



The Vision
For Our Future
Moving Forward

Seashell

Welcome to Seashell

We believe Seashell is an extraordinary place for extraordinary people. Our students and residents have incredibly challenging needs and they and their families are some of the most inspiring people you can ever meet. We have an amazing team who provide assessment, education, care and support for children and young people from across the UK who come to Seashell.

Seashell helps children and young people with very complex needs, and their families, live their best lives.

We do not say this lightly, and it is a challenging undertaking.

We need the best team, the best facilities, the best campus and the best technologies to deliver everything we can for all of our students and residents. This takes commitment, funding and vision.

This vision of our future sets out our commitment to our children and young people, their families, our staff and the community, and provides a blueprint for our plans for the next one, two and five years as we strive to create a national centre of excellence. We will push forward some of the innovations we believe will help to transform the lives of children and young people with very complex needs.

We have already achieved so much, and the past ten years have seen the Seashell story continue to evolve. In 2015 we opened the Sir Norman Stoller Way, a community of 17 home-from-home, four bedroomed houses to offer residential care for our students and residents. We've launched the 'Transforming Lives' appeal to help fund the advances that will help support them and drive best practice in the special educational needs community. In 2020 we started work on a new school and campus which will see more than £50 million invested in new facilities here at Seashell.

We believe in delivering the best for our Seashell community and that doesn't stop at the gates of our Ofsted-outstanding school, specialist college and residential homes. It also includes our wider local

community and people from across the Northwest who come to use our excellent sports facilities. In the past year more than 6000 people benefitted from our services and fully inclusive facilities. This includes training and events to help support families of additional needs children and our award-winning Children's Able and Disabled Sports programme (CADS) which brings together disabled and non-disabled young people to try a range of sports. As a society we have a duty to care for our most vulnerable and give them the very best lives possible.

We continue to deliver education, health, care and support with compassion and creativity and as an organisation, we continue to innovate and place ourselves at the front of advances in the approaches to special needs provision. We are focused on helping our young people to play a significant role in their families and our communities and I am grateful for your continued support as we forge ahead to an even brighter future.

Jolanta McCall
Chief Executive
and Principal



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Seashell: An Extraordinary Place for Extraordinary People

Seashell helps children and young people with very complex needs, and their families, live their best lives.

It's a simple pledge but it takes an army of committed professionals, the best facilities and technology and a genuine understanding of the different needs of every student and resident and their family, to make it happen.

Seashell offers a holistic approach with Seashell Royal School Manchester, Seashell Royal College Manchester, our 17 home-from-home care houses and our sports and wellbeing offering. It allows our children and young people to access the full range of services they need, all on our one site in Cheadle Hulme, Stockport. We also offer support for families through events and remote support, training and consultancy to education settings to help improve their understanding and provision in special educational needs.

2020 saw us secure planning consent and start work on Seashell's new school and campus. Over the coming five years we will be transforming the facilities for our children and young people and the wider community with a £50 million investment.

Seashell has never just been about the students attending our school and college or education services or the young people staying in our residential care homes. It's about the whole extended family that cares for that individual and making a difference to all those connected lives. We strive to include them and the wider community in the whole life experience of our children and young people.

Our measures of success are achieved through many small advances that can make a world of difference to a person and their whole family. It can be learning to ask for a drink through signing that reduces frustration or upset or lessens anxiety and aids better communication and relationships with others. Seashell is about extraordinary people achieving extraordinary results.



To deliver the very best assessment, education, care and support we must have a strong set of values at the heart of everything we do.

They are:



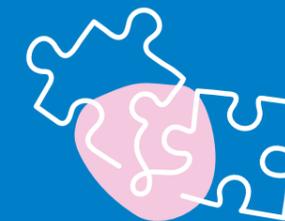
Integrity

Honesty, trust and commitment go to the heart of everything we do at Seashell. We pride ourselves on ethical working and strong leadership. We respect our children and young people, their families and our colleagues and we promise to do our very best, every day, to support the extraordinary people in our care.



Innovation

Our children and young people are exceptional, and we are constantly striving for pioneering new approaches, research and advances in both technology and different ways of caring, communicating and educating. We believe that amazing people deserve amazing support.



