



The Children's Bowel & Bladder Charity

Impact Report 2025/2026

Trusted support and advice for children,
families and the children's workforce



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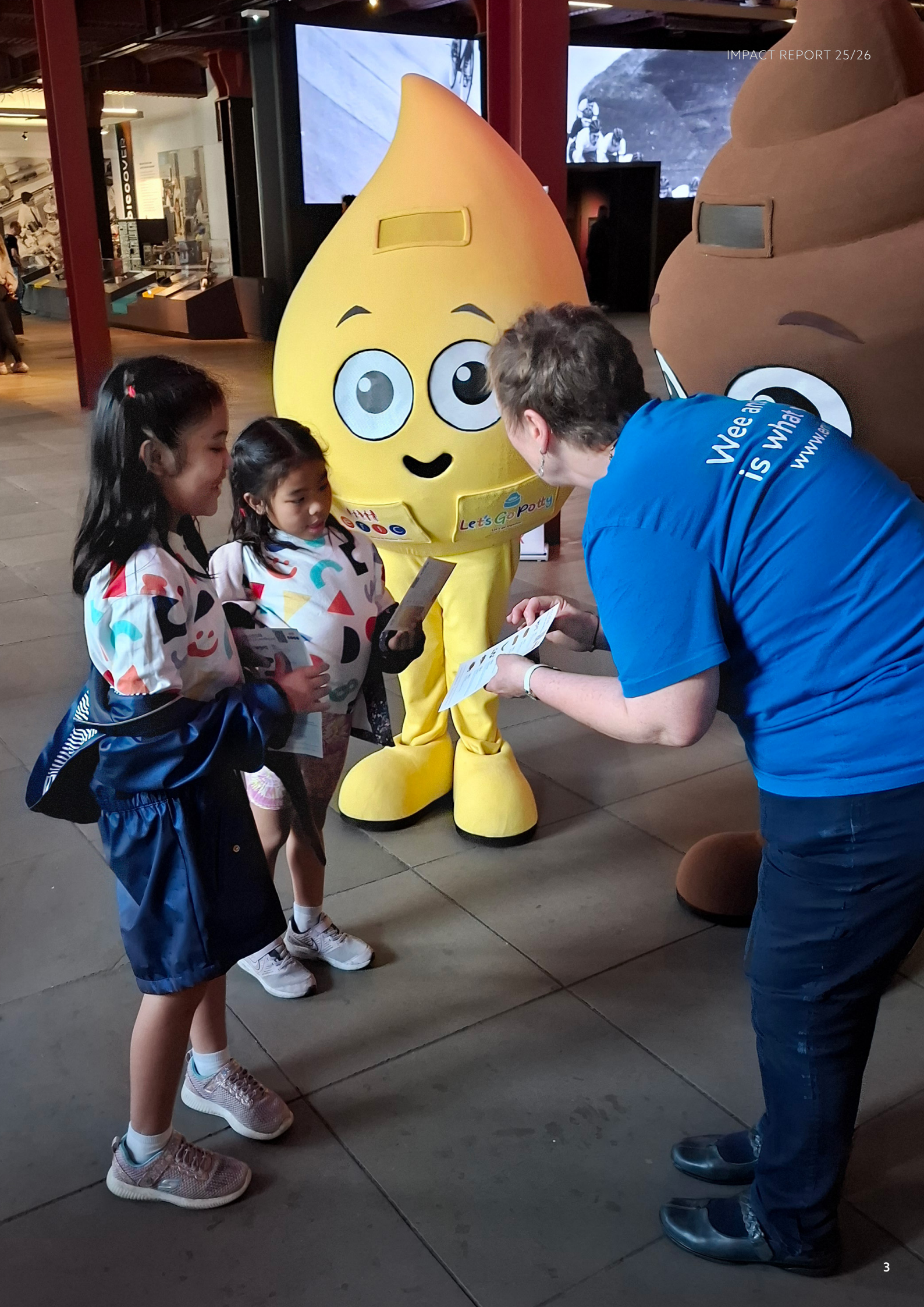
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Chair's Introduction

This year marks an important milestone for ERIC as we celebrate 35 years of supporting children, young people and families affected by bowel and bladder challenges. Over those decades, ERIC has grown from a small charity with a clear purpose into the UK's leading charity dedicated to bowel and bladder health in childhood, but our mission remains unchanged: to ensure that no child feels isolated, embarrassed or limited by a condition that can and should be understood and treated.

Every day, ERIC makes a practical and lasting difference. Through our Helpline, information, training and resources, families find reassurance, professionals gain

confidence, and children are supported to live healthier, happier and more independent lives. Behind every statistic in this report is a child able to attend school with confidence, a parent who finally feels heard, or a professional better equipped to provide the right care.

As Chair of Trustees, I continue to be inspired by the dedication of ERIC's staff, volunteers and partners, and by the resilience of the families we serve. This impact is only possible because of their commitment, alongside the generosity of our supporters and funders.

