

Our Impact

2018/19



 **Seashell
Trust**
Communication for Life



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The names of some of the children and young people in this report have been changed to protect their identity.

Welcome

Welcome to Seashell Trust's first impact report, an opportunity to tell you about all that we've achieved during the 2018/19 academic year and what we are looking to accomplish in the years to come.

This impact report shows the huge positive difference that our amazing staff, supporters and volunteers make to the lives of children with very complex needs. We explain how with Seashell's specialist support, our young people develop, progress and thrive, often achieving things their families had never expected.

Seashell Trust provides education and care through our Ofsted outstanding school and specialist college. We build communication, independence and life skills and prepare young people for a future where they are valued and valuable members of the community.

Seashell's impact is felt across our community and in 2018/19 more than 6000 people benefited from our services and fully inclusive facilities. These include training and events to help families support their child with special needs and our award-winning CADS programme which brings together disabled and non-disabled young people together to try a range of sports.

This report provides just a glimpse of the many lives changed by the organisation. Our successes are grouped within the context of our strategic priorities for 2010-2020.

We would like to thank everyone who has contributed to our achievements in 2018/19. Your support makes all the difference to our children, young people and their families.

Jolanta McCall
Chief Executive
and Principal

Dr Robina Shah MBE
Chair



Our Story

Our charity began in 1823 when Seashell was founded and the opening of a school for deaf children in Salford followed two years later.

Within a few years demand had grown and a purpose-built school was built in Old Trafford, which later moved to Cheadle Hulme. Increasing numbers of deaf children with additional needs that could not be met elsewhere joined our school, with many living on site.

In 2008, we became 'Seashell Trust' – the conch shell being the shape of the cochlear in the inner ear and led Royal School Manchester and Royal College Manchester. Today Seashell provides education and care for young people with complex needs including profound autism and multi-sensory impairment.

Developing our young people's life skills with a focus on communication is at the heart of Seashell's work. We believe that everyone deserves to be able to communicate, no matter what their disability. It's only when we are able to express ourselves, understand other people and participate in making decisions that we are able to live truly safe, happy and fulfilling lives.

What we do

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

Specialist education

- Ofsted Outstanding Royal School Manchester for children and young people aged 2 and 19 years
- Specialist Royal College Manchester for young people aged 19 to 25 years

Residential care

- A community of newly built homes for children and young people at our school and college who require this support
- A specialist short breaks service open to those with complex needs aged between 3 and 25 years

Inclusive sport, wellbeing and recreation for our students and the wider community

- Opportunities for disabled and non-disabled young people to participate in sports and leisure activities together as part of our Children's Able and Disabled Sports (CADS)
- Fully inclusive facilities including a new all-weather 3G football pitch, swimming pool and fitness suite

Support for families

- Help, support and advice for families of students throughout their journey with Seashell
- A range of support for families of children with special educational needs and disabilities (SEND) in the wider community, including a programme of training and events

Support for organisations

- Training, consultancy and advice to support nurseries, schools, colleges and other settings to become more inclusive of children with SEND.

Our Impact in 2018/19

In total, more than **6000** people benefited from our services in 2018/19. We provided:



Education and care

to over **100** children and young people with some of the most complex needs in the country



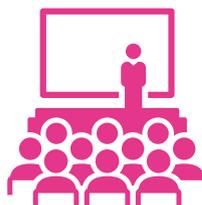
Fully inclusive sports activities

and facilities accessed by **3,950** children, young people and adults



Information, advice and training

to **almost 300** families across the community to help them support their child with special educational needs and disabilities (SEND)



Training and support

to **over 40** organisations and **more than 300** professionals to enable them to become more supportive and inclusive of children and young people with SEND

Seashell achieved an estimated social impact of **£420,733¹** for every child at Seashell. By significantly improving life outcomes for our young people and their families, we reduce the costs of their health and social care in the long term.

