



# THE CYBER TRUST

PROTECTING THOSE VULNERABLE AND  
MOST AT RISK OF CYBER CRIME



THE CYBER TRUST IS A CHARITABLE INCORPORATED ORGANISATION,  
REGISTERED CHARITY NUMBER 1171883

# Welcome to The Cyber Trust

I am really delighted to let you know about an exciting new venture, based in Gloucestershire, designed to keep young people safe online.

The Cyber Trust was founded in March 2017 as the opportunities and dangers of the digital revolution were becoming increasingly apparent. The vision of the founding trustees was to help children and vulnerable people access the digital world safely and securely and at the same time enjoy the benefits of technology.

Initially our work focused on Gloucestershire with the support of the Police and Crime Commissioner, the Chief Constable and local schools and colleges. We then decided to launch an internet safety app known as "SpeakOut!" for Android and iPhone/iPad for use in schools in 2021. That now has grown to 6 storylines covering bullying, grooming, sexting, fake news, racism and body image. For 2022/23 we will develop this further, addressing additional storylines and greater accessibility.

The trustees of The Cyber Trust consider that the app being developed has the power to make our young people safer online and we invite you to help us to support them.



Dame Janet Trotter DBE CVO

*Janet O. Trotter*

# A need to combat online abuse and bullying

From research it is evident that more children and young people are becoming victims to online abuse and bullying, sometimes with devastating consequences. Such abuse appears to have increased during the pandemic because young people are spending more time online. In addition, a growing concern is the promotion of false or misleading information which can have disturbing effects on individuals, as well as on the wider society.

Some five years ago The Cyber Trust was created to help children become safer online and more aware of how they may become targets for cyber attacks or manipulation. Initially, The Cyber Trust worked in Gloucestershire and undertook face-to-face sessions with pupils in both public and private schools. These sessions were well received and were independently assessed, with positive results. However, demands for the sessions grew exponentially and the trustees decided to develop an app for Android, iPhone and iPad devices. Known as 'SpeakOut!', the app covers a range of relevant subjects, specifically for pupils transitioning from primary to secondary schools. This age range was selected because this point of transition was seen to be a critical time in the development of young people.

# Principles of work to date

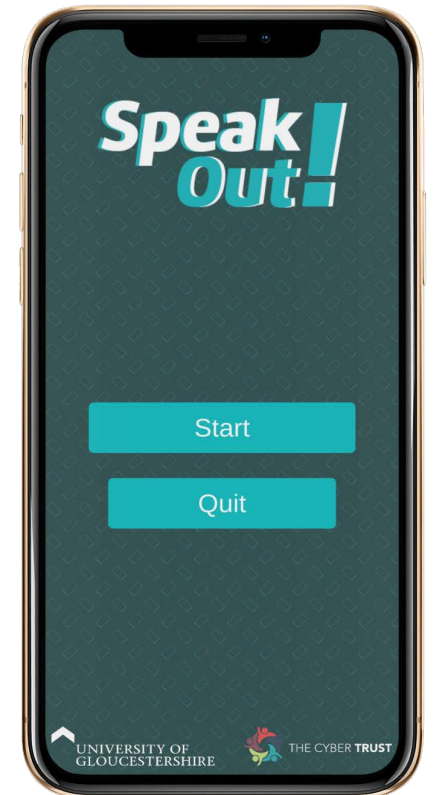
It was a principle of our work that any resources for schools and young people should be **free at the point of delivery**. This is because many schools, which should benefit from using such an app, experience difficulties in raising funds for such learning, although it is recognised as essential.

The Cyber Trust has **worked collaboratively** with various partners including schools, statutory and business organisations, and with a group of computing technologies and gaming research students at the University of Gloucestershire to develop the app, initially concentrating on the topics of bullying and grooming. Storylines on body image and fake news were subsequently added, and most recently on racism and sexting.

Our approach has been **driven by rigorous evaluation** and the app has been trialled with young people in a school setting and Guiding for Gloucestershire and has been well received. In fact, many pupils commented that they liked the innovative approach and did not have experience of any other such material.