Involvement

We pride ourselves on developing strong partnerships with our children, young people and families to provide the very best support and life outcomes. By working together and harnessing the best care and support, technology and knowledge we can help people live their very best lives.

Project Transformation

Seashell’s Project Transformation is an exciting plan to develop a new school and campus that will provide the facilities that our students and residents need now, and for the future.

Some of our existing buildings date back to the 1950s and are tired and unfit for the needs of today’s students and residents. Over the past decade we have worked hard to start to improve the site with 17 new residential homes and a new, all-weather sports pitch but more needs to be done. In 2020, after a period of detailed consultation and an application to Stockport Council and the planning inspectorate, Seashell was granted consent for the development of the new school and campus.

This ambitious project, which is one of the largest of its kind in the UK, includes the construction of a new Seashell Royal School Manchester with integrated swimming, hydrotherapy and refectory facilities. Seashell Royal College Manchester will also see major improvements to boost capacity and the quality of the buildings, and there will be improved and extended training, sports, leisure, community engagement and recreational facilities. We will also add new family assessment centres and a new cycle track.

It’s an aspirational plan which is expected to take more than five years to complete and will cost over £50 million to build. Some of that money is coming from the sale of surplus land but much still needs to be raised through fundraising activities, donations and sponsorship from individual donors, businesses and the community.

Over the coming months you will see the fundraising activity gather pace as the project starts to take shape. The plan is for building work to start in 2021 and the project has been carefully phased to have as little impact on the children, young people and staff at Seashell as possible. The opening of the different elements of the new campus will be staged over the coming five years and we expect students to start to benefit from the project very soon.

The work will be carried out in a series of phases over the following timeframes:

Development of new all-weather sports pitch	Delivered in 2018/19
New Royal School Manchester and shared facilities building	Expected Autumn 2022
New site entrance and reception building	Expected Autumn 2022
New four-court sports hall, gym and pavilion	Expected Autumn 2023
Redevelopment of Royal College Manchester	Expected Winter 2024
New training, community engagement and administration facilities	Expected Spring 2026
Assessment and early intervention services facilities	Expected Spring 2027



The New Campus

The new campus has been carefully designed from first principles. A key consideration has been to ensure the safety of students and residents whilst they access the facilities and the campus design includes a clear zoning strategy with the creation of distinctive education, residential, sport/ community and administration/training areas.

The new campus will include a new, modern Seashell Royal School Manchester, incorporating swimming, hydrotherapy and refectory facilities to be shared with Seashell Royal College Manchester.

Also included within the plans is a new single storey reception building and the entrance to Seashell will be widened and improved to make it easier to get in and out of the site and to make the campus more welcoming.

There will be a new cycle track and single storey, four-court sports hall, fully accessible gym, changing rooms and sports pavilion overlooking the recently installed all-weather sports pitch.

Seashell Royal College Manchester will be extended and refurbished.

The plans also include either options to extend, remodel, and refurbish parts of the current school building, or construct a new building on the same site,

to co-locate all the Trust’s administration, training, conference, and community facilities.

There will be two family assessment units built on the site where children and young people can be assessed and supported in a home-from-home environment by professionals from a wide range of disciplines.

Parking and access on the site will be improved with the creation of a new car park for up to 300 cars and new drop-off area for up to 47 cars and 10 minibuses to serve the school and college buildings. There will be further parking provision for staff and visitors to the sports facilities on the site. The main north-south drive will be rerouted to provide permanent parking for up to eight minibuses owned by the Trust.

Overall, the redevelopment of the site will allow the Trust to continue to deliver its current high standards of education, care and assessment but also extend its reach and provide that support into the future.

What Matters: Our Strategic Priorities

At Seashell we have a simple pledge: Seashell helps children and young people with very complex needs, and their families, live their best lives.

It's a promise we make to our whole community and it takes a host of dedicated and talented individuals to pull together to make that happen. That guiding principle, that vision, that mission, must be underpinned by a clear understanding of what it takes to deliver that vital education, care and support.

By clearly defining our strategic priorities we can make sure that everything we do helps us achieve that overall goal. Our strategic priorities shape our plans. We know it's important to deliver the very best education, care and support today, but we also need to plan for the medium term and long-term future.