¹Seashell Trust Social Impact Report – the Trust commissioned an independent assessment of the impact and value of the education and care services that it provides, in order to raise the profile of the services that it delivers and their effectiveness in meeting the acute needs of its students, users and their families

“It was an enormous step to make such a big move to an entirely different part of the country but it was a brilliant decision and we have absolutely no regrets...Without a doubt, the key to Elliot’s happiness and his successes at the school has been down to the care, skills, commitment and expertise of everyone there.”

Elliot’s mum, Angela

“Brilliant staff, including Anne Gough, have worked with our daughter – too many to name individually but all great in their own way. She appears to be more aware of her surroundings and her interaction with people is vastly improved.”

Sofia’s dad, John

‘We thought that my daughter would never move, see or communicate, but today she can make jewellery using her hands and face to thread beads’

Evie’s dad, Paul



Our Key Highlights 2018/19

Events

10th anniversary as Seashell Trust. 2018 marked the tenth anniversary of the charity being reconstituted as Seashell Trust.

Reception at the House of Commons hosted by MP for Cheadle, Mary Robinson. We shared the findings of an independent report on the impact and value of our education and care services. We were joined by the Minister for Children and Families, Nadhim Zahawi MP who spoke to invited guests including Members of Parliament, families of our children and young people and professional colleagues from across the UK.

Host of the Natspec Games. We hosted the ninth year of our annual college sports day for disabled students. This year saw 185 students take part from 16 specialist colleges across the North West.

Annual fundraising event, Strictly Seashell raises a record-breaking £135,000.

Host of the Natspec Student Voice Parliament. The theme of the meeting was 'It's ok to be different, be yourself'. The day was an opportunity for learners to explore ideas and get creative.

New CEO and Principal, Jolanta McCall, joins Seashell Trust.

Accreditations

Investors in People. Seashell Trust maintained accreditation of the internationally-recognised standard.

Care Quality Commission. Following inspection by the Care Quality Commission (CQC) our Young Adult's Care Service maintained a GOOD overall rating and GOOD ratings across all five inspection rating areas – Safe; Effective; Responsive; Caring; Well-Led.

Open College Network. Key courses delivered through our Outreach Services provision received quality endorsement by the Open College Network West Midlands.

Award wins

Shine A Light Awards. Seashell Trust was recognised for its outstanding work in supporting children and young people who use Augmentative and Alternative Communication at the Shine a Light ceremony. Awards won:

- Augmentative and Alternative Communication of the Year Award (AAC)
- Beccy Timbers (Speech and Language Therapist) received 'Highly Commended' in Communication Champion of the Year category. Beccy was recognised for the innovative approaches she uses to promote positive communication outcomes for students with Multi Sensory Impairment.

Stockport Business Awards - Best Not for Profit. The Stockport Business Awards celebrates business excellence within the Stockport Borough. We were proud to be recognised and showcased as the very best that Stockport has to offer.

Record numbers

Half term CADS (Children's Able and Disabled Sports) achieves record number of participants with over 80 young people attending the two-day half term holiday sports camp.

New services launched

3G football pitch launch. All weather facility as part of ongoing commitment to improve community access to top quality facilities.

Therapy services launched as part of Seashell's Outreach Services.

A Behavioural Approach to Sleep. First sleep workshop delivered by The Children's Sleep Charity, in partnership with Seashell Trust.