While the environment for charities remains challenging, the need for ERIC's work has never been clearer. We remain ambitious for the future; determined to reach more families, influence better services, and ensure that children's bowel and bladder health receives the attention it deserves.

Thank you for being part of ERIC's journey and impact.

Wendy Thompson
Chair of Trustees



A word from our Founder

Unbelievably, it is 35 years since I sat in front of a plain sheet of paper in a small room in Bristol to plan how to set up a new national charity! I am thrilled to see how much impact ERIC continues to have today – and how much our hard work and achievements in the early years have been a stepping stone to its current development and success.

When our small team set up a national Helpline in 1988, we were overwhelmed with requests for support – and much gratitude that, at last, there was help available! An immediate task was to publish information leaflets for parents and to put together treatment manuals for professionals. All our pioneering work was overseen by an enthusiastic research panel of experts, led by the now late Professor of Child Health (Bristol), Professor David Baum.

Our first national conference at the Barbican in London in 1989 was fully booked and was opened by the then

Minister for Health, Virginia Bottomley MP, who herself had treated children with bedwetting in her previous work as a social worker. This was the beginning of a series of national and international conferences which continue today.

My background in nursing and social work was a great help to me, but to become an independent registered charity within a three-year time frame was achieved, but a challenge, particularly for such an "unglamorous" cause. Yet it was a joy to develop an in-house team with the skills and dedication to take ERIC forward, as well as a wider team of loyal supporters who worked with us to make sure ERIC's voice was heard and that we had the funding to continue.

Two supporters stand out, amongst many, as key to our success. Firstly, Dr Jill White, who gave me wise counsel and provided world class musicians for fundraising dinners at Berkeley Castle and Badminton House. The second is John Savage CBE, who came on board as a treasurer of the Management Committee in 1991 and remained an experienced and steady hand at the tiller until 2008.

It has been a privilege to experience the relief from parents and professionals that ERIC exists and provides such an outstanding source of information and support.

Dr Penny Dobson, MBE
Founder



Welcome from our CEO

It is with great pride that we celebrate 35 years of ERIC, The Children's Bowel & Bladder Charity. ERIC remains the only national charity dedicated to improving children's bowel and bladder health.

Our vision is that children and young people everywhere enjoy good bowel and bladder health. We achieve this by:

- Empowering children, young people, and their carers with accessible support, information and resources.
- Delivering the best education and learning for healthcare, social care, early years, and education professionals across the children's workforce.
- Influencing research, policy development, and products which focus on innovative practice and positive change.

We are a small charity with a big impact. So many families have difficulty accessing support and feel isolated. ERIC is here for them.

Despite all the amazing work that's happened over the past 35 years - and continues to this day - our services are more urgently needed than ever. The statistics are alarming:

- One in nine children in the UK live with a bowel or bladder condition; that's higher than the incidence of asthma.
- Up to one in three children in the UK suffer with constipation, which can so often be misdiagnosed and in some cases can lead to impaction, obstruction and surgery.
- One in four children across England and Wales are starting school unable to use the toilet independently.

We're continuing to meet the growing demand, despite the current challenging financial climate for charities. ERIC has adapted by being agile and diversifying our income streams; in addition to grants and fundraising, we self-generate almost 50% of our income. Our training offer and our online specialist shop allow us to generate our own income and make the charity sustainable for the future.

In this report you'll discover the profound impact ERIC has on children, families and the professionals who support them, as well as just how far our influence reaches in society.

Our achievements have only been possible through the dedication of our staff, volunteers, Trustee Board, Professional Advisory Committee, and the generosity of you, our wonderful supporters and partners. Many of our volunteers and supporters are parents and carers who have accessed our Helpline. Their lived experience is so valued as they support others.

We are incredibly grateful to be a part of this amazing community of care. We are looking forward to achieving much more together. Thank you so much for being there for ERIC.

Siân Wicks LLM RGN
CEO

It's all thanks to you!

Our individual supporters donated a total of
£105,479 in 2025/26.

To the very generous donors, organisations and volunteers who help make our work possible, we are extremely grateful for your support.



Strategic Aims

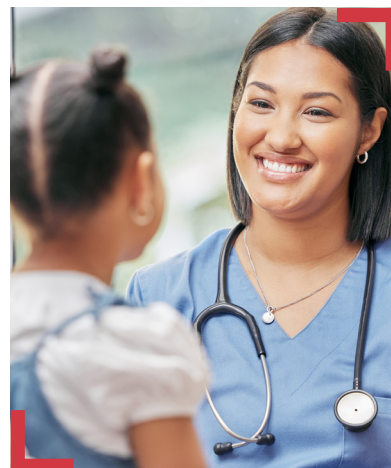
Our vision is that children and young people everywhere enjoy good bowel and bladder health, and here's how we plan to achieve that:



Good bowel and bladder health from birth is recognised and included as a key milestone.



Children, young people and their families can access information & support to meet their bowel and bladder care needs.



The children's workforce have the skills and knowledge they need to assess, treat, manage and signpost families to appropriate support and intervention.



Lead the way in identifying affordable and environmental initiatives for the benefit of families, health services and the planet.