Our Priorities are:

1. Seashell helps children and young people with the most profound and complex needs, and their families, to live their best lives and be happy and valued members of their communities.

We place safeguarding at the heart of everything we do, and we are constantly looking for innovative and imaginative ways to help our children and young people achieve better outcomes through initiatives like our mood barometer or active support programme. We are building a new school and developing the campus to provide excellent facilities to support our incredible teams. We empower our staff to deliver the curriculum and we take part in special advisory commissions to make sure we are championing best practice.

2. We provide high-quality, coordinated, and seamless specialist education, care, communication skills, therapy and early intervention services for students from across the UK.

We are focussed on maintaining our 'Outstanding' Ofsted rating for school and college and care services which are currently 'Good'. We are planning to deliver short term placements and short term intensive intervention placements and establish Seashell Community Health Services. Longer term we want to build a track record for increased independence and short term placements for our young people.

3. We are an employer of choice, engage with and value our team and forge strong links with partners and sector leaders to develop the range of specialist services, provision, training and training facilities offered by Seashell.

We are continually striving to improve our culture and communications and are launching a new values and behaviours framework to allow all of our team to engage with our core values and support each other. We want staff to value their employment and rate Seashell highly in their staff engagement surveys and long term we want to achieve and be recognised as one of the top charity employers.

4. We strive to establish Seashell as a regional, national and international centre of excellence for children and young people with very special educational needs.

Innovation plays a vital role at Seashell and we are working hard to ensure we are at the forefront of best practice and fresh initiatives that will benefit our community. We are advancing our outreach services programme and family assessment centre and continue to be involved in national special advisory boards. Longer term we are working towards a holistic assessment centre.

5. Seashell places inclusive wellbeing, sport and recreation at the heart of our work, with a regional and national centre for student and community use.

Our sports and wellbeing offer is vital to the work we do here at Seashell and also to the community. Our sports facilities are used by local people, both able bodied and disabled and help to build those bridges between Seashell and the wider community. Our long-term plans are to become a national centre of excellence for inclusive sports and Project Transformation will continue to see our facilities improved for everyone who uses them.

6. We underpin the work of the Trust with robust financial practices, safeguarding of our children and young people, good governance and a supportive approach to our colleagues.

For Seashell to thrive we need a strong financial backbone, excellent safeguarding and governance, and a team approach to delivering our vital work. As we start work on Project Transformation these standards become even more important and our budget management, risk management and good practice are remaining at the heart of everything we do.

Our Services

Seashell Royal School Manchester

Royal School Manchester is a non-maintained special school providing high quality education for day and residential students aged between two and 19 years of age.

Our students come to us from both the Greater Manchester area and from across the UK and have profound and complex learning and communication difficulties. Each child is different with different needs, so our approach is to tailor our education and curriculum to support the individual.

Success is measured in communication for life, independence skills and enjoyment measured through mood barometers and individual achievement goals.

Therapy is a vital part of school life and students have a specially designed timetable to help support their overall development. We harness the best technology to support our students in communication, mobility and learning.

Seashell Royal College Manchester

Seashell College is an independent, specialist further education college providing unique and tailored education for students aged between 19 and 25.

A number of students come from the school at Seashell and many students join us from other schools, locally, regionally and nationally. We understand that our young people need support to transition from school years and to develop into adults with as much independence and enjoyment as they can achieve.

Some of our students go on to secure jobs and our inspiring courses focus on personal and social development. Communication skills and participation are maximised through specialised, individual learning programmes, smart technology and embedded therapeutic support. Improving communication skills through specialised, individual learning, the use of smart technology and combining education with therapy.

College is a place where our students are encouraged to blossom into adults living their best lives.



Seashell Residential Care

We have 17 homes, ten of which house young adults (CQC registered) and a further seven are children's homes (Ofsted registered), where we can provide 24-hour care, weekly and termly boarding, as well as comprehensive 52-week placements for individuals aged 3-25 years, with individual packages of short-break services. We have a parent accommodation facility where parents and siblings can stay so that family contact is maintained and there is staff support to ensure the family can enjoy quality time together.