Significantly we have been surprised by the quality of the personal comments and by the issues raised about the young people's mental health and emotional fragility.

We have also concluded that although the app would best be used in a classroom/group setting it should also be promoted directly to young people. We intend to develop a 'Teacher's Pack' for use by schools and other youth organisations as well as promoting the app to parents and carers.



# Now we need your help



Having market tested the initial app with 6 storylines we are now keen to develop new stories, a wider age range, and greater accessibility. We would like to make them more widely available. The app is accessible to users through the Google Play and Apple App Stores, as a simple download just like any other app. This is widely available and the app contents could, for example, reflect sponsors, donors and supporter's logos and brands.

We recognise that there are many calls on your finances in these difficult times but we are writing to invite you to contribute to the development and extension of this work. We have involved the Gloucestershire Constabulary Safeguarding Team and the NPCC as well as local schools, The University of Gloucestershire and Guiding for Gloucestershire in providing advice and intend that the roll out will be supported by these organisations.

# What we are looking to raise and how it will be spent

Following the initial release of SpeakOut! (Phase 1) we are now looking to raise additional funding from donations and sponsorship for a further phase of work (Phase 2). This expenditure will improve the quality of the app in response to user feedback, create new story lines, develop an accompanying teacher's pack and a companion website, as well as expanding the scope (all ages), scale (not limited to internet safety) and accessibility as Phase 2 goals. We have seconded an academic course leader and lecturer from The University of Gloucestershire on sabbatical for 2022/23 to help.

We intend to use our connections and existing relationships to ensure that as many schools and children as possible get access to the app, with the best possible chance of success. In-house expertise in marketing, social media, design, development and project management will continue to be used, cutting administrative overheads to the bare minimum.

We will be looking to raise further sums in due course to continue the development and breadth of the app and to reach children throughout the UK



# Future plans and development

The upcoming second phase will increase the range of storylines to cover other topics in partnership with schools and agencies, to improve accessibility and to have relevance for other age groups. We would also look to increase the reach of the app, to schools throughout the country.

Future topics will deal with cyber risks in three main areas:

1. Threats to the individual - covering such issues as hate crime, in-game threats and identity theft;
2. Threats to family - communities and democracy, dealing with extremism, fake news and social engineering; and
3. Legal and ethics issues - covering digital forensics, social media, data security and encryption, and artificial intelligence.

The challenges faced by young people are complex and the threats are ever growing. So, finding new ways to inform young people and prepare them for what they might face in the future is essential. As is our aim to put a safety device into their hands, on their own mobile device.

# Our trustees



THE CYBER TRUST

**Dame Janet Trotter DBE CVO (Chair)**

**Aynsley Damery BComm FCA (Treasurer)**

**Charles White – The Cyber Scheme**

**Dr James Maunder – The London Clinic**

**Dr Robert Nowill – Cyber Security Challenge UK**

**David Thomson – Schools Adviser, OFSTED Inspector & CEOP Ambassador**

**Dr Nina Reeves – Consultant – User eXperience (UX) Design and Evaluation**



# How to donate

We would be most grateful for any support that you can give. You can make a bank transfer direct to our account, post a cheque to our address or use a credit/debit card with our JustGiving account.

**By bank transfer:** **Santander Bank**  
**Sort Code: 09-02-22**  
**Account: 10615108**


**By cheque:** **The Cyber Trust**  
**Hughenden**  
**Western Road**  
**Cheltenham**  
**GL50 3RJ**

**JustGiving:** <https://www.justgiving.com/thecybertrust>

For donations of more than £1,000 for an individual, please let us know if you would be happy for us to include your name as a patron on our website. For donations of more than £1,500 for an organisation, please let us know if you are happy to include your logo on website as a supporter and please supply a hi-res logo. Please email [aynsley@thecybertrust.org](mailto:aynsley@thecybertrust.org) with details together with any GiftAid forms.



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