A commercially resilient and responsive organisation that continues to thrive.

2025-26: Our Year in Numbers

8,973 parents/carers supported via Helpline, emails and webchat

2,177 parents/carers supported via family webinars

3,501 healthcare professionals educated via our training services

3,282 early years practitioners educated via our eLearning platform

4,143 hours of volunteer time, equating to **£56,835.24**

11,100 podcast views/plays

2.2m website users

**Reporting period: April 2025 - April 2026.*



Key achievements 2025-26

- Former ERIC Trustee Dr Fleming was awarded the **Helplines Partnership Lifetime Service Award** for her tireless efforts to help children and families with their bowel and bladder health. Dr Eve continues to be a Volunteer Helpline Advisor.
- Our Communications, Engagement and Fundraising Team won **Team of the Year 2025 at the Charity Comms Inspiring Communicator Awards**.
- **Two young people supported by ERIC won awards in 2025**. Fletcher Gale (aged 6) received a **BBC Make A Difference Award** for his fundraising efforts, while Katie Thirling (aged 8) received the **2025 British Citizen Youth Award (BCyA)** for her campaigning work alongside ERIC.
- ERIC became a **Living Wage Employer**.
- Over the last two years we've **developed outreach work in partnership with local authorities in Bristol and the Isle of Wight**, which is making a significant impact on bowel and bladder health awareness for families in both areas.
- We **maintained our PIF-Tick certification and Helplines Standard accreditation**, which recognise ERIC as a trusted provider of healthcare advice and information.
- ERIC **hosted its first Parliamentary roundtable**, bringing together stakeholders from across the children's health, education and social care sectors, resulting in significant collaborative outputs to improve potty training guidance for families and professionals.
- ERIC was part of a national coalition led by Kindred Squared **releasing the new Starting Reception Guidance** which has been issued across the country. In addition ERIC was fundamental in providing clear consistent and evidence based guidance for the Potty Training Guide which has been issued nationally.
- ERIC **collaborated with Institute of Health Visiting** to produce new potty training guidance which will be distributed by health visitors across England and Wales.
- ERIC **joined a new alliance launched by the National Children's Bureau** in response to the crisis in children's health services, which is working towards achieving the government's vision of raising 'the healthiest generation of children'.





Our services

We support families who have nowhere else to turn via our helpline and online services. We also work closely with professionals who support children to provide information, training and resources. All of this is achieved with no government funding and a lot of help from people like you.

Helpline

Our highly trained advisors provide specialist information and advice on any children's bowel or bladder issue, as well as emotional support for families. We offer free support via email, telephone, or for potty training specific enquiries, via webchat. For families for whom English is not their first language, we offer support in over 200 languages via our language line. We also offer BSL support for deaf service users.

Online resources

Our website houses an array of advice sheets, information pages, podcasts, webinars, and videos to educate families and professionals on all areas of

children's bowel and bladder health. Information is presented in an accessible way, with translations for the most widely used advice sheets available in 12 languages.

Training for healthcare and early years professionals

ERIC has been providing expert training for over 20 years on a range of children's bowel and bladder issues. We offer online training on a wide range of subjects including healthy bladders and bowels, toilet training including children with additional needs, nocturnal enuresis and toilet anxiety. We've also pioneered a new eLearning course for early years practitioners to support potty training in early years settings.

Resources for schools

We're working with educators and partners to provide a good school toilet environment that supports young people's education, physical health and mental wellbeing, as well as improving awareness of bowel and bladder health in schools.



People

ERIC is a small team with a huge impact, and we would not be where we are today without our people. It is with huge gratitude and thanks to all our people that we celebrate our **35 year anniversary**.

We currently have 16 part-time team members (equivalent to 10 full-time staff) and 19 volunteers working across family services, training and trading, research, communications, fundraising, and operations.

We're supported by a Board of Trustees and our Professional Advisory Committee, made up of experts working in the field of children's bowel and bladder health. They advise us on the latest medical research and best practice and review all our information resources.

To help meet the increasing demand for support, we're actively growing our volunteer base, with 8 new volunteers joining our team in 2025.

This year we launched a new peer-to-peer support scheme for parents and carers called Potty Training Heroes, which enables those who've successfully navigated their potty training journey to offer support and reassurance to others via our webchat service. Our volunteers are able to offer words of encouragement and signpost families to ERIC resources to support their journeys.



Nishi Shakeel, Potty Training Hero

Nishi joined ERIC in 2025 as one of our Potty Training Heroes, which is a peer to-peer online support scheme for parents and carers. She volunteers her time each week offering reassurance to those who are struggling with potty training their children and signposting them to advice.

"ERIC fills a gap that often goes unseen, especially when NHS services are overwhelmed. Bowel and bladder issues can affect a child's confidence, emotional wellbeing and family life, yet they're still surrounded by stigma and misunderstanding. By volunteering, I feel I'm helping to change that and giving families the knowledge and reassurance they need to support their children. My favourite thing about volunteering is knowing that even a small amount of my time can really make a difference to someone's day. Receiving a simple thank you message from a parent or sensing the relief in their words makes it all feel so worthwhile."