Seashell Sport and Wellbeing

Our sports development team form an important part of Seashell offering a wide range of sport, health and leisure activities for our students, staff and the wider community.

Our award-winning Seashell Children's Able and Disabled Sports (CADS) programme provides inclusive weekly sports clubs and holiday activities throughout the year and is a vital link between Seashell and the wider community.

We also have Seashell Swim available for able and disabled children and adults. Our onsite fitness suite is accredited by the Inclusive Fitness Initiative so it can be used by people with and without a disability. We also have a range of accessible and affordable sports facilities for everyone to use including our new, all-weather artificial sports pitch.

Support Services

Seashell employs more than 500 people and the vital support services help to run the charity and the facilities at the site in Cheadle Hulme.

These services include administration, facilities management, finance, fundraising, health and safety, human resources and information technology.

Specialist Support

The team of expert therapists at Seashell Trust work alongside both education and residential care staff to provide strategies, targets and individual programmes to enable students to access learning opportunities across all settings. This really is a key point of difference with therapy and education working in partnership to achieve the best results for students and residents.

Seashell Outreach Services

Seashell provides a range of specialist outreach services to the local community but also to children and young people and their families in the wider region and across the UK. This includes specialist support to schools, colleges and other settings, making them more responsive to the needs of children and young people with special education needs.

We deliver whole school or college improvement strategies, training courses for teachers and teaching assistants.

Seashell also provides outreach therapeutic sessions including speech and language therapy, occupational therapy, physiotherapy, assistive technologists, habilitation officers and audiology services.

Volunteering at Seashell

Seashell has a host of dedicated volunteers who help us to support our children and young people allowing them to develop and progress. People can volunteer as individuals or through the organisations they work for and help with everything from keeping our grounds looking pristine to distributing collection boxes or supporting the CADS programme of inclusive sports.

Fundraising

Seashell is a registered charity and we rely on fundraising to help us to be able to deliver the important services to our children and young people and to pay for the equipment and facilities that our students and residents need to help them live full lives.

Our incredible fundraising team stage a series of events every year including the ever popular Strictly Seashell, our Seashell Sportive cycling event and the Seashell Golf Day. Our supporters take part in some amazing activities from climbing Kilimanjaro to cycling hundreds of miles to help raise funds and we are proud to be supported by some generous individual donors and businesses. This is especially important now as we embark on the new school and campus development and our Transforming Lives appeal is at the heart of that project. If you would like to find out more about fundraising or donating to Seashell please do visit our website.



Working at Seashell

Seashell is dedicated to providing a creative, happy and secure environment for children and young people with complex needs and communications challenges, and our amazing team is the backbone of the Trust and its work.

It's an incredibly rewarding career and there are lots of different options for people who want to become part of the Seashell story.

Seashell has Seashell Royal School Manchester, Seashell Royal College Manchester, Seashell residential care offering 17 home-from-home, four bedroomed homes for our children and young people, Outreach services, Seashell sports and wellbeing and a wide range of support services including administration, facilities management, finance, fundraising, health and safety, human resources, information technology. There are also roles as trustees and governors within the Trust.

We also have a wide range of volunteering opportunities available for individuals and companies. For more information about current opportunities and working or volunteering at Seashell please visit www.seashelltrust.org.uk

Our stories

Lynsey is a speech and language therapist at Seashell. She first joined as a volunteer having worked as a professional musician with the Halle Orchestra and then completed a speech and language therapy course at Manchester Metropolitan University.

She quickly realised that her musical skills could be applied to speech and language therapy and when she met Seashell staff at the Autism Show in Manchester she decided to apply to volunteer. She loved the Seashell family and so when a position became available for a speech and language therapist, she jumped at the chance.

She now supports Seashell's children and young people using her skills from her 20-year long musical career and her speech and language therapy skills and qualification.

She explained: "I knew from volunteering that Seashell was a well-regarded centre of excellent practice and I would learn so much – I really felt at home in the team and I love the way that the therapy is embedded across the curriculum and in the school, college and residences."



Lynsey Marsh



Max

Max is a former Royal College Manchester student who has now successfully moved into supported living.

