

Good Egg Safety CIC

Child Car Seat Safety Training Specialists of the Year - UK

Committed to protecting children on every journey

Good Egg Safety CIC has once again been recognised as the UK's Child Car Seat Safety Training Specialists of the Year, receiving the International Elite 100 Award 2026. This marks the third consecutive year the organisation has been recognised, sitting alongside a portfolio of national and international accolades, for its evidence-led approach to improving child occupant safety.

Founded 25 years ago, Good Egg Safety works with government, emergency services, local authorities, health professionals, child seat manufacturers and retailers to reduce preventable child casualties through practical training, community engagement and behaviour change. Every programme is designed around one principle, delivering measurable improvements that help protect children and families.

Award-winning results

Across 312 professionals from police, fire and rescue, NHS, local authorities, road safety and retail teams:

- Knowledge increased from 24.7% to 93.5% in pre and post assessments.
- 88.8% achieved Distinction
- Professionals were trained across England, Scotland and Wales

These outstanding outcomes demonstrate that specialist child restraint expertise cannot be assumed, even among experienced professionals, and that evidence-led training rapidly builds competence where it matters most.

Good Egg Safety has now undertaken more than 47,000 child seat checks, consistently finding incorrect use at around two-thirds of inspections, reinforcing the continuing need for expert education and support. Working alongside key partners, the organisation continues to turn evidence into action through the Safe System approach.

Operating as a Community Interest Company ensures that every investment made in their services, directly funds the development of new resources, the elevation of training standards, and the ability to protect more children. ■



"Without doubt the most valuable training I have undertaken in my career."





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