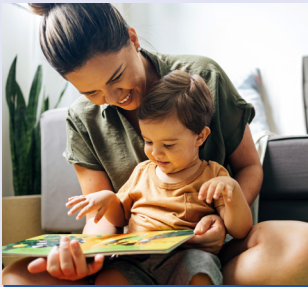


Anne Crowther, Helpline Volunteer

"I volunteer for ERIC because sadly we are needed. Having full control of our bladder and bowel is part of our self worth and identity. Loss of that is devastating for children and young people in so many ways. Being part of the ERIC family helps me to help others."

Impact on Families

We have listened to our families telling us about the support we provide through our Helpline. The responses we received highlight the vital role that ERIC has in supporting not only the clinical needs of our families, but also their emotional and social needs too.



94%

said we **understood their needs** well



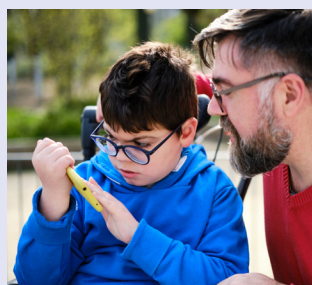
74%

feel **more supported**



84%

would **recommend the Helpline**




75%

now **have a plan**



94%

rated their experience as **excellent or good**

A woman with dark hair and glasses is sitting on a wooden bench outdoors. She is smiling and looking towards the camera. A young child with blonde hair is sitting next to her, also smiling. The child is holding a large, white, fluffy stuffed dog. The background shows a wooden structure, possibly a playground or a deck, and some greenery.

"ERIC was a lifeline for us when my daughter struggled with chronic constipation. I like to think of them as the fourth emergency service when it comes to children's bladders and bowels because in many areas there really isn't much support for parents. It's great that ERIC is here to provide that information and support parents who are struggling with nowhere else to turn."

Holly

Mum of Ayda (aged 5)



Neveah's Story

As told by her mum, Dawn

From when she was around a month old, Neveah struggled with constipation, and medication didn't seem to work. As she got older, she became increasingly distressed when doing a poo. She spent hours in the toilet at a time, at school and even at parties. She was in lots of pain – it was upsetting.

We went to the GP and were given laxatives, but we struggled with those as she didn't like the taste, and it would make her poo too loose, so we'd stop. The doctor told us to keep increasing and decreasing the dose as needed.

When she started school, things got worse. She would withhold her poo for days to the point where it became very painful. She was bloated and suffered stomach pains.

"I discovered ERIC online and reached out to the Helpline. It was a lifeline to us."

An ERIC Helpline Advisor gave us information and practical advice on how to use Movicol in different ways. We also attended the ERIC parent webinars and were able to share these with school.

Finally, we felt listened to and like we had light at the end of the tunnel. It was a relief. We were finally able to understand what was going on, and could see a way forward.

Neveah still needs to take regular medication, but we are slowly reducing the doses. She sees paediatricians annually. Managing these bowel complications on a daily basis is normal for us now.

I literally want to cry at the thought of everything Neveah went through and where we might be today if it wasn't for the ongoing support ERIC gives. ERIC gave us the resources to educate not only ourselves, but also Neveah and those who support her at school too.

We now donate monthly to ERIC in the hopes that other families will be able to benefit, and so that other children like Neveah can continue to access that lifesaving support.



Understanding Our Reach

ERIC continues to be a thought leader in children's health. As well as offering practical support for families, we're continually campaigning and advocating for children and young people.

Over the past 35 years, ERIC has led the national conversation about children's bowel and bladder health - and we continue to do so. Through our hands-on work with families, research, and collaborative working, we're continually improving outcomes for children and young people.

What the professionals said

This year we've trained 3,501 healthcare professionals and 2,846 early years practitioners.

Here's what early years practitioners said about ERIC online training:

91% of people said the training has altered their views on potty training

97% said they feel more confident talking to parents and carers about potty training

96% said they feel more confident in supporting children with potty training

95% said it's important for early years professionals to guide families through the potty training process with a further 5% saying it was reasonably important

100% said it is important to establish good bladder and bowel health before potty training

Here's what healthcare professionals said about ERIC webinar training:

99% rated the healthcare professionals training excellent or good

99% said they learnt something new

99% would recommend the training

Children's Continence Nurse

Norfolk Community Health and Care NHS Trust

"Training with ERIC has given me more confidence supporting children with additional needs to reach their toileting potential in the most appropriate way for them".

Helen Kelly, Child Health Development Officer

HSE Southwest (Ireland)

"The ERIC courses have been invaluable to the team and have given our staff the confidence to offer toilet training workshops to families (for infants of all abilities from six months of age). The professionalism and the knowledge of the speakers / trainers is world class!"



Jodie Gosling MP

Chair of the APPG for bladder and bowel continence care

"ERIC has been instrumental in bringing paediatric continence to the forefront of the conversation. Through their work with the APPG for Bladder and Bowel Continence Care, ERIC have ensured children's continence is one of the group's priorities.