Listing of events at which Seashell Trust presented, including research/publications produced by Seashell staff:

- Tes SEN Show - London
- Kidz to Adultz North - Manchester
- American Academy of Audiology - Columbus, Ohio, USA
- House of Commons - London
- International Autism Conference, London
- Tes SEN Show North - Manchester
- University of Manchester Conference: Deaf Children Now: Changing the Conversation - Manchester
- Autism Show - Manchester
- Royal College of Occupational Therapists National Conference, Birmingham
- Royal College of Speech and Language Therapists Special Interest Group, London
- Hosts of North West Special School Speech and Language Therapists Clinical Excellence Network
- Hosts of Occupational Therapy Special Interest Group
- Publication in Communication Matters - Kate Duggan, Emily Walsh
- Publication in Occupational Therapy News - Lucy Griffiths

Ava develops 'unimaginable' independence

Ava is 16 years old and a pupil at Seashell's Ofsted Outstanding Royal School Manchester. Like many of the children at our school and college, Ava is multi-sensory impaired: she has severe hearing loss, is blind in one eye with limited vision in the other. Ava has physical, communication and learning difficulties and is fed through a tube into her stomach.

When she started at school, Ava was unable to stand or walk and her legs were thin and bent. She would hold lots of toys in her hands which limited her ability to use touch to explore and develop. Ava would often hide behind her hair, living in a world of her own that was difficult for anyone else to enter.

A specialist multi-disciplinary team came together to plan and deliver an intensive programme of education and care for Ava, with the aim of maximising opportunities for her to learn, develop and engage with the world around her. Staff including therapists, education and residential care staff worked collaboratively to make the most of every opportunity for learning, whether she was in school, at home with family or out in the community.

As a result, Ava's world has opened up and she is noticeably more independent and content. She can now communicate through pictures and technology and uses Skype to keep in contact with her family. Ava interacts positively with others, showing empathy and kindness: she helps staff to take off their coats and rubbed a child's back to comfort him when he had a seizure.

Ava is able to walk without support and use the stairs, she rides a bike to school each day and loves to go horse-riding!

With Seashell's support, Ava enjoys opportunities to grow and explore, making her experiences more empowered and fulfilling. Whilst her disabilities will always be challenging, Ava has a level of independence which was unimaginable before she came to Seashell's Royal School.



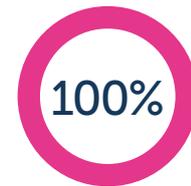
In 2018/19:



of Royal School Manchester pupils achieved their individual education plan targets for the year.



of those leaving Royal School Manchester moved into further education or supported living.



of pupils who left Royal School Manchester achieved expected or better than expected progress during their time with us.

Supporting children and young people with complex needs to become happy, valued, and valuable members of their community



Preparing for a fulfilling future after Seashell

Max is a former Royal College Manchester student who successfully moved into supported living in 2019. Max is a sociable, motivated young man with complex needs and was often reliant on a wheelchair when he joined us. During his time at Seashell, Max received comprehensive and tailored support to prepare for a future where he would be supported to live as independently as possible.

As well as attending college, Max lived in one of our homes on site with three young people who had similar learning disabilities and they soon became good friends. Seashell's specialist staff ensured a consistent approach was taken in college, in the home and with his family, which focussed on developing his communication, independence and life skills.

From the start of his journey with us Max was encouraged to make informed decisions, from how he would like his bedroom to look to what he'd like to eat for dinner. He was supported to become more independent by undertaking daily tasks such as helping with the laundry and making his own breakfast.

Max received help to develop personal care routines such as showering and organising himself for the day ahead. With repetition, Max became familiar with each task and comfortable completing the day to day activities he'd be doing regularly once he left Seashell.

At the same time, the team helped Max to develop his communication skills and ability to express himself, using pictures, communication books, sign language and speech. As he learned to make himself understood in a variety of situations, Max's confidence grew.

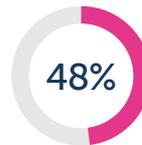
Max's enthusiasm for life and learning meant that he was eager to try a whole range of activities at Seashell. Swimming lessons improved his fitness and mobility, enabling him to travel independently to different locations without a wheelchair. He relished going into the community for bowling, feeding the ducks and shopping, as well as undertaking work experience at local employers. One of Max's favorite activities was going to discos, which combined his love of dancing with meeting and socialising with other young people.