Max is a sociable, motivated young man with complex needs and was often reliant on his wheelchair when he joined Seashell. As well as attending college Max lived in one of the Seashell homes on site with three young people who have similar learning disabilities and they soon became good friends.

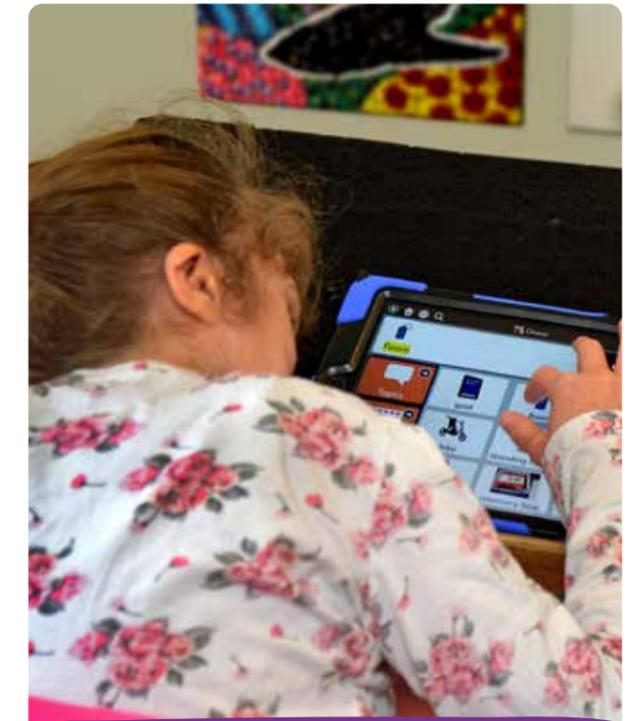
Max received comprehensive and tailored support to prepare for a future where he will be supported to live as independently as possible. Seashell's specialist staff ensured a consistent approach was taken in college, in the home and with his family which focused Max on developing his communication, independence and life skills.

He is now enjoying his life in supported living and taking part in daily tasks such as helping with the laundry and making his own breakfast.

19-year-old Ava who has attended Seashell school and college. She has severe hearing loss, is blind in one eye and has limited vision in the other. Ava has physical, communication and learning difficulties and is fed through a tube in her stomach.

When she started at Seashell Ava was unable to stand or walk. She would hold lots of toys in her hands limiting her ability to use touch to explore and develop. She would often hide behind her hair, living in a world of her own.

A specialist multi-disciplinary team came together to plan and deliver an intensive programme of education and care for Ava. The change has been remarkable, and she is noticeably more independent and content. She can now communicate through pictures and technology and has regular video calls with her family. She can walk without support and use the stairs; she rides a bike to school every day and she loves to go horse-riding. With Seashell's support Ava enjoys opportunities to grow and explore, making her experiences more fulfilling.



Ava

Fiona is a 22-year-old who uses a wide range of Seashell facilities and services to help manage her condition and support her development.

She has cerebral palsy affecting all four limbs with stiffness, reduced range of movement and reduced functional movements in her arms and legs. She has a curvature of the spine and her hips do not sit properly in their sockets which means life can be painful.

She has physiotherapy and hydrotherapy, supported by two specialists in Seashell's own hydrotherapy pool. They are an important therapy for Fiona. She also enjoys rebound therapy – a rhythmical bouncing that helps to build strength and improve her physical independence.

Fiona struggles to clear her secretions and can often feel panicked and uncomfortable. All professionals are working together to help to alleviate the symptoms and clear secretions.

A new sleep system for home and her Seashell home will help manage any issues in the night.

The Covid-19 crisis was a particularly challenging time for Fiona and her family. She was assessed as high risk and so stayed at home. Visits from the support team were reduced and the family supported with phone calls and video calls. Fiona was struggling and so two of the team were reassigned to get her therapy back on track.

Fiona started to show reduced pain and stiffness and improved overall happiness and wellbeing. As shielding restrictions were reduced, she has been able to come back to Seashell where she continues to make progress.



Fiona



**We love to hear from
you here at Seashell.
Please do get in touch**

Call us on 0161 610 0100

Email us at info@seashelltrust.org.uk

Visit our website www.seashelltrust.org.uk

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