ERIC hosted a roundtable in Parliament during World Continence Week 2025, bringing together clinicians, early education settings, local authorities and charities to convene on toilet training guidance, tackling an issue recognised across schools and families with a huge impact.

I value ERIC's contributions to this field, creating a space for parents and practitioners in a world where we see bladder and bowel care stigmatised too often. Through their collaboration with the APPG and other partnerships, they are affecting real change for children and families."



Lewis Moody MBE

Former England Rugby Captain and ERIC supporter

"ERIC does vital work with young people living with conditions that people find it hard to speak about. I struggled with ulcerative colitis when I was younger and I was really nervous telling anyone to the point that I didn't, which created far more stress for me and amplified the symptoms of my colitis. That's why I support ERIC and encourage anyone who might be struggling to seek help."



Gill Jones MBE

Group Chief Quality Officer and Safeguarding Lead, Busy Bees Day Nurseries

"ERIC is bravely raising awareness about the importance of bowel and bladder health in young children. It is vital that we all get behind ERIC's efforts to support parents and carers to get their children off to a great start – there is too much old misinformation around this topic that is potentially very damaging. Children's bladder and bowel health is far too important to be left to chance!"



Mollie Pearce

TV star, stoma awareness campaigner, and ERIC supporter

"When I was 18 I was fitted with a stoma. I've learned to live with my condition. It doesn't stop me living my life and I'm able to talk about it now. But there are so many young people suffering in silence, feeling scared and alone. That's why ERIC exists. They offer a listening ear, advice and support to families struggling with bowel and bladder issues. They need our support to keep being there for young people who have nowhere else to turn."



Alex Leach

Deputy Director of Programmes, Health Innovation West of England

"Collaborating with ERIC on the Voices for Change report was an incredibly rewarding experience for Health Innovation West of England. ERIC proved to be the perfect partner, combining deep expertise with a unique ability to empower their Young Champions to lead meaningful, national research.

"By capturing the insights of over a thousand young people, ERIC provided us with the direct evidence needed to stimulate innovation and advocate for essential policy changes in schools and healthcare.

"ERIC's work is fundamental to children's health, as they tackle the stigma and silence that often surround bowel and bladder conditions. Their dedication to ensuring every child can live a healthy, dignified life is inspiring, and their role in identifying new ways of working is vital for improving outcomes across the country. We value their partnership immensely as we work together toward transformational change in children's continence care."

ERIC in the media

We've been featured 47 times in the media this year, including in:

BBC Breakfast
CBBC Newsround
Royal College of Nursing Journal

This Morning
Loose Women
Radio 4

The Guardian
Netmums
Nursery World



Collaborations

We're committed to working with others in children's health, education and social care to improve outcomes for children. Here are just a few we've collaborated with recently.

- **Best Start in Life Coalition:** led by Kindred Squared and ERIC, this group provided expert resources for potty training, leading to updated Department of Education guidance. The coalition released the new Starting Reception guidance, which will be used in schools across the country.
- **The Child Health Workforce Alliance:** we've joined a coalition of 25 organisations to advocate for greater focus on child health and help achieve the government's ambition to create the healthiest generation of children ever.
- **APPG for bladder and bowel continence care:** ERIC joined Jodie Gosling MP and a cross-party committee of MPs and stakeholders in health and social care to raise awareness of bowel and bladder health and offer strategic guidance for improving services.
- **Children and Young People's Health Policy Influencing Group (HPIG):** ERIC is one of over 60 organisations advocating for babies, children and young people to be prioritised in the government's Ten Year Health Plan.
- **Institute of Health Visiting:** co-creation of the new potty training guidance for families, iHV Parent Tip.
- **University of Kent:** co-production of a workshop and downloadable resources for secondary schools on bowel and bladder health, the history of incontinence and where the shame and stigma came from.
- **Bristol City Council/Bristol Family Hubs:** co-creation of resources to support early years practitioners and families with potty training and upcoming animation for SEND children.
- **Kindred Squared:** supporting the development of the Starting Reception definition and promoting advice to help get children ready for starting school. In addition ERIC was fundamental in providing clear consistent and evidence based guidance for the Potty Training Guide which has been issued nationally.
- **Cumberland Council:** supporting Family Hubs work on toilet training and training for early years practitioners.
- **The Cornwall Constipation Project:** supporting local healthcare teams treating children with constipation.
- **Isle of Wight:** supporting Families with improving bowel and bladder health in pre-school children.





Councillor Christine Townsend

Chair of the Children and Young People Committee, Bristol City Council

"Bristol Family Hubs and ERIC have collaborated on animations for parents and carers that offer practical support for potty and toilet training. By sharing it through our Family Hubs and partner networks across the country, we are promoting good bowel and bladder health from the earliest years and making support easier to find. We are grateful to ERIC for their commitment, and we look forward to the film planned in 2026 for children with additional needs."