These activities developed Max's awareness of the world around him, improving his independence, communication and mobility skills and preparing him to play an active role in his community. Max has made exceptional progress during his time at Seashell Trust. As he moves into the next stage of his life, he has been supported to flourish by Seashell's dedicated and caring team of staff.

In the 2018/19:



of Royal College Manchester students achieved their destination goals for the year.



of young people leaving College progressed to day services, able to access these with a higher degree of autonomy and control.



of those who were living on site progressed to supported living.



of College students reduced their need for support by an hour per week as they had become more independent



of leavers progressed into voluntary work and vocational training

From Volunteer to Employee

Lynsey Marsh is a Speech and Language Therapist at Seashell Trust. Lynsey first joined Seashell as a volunteer having worked as a professional musician with the Hallé Orchestra, a career that had spanned over 20 years.

Lynsey first found out about our work through her colleagues at the Hallé who were already involved in projects at Seashell, providing musical activities and support for our children and young people.

In 2015 Lynsey enrolled at Manchester Metropolitan University to study Speech and Language Therapy and soon noticed the range of skills developed within her former music profession that could be applied to a future role within speech and language therapy. The course included a comprehensive range of topics and when she came to study complex needs, learning disabilities and autism Lynsey soon realized that this was the area in which she wanted to specialise. Towards the end of her studies Lynsey attended The Autism Show in Manchester where she met Seashell staff who were representing the Trust at the show and she took the opportunity to find out more about volunteering.

Lynsey waited for a suitable volunteering vacancy to become available and was delighted to be offered a place.

She noted that volunteers are central to the delivery of Seashell Trust's services and are recognized, appreciated and highly valued by the organization.

As Lynsey settled into her volunteering role, a permanent Speech and Language Therapist position became available and so Lynsey applied. It was the perfect opportunity!

The volunteering experience was hugely influential in encouraging Lynsey to progress her career with Seashell Trust. When asked what attracted Lynsey to the charity, she said

"I knew from my volunteering that it was well-regarded centre of excellent practice and I would learn so much – I felt really at home in the team and I love the way that the therapy is embedded across the curriculum and in the school and college and residence".

Whilst working at Seashell Trust Lynsey has been able to incorporate her passion for music into her work, despite music not typically being a traditional tool used in speech and language therapy. She has been developing music and communication sessions within her outreach role as part of Stay and Play, as well as playing her clarinet within some college sessions. Lynsey enjoys using music to support individual students, encouraging choice-making, interaction as well as singing and vocalisation.

Seashell Trust offers a very rewarding volunteering programme and believes that every individual has valuable skills to offer that are vital to supporting the delivery of many of our services.

Our volunteers are passionate about supporting the work of Seashell Trust and truly recognize and are grateful for the tremendous opportunity; giving something incredible to our children and young people, whilst also being rewarded both professionally and personally along the way.



Make an impact as a Seashell volunteer



Seashell is fortunate to have a dedicated group of volunteers who enable us go above and beyond for our children and young people, supporting them to develop and progress.

Every week people from across the community come together for Seashell to give back and make a difference to peoples' lives. Volunteering as individuals or through the organisations they work for, they get involved with everything from keeping our grounds looking pristine, to distributing collection boxes, to supporting the delivery of our CADS programme of inclusive sports. In total our corporate supporters donated almost 5000 hours of their time in 2018/19.

If you've ever thought about volunteering your time for Seashell, we have a wide range of opportunities available across many of our services for children and young people. Volunteering is hugely rewarding, particularly when you can see the positive impact it has on the lives of our young people and their families.

When you volunteer you also enjoy a whole range of personal benefits, like opportunities to make friends, boost your confidence, gain new skills and experience and the satisfaction of doing something really worthwhile.

You could join us during the day or evenings, any day of the week, regularly or as a one-off. We're a friendly team and provide training and encouragement to get you off to a flying start at Seashell.

