we celebrated 30 years of influencing change and generating awareness for safeguarding adults.

Since then, staff and trustees have worked together to refresh our vision for safeguarding adults.

We've also considered our own role in achieving our vision – how we can continue to create awareness and support people and organisations to improve working practices that will establish a greater understanding of safeguarding adults.

In this document we outline our strategic approach to deliver this: As a charity, as a team, and as a trusted safeguarding partner.

We are building on our foundations in the belief that, by working together, it will mean everybody can be safe from abuse.

Thank you for your support.  
Stuart Sale, CEO



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The Ann Craft Trust is a registered charity and a partner of the University of Nottingham.



# Who we are

The Ann Craft Trust is a national charity committed to safeguarding adults from abuse. We work with individuals and organisations to improve their practices, strengthen their awareness of safeguarding, and help them share our commitment to ensuring that everyone can live free from abuse.

Our aim is to stop the abuse of adults. Through training, audits, and consultancy we can embed safeguarding best practice in organisations to create safer cultures and communities.

We contribute to pioneering research projects to develop better standards in safeguarding. Thanks to our teams' excellent reputation we are expanding our services into new sectors that recognise the impact safeguarding adults has on creating a safer culture for all.

We now have over 15 employees. We are a team of knowledgeable, skilled professionals who are passionate about the work we do. We also have a strong, experienced trustee and management group to support us, with input on governance and direction.



## Meet the team



Nicola Dean



Joanne Pell



Kimberley Walsh



Jodi Evans



Sarah Nolan



Catherine Sykes



Stuart Sale



Charlotte Brooks



Hazel Rippin



Elliot Davies



Nat Rock



Lisa Curtis



Emma Gibson



Laura Thorpe



# Our history



Dr Ann Craft was a passionate disability rights advocate. Throughout the 80s, she worked to ensure that people with disabilities could be viewed primarily as people, with unique hopes, dreams, and needs.

1992

In 1992, Dr Ann Craft established the National Association for the Protection from Sexual Abuse of Adults and Children with Learning Disabilities (NAPSAC).

NAPSAC aimed to champion the independence of people with learning disabilities. The organisation introduced sex education and safeguarding policies to services around Nottinghamshire, while campaigning for disability rights on a national level.

1998

In 1998, NAPSAC relaunched in Ann's honour as The Ann Craft Trust. With Pam Cooke as CEO, she developed the Trust to become nationally renowned as a safeguarding expert and advocate for equality rights of children with disabilities and adults at risk.

This recognition, along with the enormous impact Dr Ann Craft had made in the field of disability rights, led to the charity's broadening remit to focus on safeguarding from all forms of abuse.

2002

Pam Cooke retired in 2002, and Dr Deborah Kitson was appointed CEO. Over the next 21 years, Deborah led important developments that transformed The Ann Craft Trust into the flourishing and widely respected organisation it is today.

2015

By 2015, the Trust was recognised as being a leading authority on safeguarding adults within the social care and the health sectors. This reputation led to a partnership with Sport England, whose funding helped create the UK's first specific Safeguarding Adults in Sport post. This collaboration has helped the Trust expand into the sector from grassroots upwards, and with the added partnership of UK Sport we offer training and guidance at elite levels too. It has also enabled us to grow our team of experienced safeguarding managers in sport. In addition, funding from Sport Wales has allowed us to deliver specific training focused on Welsh legislation.

2023

Dr Kitson retired in 2023, with Stuart Sale taking over as CEO. Like Deborah before him, Stuart is committed to honouring Dr Ann Craft's enduring legacy, and her commitment to ensuring that organisations view people as individuals with unique needs.

# Safeguarding adults today

In recent years we have seen many organisations work hard to improve their internal cultures while addressing certain inherited poor practices. But we continue to see new cases of abuse emerging. Every time we do we wonder: How much have things really changed? What more can we do to keep people safe?

We all have a part to play in preventing abuse and ensure that, when abuse does happen, those affected are involved and empowered to improve their individual circumstances. Keeping a person-centred approach means that we can empower adults to make improvements that in time can create change.

Keeping people safe is everyone's responsibility. If safeguarding policies are out of touch with practices, then how can we expect to establish a safer culture. Today, good governance plays a vital role in preventing abuse. When it comes to safeguarding, what worked yesterday will not necessarily work tomorrow. Safeguarding is not a box-ticking exercise. It is an ongoing process of improvements to which all individuals and organisations must commit.



# Our values



## Honest

Our team has integrity which helps us to lead the way in safeguarding adults.



## Inclusive

Working collaboratively with organisations, we centre the needs of the individual to promote best practice that aligns with legislation. We apply the same values internally – we aim to work inclusively with each other, in a way that ensures that we all have a voice.



## Professional

We work on a level that requires discretion, accountability and understanding. We are not here to judge but to provide support and guidance.



## Compassionate

Our kind and friendly team cares about changing things for the better. We are committed to creating safer cultures.

# Our strategy



## Our Vision

We can stop the abuse of all adults through raising awareness, building understanding, and working together.



## Our purpose

We exist to create a world where everyone understands their role in safeguarding adults and preventing abuse.



## Our mission

We will do this through helping others better understand safeguarding while supporting them to embed best practices across their organisations.



# Our pillars



## Collaborate

We believe that working in partnerships allow us to share our knowledge of safeguarding and learn from others, as well as help identify the gaps within sectors that need to begin developing safer cultures. The insights generated can in turn develop resources that will inspire and influence changes.



## Advocate

We are passionate about supporting positive change for people in relation to safeguarding adults. We use research insights to form campaigns that will raise important issues and give people a voice. We listen, and through co-production, we start discussions that explore ways to make improvements in safeguarding adults practice.



## Research

We seek out opportunities to support pioneering research projects. We stay aware of the latest safeguarding research which informs our training, resources, and practice.



## Educate

We recognise that self-reflecting governance provides a good framework for establishing safer cultures. This must be learned before it can be practiced. We design and deliver our training and audit programmes to ensure those with safeguarding responsibilities can work to best-practice guidelines.

# Our goals



Promote good safeguarding governance to all organisations in all sectors.



Develop more partnerships within new and existing sectors across the UK, and work collaboratively with these partners so that we can respond to organisations that work across the four nations.



Provide accessible, up to date resources and training.



Undertake audits to help organisations work towards best practice in safeguarding adults.



To be a leading authority on safeguarding adults in the UK.

# Understanding safeguarding adults

Abuse comes in many forms, and everyone should be able to spot the signs that something is not right. And if someone suspects that abuse is taking place, they should know exactly what steps they need to take to help.

Anyone who experiences abuse should feel safe and confident in reporting what happened. When people have the courage to speak up, they need assurance that those who can make a difference will listen, and act.

**This can support the creation and development of a safer culture, and a safer world.**



## Safeguarding good practice means that everyone is:



Free from abuse



Empowered



Treated with dignity and respect



Afforded equality of opportunity



Recognised, valued, and accepted

# ann craft trust

acting against abuse

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