Felicity Gillespie

Chief Executive, Kindred Squared

"ERIC has been instrumental in shaping both the Starting Reception programme and the Potty Training Guide. They contribute years of nationally recognised clinical expertise in children's bowel and bladder health, ensuring that the work of this sector collaboration is grounded in robust evidence and practical, real-world insight."

Through Starting Reception, ERIC contributed to strengthening the focus on healthy routines and physical development as core elements of school readiness. Their input helped ensure that continence is recognised not as a peripheral issue, but as fundamental to children's independence, confidence, and ability to engage fully in the classroom.

Their expertise has been particularly impactful in the development of the Potty Training Guide, where ERIC worked alongside us and other early years partners to provide clear, consistent, and evidence-based guidance for families. The guide draws directly on ERIC's clinical knowledge, including advice on when to start toilet training and how to support children effectively, helping to tackle the growing number of children starting school without being toilet trained.

ERIC's expertise gives families the confidence and tools they need to support their child's development from birth, to readiness for school and beyond."



Katie Clarke

Strategic Lead: Early Years and Start for Life Transformation, Cumberland Council

"Cumberland Council are very pleased to have had the opportunity to work closely with ERIC over the past 18 months. We see ERIC as the go-to organisation for evidence-based advice that is engaging and accessible for families."







We reached out to ERIC initially in order to seek advice on a local campaign that we wanted to run in order to build family confidence in supporting their child's early toileting skills. The team were fully receptive and encouraged us to use their excellent online and downloadable resources as part of this project.

We were delighted when the team asked if they could come to Cumberland as we launched our Family Hubs in April 2025, and to combine this with their national launch of the 'All Aboard The Toilet Train'. The Poo and Wee mascots were a big draw at our Family Hub fund days and also through social media - we find that families still talk about them now. The ERIC team helped us to see how normalising conversations about early toilet training is beneficial for families, and we are now more consistent in the advice that we give as well as in our signposting for those that need further support.

We are now encouraging our Early Years sector partners to access the online training and are regularly found out and about at family events and even in supermarkets sharing ERIC resources and encouraging families to start their child's toileting journey in a positive way from babyhood."

Research

ERIC remains at the forefront of pioneering research into children’s bowel and bladder health, thanks to some key academic partnerships. Here are a few ongoing projects we’re involved in.

Research title	Partner	Aim	ERIC’s role
IBD & Me	Liverpool John Moores University 	Study exploring the everyday school lives in children with IBD, or bowel conditions which cause urgency and frequency of bowel movements	ERIC’s Young Champions helped with methodology. We also supported the recruitment of participants via social media
REOLUT: Rare early onset lower urinary tract disorders	University of Manchester  The University of Manchester	Study 1 – rare disease gene analysis Study 2 – single cell transcriptomic analysis in normal bladder tissue and in BEEC	Virtual discussion forums to be co-facilitated by ERIC and Vocal to explore the attitudes of parents and families to rare bladder disorders. ERIC to attend the stakeholder group twice a year and highlight areas on research focus highlighted by patients, charities, third sector groups and commissioners
Buzzers for Bedwetters: Incontinence and the urinary body in Britain, 1870-1970	University of Kent 	To uncover how the incontinent body acquired its modern stigmatised status and how that stigmatisation was experienced	Myth busting work in partnership to create video content, workshop information and downloadable content for schools
MAGIC3	Nottingham University  UK CHINA MALAYSIA	Developing a new method of measuring gut transit time for children, young people and adults with constipation	Dissemination of MAGIC3’s PPIE events, recruitment to PPIE advisory group, sharing findings
School toilets project	University of Bristol, University of York and Healthy B’s  Est. 1841 YORK ST JOHN UNIVERSITY 	A research project looking at school toilet provision and staff’s awareness of bladder and bowel issues faced by children in schools	ERIC approached University of Bristol as a response to the recognised need for education and support for school staff in this area. A working group has been formed and work has begun on a funding proposal



Dr Carol Joinson

Deputy Director - Centre for Academic Child Health, University of Bristol

“I’ve collaborated with ERIC since 2004 on research that has improved the evidence base for paediatric continence problems. I’m so grateful for their support in translating our research findings into meaningful resources for clinicians, teachers, parents/carers, and children and young people affected by bladder and bowel problems. I am excited about our current plans for research that is aimed at improving the school toilet environment in primary and secondary schools.”

Partnerships

Collaborating with like-minded organisations has enabled ERIC to broaden our revenue streams and reach more families and professionals than ever before.