Please take a look at www.seashelltrust.org.uk for the latest voluntary opportunities at Seashell Trust.

Volunteer for CADS

Seashell's award winning Children's Able and Disabled Sports (CADS) programme runs throughout the year, providing unique, inclusive sports events that able and disabled children enjoy together.

Volunteering for CADS is immensely rewarding and also great fun! You don't need any prior experience to get involved as full training is provided.

If you'd like to get involved with volunteering for CADS, please visit: www.seashelltrust.org.uk



Supporting children and young people with complex needs to become happy, valued, and valuable members of their community



Working in partnership with families

In 2018/19 Seashell began work towards the Rotherham Charter accreditation to demonstrate and further strengthen our commitment to building genuine partnerships with families. We know that working together with parents and carers plays a crucial role in achieving the best outcomes for our students.

The Rotherham Charter is about building trust with parents, carers, children and young people and is based upon promises to welcome and care, value and include, communicate and work in partnership. During these twelve months, hundreds of staff across our school and college were provided with training which introduced them to the charter and its key principles, with training for care colleagues to follow.

Seashell also played an important role in ensuring Stockport Council worked more closely with families of children with special educational needs and disabilities, to co-produce the resources, services and support they will use. Seashell was a lead participant in developing Stockport's co-production charter and strategy and our involvement included facilitating parent/carers consultations which meant that families could have their say in shaping the services that affect them.

Engage with parents and stakeholders to develop and extend the range of specialist services, provision and training

“Seashell is strongly committed to ensuring our children receive the highest quality education and care, leaving us with the skills, confidence and self-esteem which enable them to secure the best possible life chances. We recognise the importance of working with parents and carers as equal partners in their child’s education and we are really excited to begin our journey to Rotherham Charter accreditation. Within the wider community, I am proud of the role Seashell has taken to ensure that families of children with SEND across Stockport have a greater say in shaping the services that affect them.”

Sherann Hillman,
Head of Family Services

In 2018/19:

Every one of our **117 families**

was contacted to provide support, which ranged from signposting events to in depth information and guidance for those facing tribunals regarding their child’s education



14 families

stayed in our site family flat for a total of **119 nights**, enabling them to visit their child and stay nearby at low cost.



115 families

were helped with the admissions process to our school or college



14 workshops and training events

were delivered to a total of **227 families**, covering topics including mental health and sleep issues

Engage with parents and stakeholders to develop and extend the range of specialist services, provision and training

Opening up Lucy's world

Our newly established Outreach Services team utilise Seashell's specialist knowledge and experience to help other organisations more effectively support children and young people with complex needs. Their work during 2018/19 included the education and care of young people whose needs are so complex that school or college are not appropriate for them, ensuring they receive highly personalised, specialist support at home and within their community.

One young adult who has benefited from their support is 20 year old Lucy. Lucy is multi-sensory impaired (or Deafblind) with no vision and very limited hearing and she has profound and multiple learning disabilities. When the Seashell team began working with her, she had received no education for more than a year and was passive and withdrawn. Lucy had little engagement with others beyond her close family members.

Our specialist team focussed on getting to know Lucy and building a trusting relationship that would form the foundation of her learning. At Seashell we know that every multi-sensory impaired learner is unique, with their own sensory needs, skills and ways of accessing information and communicating; it's the responsibility of those that

support them to find ways into their world, ensuring that they are valued and listened to.

The team was then able to set personalised educational objectives that would stretch Lucy and ensure she was an active participant in her own learning.

In just 12 months, Lucy's progress has been dramatic and her life has transformed. She now uses her hands to explore and learn and a head switch to perform simple tasks. Lucy has become more engaged with the world, interacting with others and is comfortable expressing what she likes and doesn't like.

With the team's support, Lucy was introduced to pupils during an assembly at her sister's primary school and demonstrated to them how her head switch helps her. This was a huge boost for Lucy's confidence and self-esteem and she thoroughly enjoyed interacting with other young people. The staff and pupils sent her some wonderful thank you letters for coming in to see them.