- **Corporate partnerships** with Essity, Malem, Clinisupplies, Ferring, Ontex, Pjama
- **Legal panel** comprising Slater & Gordon and Irwin Mitchell, enabling families we support to access expert legal guidance
- **Training partnerships** with the Institute of Health Visiting, several NHS Trusts across the country, and SEND groups offering expert training and support for professionals, as well as with the Local Government Association and several Local Authorities across the country
- **Logistics partnership:** We partnered with QSL to improve our Shop



Alison Morton OBE

CEO of Institute of Health Visiting

"I am proud of our partnership with ERIC, whose highly skilled and dedicated team are widely recognised for their world-leading expertise in children's bladder and bowel health. Our organisations have come together around a shared ambition to ensure that all children receive the support they need around toileting, and we are proud of the work we have achieved together. By working together, we have been able to deliver high-quality Insights webinars and develop our iHV Parent Tips on bladder and bowel issues, ensuring health visitors and their teams have access to clear, practical, evidence-based guidance. Their specialist knowledge also underpins the exceptional toilet training support that health visitors and parents rely on. This expert collaboration has strengthened the resources available to our workforce and given health visitors the confidence to provide timely, sensitive, and effective help to families. ERIC's professionalism, generosity of expertise, and unwavering commitment to raising the profile of bladder and bowel issues in early childhood and improving children's health continue to make a real and lasting difference, and we deeply value our ongoing partnership."



Johan Bergenholtz

CEO of Pjama

"Entering into partnership with ERIC is a big step for us. They share our values - providing evidence-based, safe solutions for children and families. Through this partnership we can reach more children in the UK who truly need help."



Sharon Williams

Medical Negligence Partner at Irwin Mitchell

"We're very proud to work alongside ERIC to support children and their families. Every family deserves access to legal support that meets their child's needs. If your child lives with a disability or has suffered from a serious injury or illness, the emotional and physical impact can be life changing."



Ben Gent

Head of clinical negligence at Slater and Gordon

"Bowel and bladder problems in children are more widespread than many of us imagine, and can be difficult issues to address and for parents to seek support with. Often, they do not know where to turn, which is why the work of ERIC is so invaluable. We are so pleased to be able to partner with this brilliant charity and to increase the support available to the families they work with. As a law firm committed to empowering people to know their rights and advocate for themselves, through our partnership with ERIC, we will be giving families the tools to do that."

Charitable Trusts and Foundations

Philanthropic support makes such a difference to ERIC's help for families across the UK who are caring for children and young people with bowel and bladder conditions or disabilities through trusted information, advice and emotional support.

We are very grateful to the charitable trusts and foundations that supported ERIC's work in 2025/26, including:

Alice Ellen Cooper Dean Charitable Foundation
 Annett Trust
 Barcapel Foundation
 Bartle Family Charitable Trust
 Battens Charitable Trust
 Blackwood Engineering Trust
 Card Factory Foundation
 Christopher Laing Foundation
 Constance Travis Charitable Trust
 Cruden Foundation
 D'Oyly Carte Charitable Trust
 Dame Violet Wills Will Trust
 Edgar E Lawley Foundation
 Eveson Trust
 G C Gibson Charitable Trust
 Genia Marzec Trust Fund - Helping Hand to Children
 Help for Health
 John Horniman's Children's Trust
 Joicey Trust
 Lillie Johnson Charitable Trust
 Liz and Terry Bramall Foundation
 Marsh Charitable Trust
 Masonic Charitable Foundation
 Postcode Community Trust, made possible thanks to players of People's Postcode Lottery
 Souter Charitable Trust
 Spielman Place Foundation
 Stafford Trust
 Stockwell/Cliffe Charitable Trust
 UKH Foundation
 Vandervell Foundation
 Wain Foundation
 Webb Family Charitable Trust



As we celebrate 35 years of ERIC's support for children and young people with continence conditions and their families, we would also like to thank other Charitable Trusts and Foundations that have provided generous support across ERIC's history:

Anton Jurgens Charitable Trust
 Basil Samuel Charitable Trust
 BBC Children in Need
 Brook Trust
 Clothworkers' Foundation
 Edward Gostling Foundation
 Garfield Weston Foundation
 GSK Impact Award
 Henry Smith Charity
 James Tudor Foundation
 John Ellerman Foundation

John James Bristol Foundation
 Leathersellers' Company Charitable Fund
 Lloyds Bank Foundation for England and Wales
 National Lottery Community Fund
 Roddick Foundation
 Sandra Charitable Trust
 Sobell Foundation
 Sylvia Adams Charitable Trust
 Taylor Family Foundation
 Vassiliou Charitable Trusts



A Short History of ERIC



1987

The Children's Society employed Penny Dobson, a trained nurse and social worker, to set up an organisation to support families of children who wet the bed. The Enuresis Resource & Information Centre was the original name of the charity, its acronym ERIC is used to this day.

1989

ERIC's first national conference was opened at the Barbican in London by Virginia Bottomley MP, Minister for Health, which was the beginning of a series of successful national and international conferences which continue today.

1991

ERIC achieved independent charity status. It soon attracted several high profile patrons and supporters including Lady Berkeley, the Duchess of Beaufort, Dr Miriam Stoppard OBE and the author Fay Weldon CBE.

1990s

The charity was renamed ERIC - Education & Resources for Improving Childhood Continence, to reflect the broader range of bladder and bowel conditions the charity was addressing.



1999

ERIC received sponsorship from Procter & Gamble of £100,000 a year for three years, enabling the charity to expand its services and achieve financial stability. Continued support from Procter & Gamble and other high profile corporate partners have been invaluable to ERIC's development.

2000 - 2004

ERIC developed campaigns to improve water and toilet provision in schools including Water Is Cool In School.