Lucy met all of the targets set by the Outreach team. Going forward, the team have set new objectives, providing opportunities for new life experiences that will develop her learning and build her independence further.

"The support received from Seashell Trust is consistently reliable, timely, of a very high quality and standards. Using Seashell Trust to deliver services on our behalf provides us with a guarantee of quality that we require and expect from our own teams, but which from time to time we need short term support to meet service demands."

Julia Lumb, Specialist Inclusion Teams Manager and Senior Portage and Early Years Support Teacher, Calderdale Council

In 2018/19 Seashell's Outreach Services:



Helped 46 organisations to become more supportive and inclusive of children and young people with special educational needs and disabilities

Supported over 300 professionals

with training, consultation and advice



Provided advice, training and support **to more than 50 families**

of children and young people with SEND



National accolade for transforming young lives

In 2019, Seashell Trust received national recognition for our outstanding work supporting children and young people with little or no verbal communication to have a voice. The Seashell team won AAC of the Year at the Shine A Light Awards ceremony held in central London.

AAC is Augmentative and Alternative Communication and describes strategies and tools that help those who struggle with speech, ranging from simple letter or picture boards to sophisticated computer-based systems. The award was given for dedication in supporting children and young people to communicate and recognised the collaborative approach taken by our specialist staff team.

Seashell's speech and language therapist Beccy Timbers was also recognised for the innovative approaches she uses to promote positive communication outcomes for students with multi-sensory impairment, receiving 'highly commended' in Communication Champion of the Year category.

At Seashell we are committed to ensuring that each of our students is able to express themselves and that every individual receives the most effective technical and personal support. Our dedication and pioneering work consistently helps children and young people to achieve: during the 2018/19 academic year, 72 percent of pupils in School and 92 percent in College achieved their AAC related communication targets.

Students use personalised AAC systems to support their language skills and many have their own work station with visual support. They often have a portable version of their AAC for when they are out in the community and specialist training is provided to parents and carers for supporting students in their home environment.

Engage with parents and stakeholders to develop and extend the range of specialist services, provision and training



“This award, together with the fantastic results that our pupils attain, shows that Seashell’s pioneering approach to communication is working. Our team focus our efforts on new and innovative ways to help enhance students’ communication and it’s incredibly rewarding to see them develop and progress as a result.”

Kate Duggan,
Seashell’s Head of Clinical Services

Raising standards across Manchester schools

Seashell’s influence grew in 2018/19 when our Royal School Manchester was invited to join the Manchester Teaching School Alliance (MTSA). As an Ofsted outstanding school, we took a leading role in the training and professional development of staff in other schools across the region, as well as contributing to the raising of standards through school-to-school support. Royal School Manchester is one of only five members of the MTSA.

Engage with parents and stakeholders to develop and extend the range of specialist services, provision and training

Influencing the UK's special education sector

This academic year saw Seashell's director of education, Bernie White give evidence to a parliamentary select committee for their report into special education in the UK. The committee was charged with reviewing the implementation of 2014 legislation which had sought to transform the educational experiences of children and young people with SEND.

The Education Select Committee report on Special Educational Needs and Disabilities was published in October 2019 and reflects the evidence of expert witnesses including Bernie. The report argues that while the legislative reforms were the right ones to improve special education, poor implementation had negatively impacted families of children with special needs and meant that parents and carers had to 'wade through a treacle of bureaucracy, full of conflict, missed appointments and despair.'

As an example, Bernie talked about the fact that funding for students' places at specialist schools and colleges could be granted at a very late stage. This limited the ability to plan ahead for each child to ensure they received the right support, which may involve investing in new staff

or resources. For families, the wait to see whether the funding would come through for their child to continue their learning could be a huge source of uncertainty and anxiety.