This resulted in the installation of mains-linked water coolers in all schools in Wales and Scotland and eventually in England (access to water for pupils was previously via taps in the toilet areas).

ERIC also achieved a seat on the Building Schools for the Future programme and was able to influence the design of more pupil-friendly toilet areas, as well as specific guidance within the School Premises Regulations for England and Wales.

2003

ERIC partnered with several other organisations to initiate the Paediatric Continence Forum (PCF) to improve government awareness of the needs of children with bowel and bladder issues.

This resulted in a Westminster Hall debate in 2004, direct work with the All Party Parliamentary Group (APPG) for Bladder and Bowel Continence Care and the publication of the Minimum Standards for Continence Services (2014), which are regularly updated and used to this day.



2007

ERIC was Overall Winner of the Glaxo SmithKline IMPACT Award, a national award for small and medium-sized charities in the healthcare sector, which included a £30,000 prize.

ERIC won the Children's Category of the National Charity Awards.



2008

Dr Penny Dobson MBE retired. She became ERIC's Patron and remains an active ambassador for ERIC.

ERIC achieved Helplines Standard accreditation for the first time, which continues today.

2013

The first ERIC Nurse was appointed, working on a project to increase early intervention into childhood bowel and bladder problems, funded by the Department for Health - a major step forward for ERIC and the first time in many years that the charity had an in-house clinician.

2014

ERIC received Children In Need funding to support work with a group of ten young people who helped us amplify the voices of young people in our work, led sessions at the ERIC Conference, and collaborated with University of Bristol on its URApp research. This later led to the ERIC Young Champions project.

2016

ERIC's Children's Continence Pathway was launched in October 2016 at the charity's Paediatric Continence Care Conference in Birmingham. This interactive online tool, developed as part of the ERIC Nurse Project, was designed to guide health professionals through best practices for children's bowel and bladder assessment.

ERIC registered with the Fundraising Regulator.

ERIC won a Nursing Times Award for the ERIC Nurse Project work on early intervention.



2017

Following consultation with our service users, we looked at changing our name to better reflect the charity and what we do. The overwhelming response was that we are well known as ERIC. We decided to remain with the long held acronym of ERIC and added 'The Children's Bowel & Bladder Charity'.



2018

ERIC undertook research with the University of Bristol, creating a video about managing bowel and bladder issues in schools.

2020

ERIC, received a Nursing Times Award in 2020 for the best practice guidance document Managing Continence Issues at Nursery, School and College. The award recognised a partnership approach with co-authors Bladder and Bowel UK (BBUK) to providing guidance and practical support for children at school.

ERIC's Helpline and Training switched to fully remote for the first time in its history. The charity continues to operate most of its training and Helpline online and remotely.

2021

ERIC's first Young Champions were recruited, a group of 11-18 year olds with lived experience of bowel and bladder conditions, who helped shape the content and resources we offer for young people. In 2025 they launched our landmark Voices for Change Report detailing children's experiences of toileting at school.



2024

ERIC launched All Aboard The Toilet Train, a national campaign to address the problem of 1 in 4 children starting school not toilet trained. The campaign attracted national attention.



2025

Long-time CEO Juliette Rayner retired. Siân Wicks LLM RGN was appointed as CEO.

All Aboard The Toilet Train returned. Later, new national guidelines for potty training were issued as part of the Starting Reception initiative, and ERIC collaborated with the Institute of Health Visiting to update potty training guidance for health visitors.

ERIC joins the APPG for bowel and bladder health and hosts a Parliamentary Roundtable on reversing the trend of delayed potty training.



Today

ERIC, The Children's Bowel & Bladder Charity is the UK's leading charity supporting all children and young people with bowel and bladder health.





Cumberland Council
Youth Connect T...
and encourage
- child

Let's Go

C
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The Future

We look ahead with clear priorities for the development of our family services, our people, and our financial sustainability. We will continue to work to meet the increasing demand for support for children and families facing bowel and bladder issues.

We continue to be outward focused and agile, finding opportunities to raise awareness of the impact of bowel and bladder conditions on the health and wellbeing of children, young people and their families. It is vital that good bowel and bladder health from birth is recognised and included as a key milestone in childhood development, across public health, primary health, the early years sector, primary schools and with parents.

We're working hard to ensure the children's workforce across health, public health, early years and education have the skills and knowledge they need to assess, treat, manage and signpost families to appropriate support and intervention.

We're successfully diversifying our income streams to ensure that ERIC is financially sustainable and that we can always continue to deliver our vital services.

We strive to always improve. We want the support that we provide to be underpinned by continuous learning, development, innovation and improvement.

With your support, we can make a difference and improve outcomes for children. We look forward to achieving much more together.





We wouldn't be able to continue the vital work we do with families without supporters like you.

To learn how you can help strengthen our work - and enable us to support children and families long into the future - please visit eric.org.uk



Stay in touch

Want to keep in touch about our work and future events?

Sign up to our newsletter and other updates at eric.org.uk/sign-up-eric-newsletter



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