Bernie's evidence has been used to make a compelling case for change in our sector. Going forward, recommendations include a neutral role to overcome the conflict of interest within local authorities who currently have responsibility for both educational assessments of young people and funding for their education.

Seashell welcomes the report and its recommendations which if implemented, will improve the lives of children in special education across the UK.

Engage with parents and stakeholders to develop and extend the range of specialist services, provision and training

National decision makers hear about Seashell's impact

In April 2019 Seashell Trust held an event at the House of Commons, hosted by MP for Cheadle, Mary Robinson, to explain the long term impact our charity has on the children we support and the wider community.

Members of Parliament and professional colleagues from across the UK attended Seashell's reception and heard from our Chief Executive Jolanta McCall, who launched the Seashell Trust Social Impact Report. Parents of children and young people at our school and college also spoke at the event, explaining what Seashell's education and care had meant to their family.

Attendees included the then Minister for Children and Families, Nadhim Zahawi MP and the then Secretary of State for Work and Pensions and current MP for Tatton, Esther McVey.

Seashell staff shared our knowledge and expertise by speaking at a wide range of national and international conferences and events in 2018/19 including:

- American Academy of Audiology Conference, Columbus, Ohio, USA
- Autism Show, Manchester
- Communication Matters International AAC Conference, Leeds
- Deaf Children Now: Changing the Conversation, Manchester
- Kidz to Adultz North, Manchester
- National Contact and NNPCF Parent Carer Participation Conference, Coventry
- Natspec Annual Conference, Birmingham
- Royal College of Occupational Therapists Annual Conference
- Tes SEN Show, London
- Tes SEN Show North, Manchester
- Thinking Autism International Conference, London

Staff members were also invited to present at organisations including the American Academy of Audiology, University of Salford, Keele University, the Association of Paediatric Chartered Physiotherapists and the Royal College of Speech and Language Therapists.



Positive Behaviour Support

At Seashell, we are focused on delivering the best life outcomes for our students, their families and their communities by providing high quality, coordinated and seamless specialist education, therapy, care and early intervention services. Lynne Thompson, Behaviour Management Coordinator, helps to implement a positive and proactive approach to all our children and young people.

Delivering the best life outcomes for the families and their communities by providing high quality, coordinated, and seamless specialist education, therapy, care, and early intervention services

A positive behaviour support approach is embedded across Seashell Trust and in 2017 there was the introduction of PROACT-SCIPr-UK, which is nationally recognised across the UK. The programme is designed to enable staff working with individuals with complex needs to engage in proactive methods of positive behaviour support. Lynne and the team trained all staff across site during January and April 2018 and then again in September 2018 to ensure all staff implemented it successfully, emphasising a proactive rather than reactive approach to all our children and young people. A positive behaviour support approach supports Seashell's 'Behaviour Watch' incident system, as well as analysing practice and identifying if there are any patterns of behaviour staff at Seashell are able to support students with more efficient proactive and active strategies.

Between June and October 2018, Lynne and a team of coaches introduced a pilot scheme which looked at Active Support for our students. Active Support, which originates from a care and group home approach, supports individuals to participate in meaningful activities to improve their independence, learn new skills and be fully involved in their lives. At Seashell, we pioneered an approach that introduced Active Support across our school, college and

care settings. Implementing Active Support in this way enabled a whole team approach that allowed all staff to operate in the same way across education and care leading to a clear improvement in the participation and independence of the young people at Seashell.

Seashell is proactive in ensuring positive behaviour support plans are up to date, with strategies in place to develop the skills of the students, improving their communication and sensory issues and ensuring the impact for their future is positive. Lynne includes families as much as possible in these systems, inviting them in for meetings and helping them to support their child or young person at home.

Our multi-disciplinary team and person-centered approach includes all individuals across all services when looking to support our children and young people, striving to place our students back into their own authority with a high quality of life.

Your support changes young lives

Thank you to everyone who has supported Seashell Trust over the past 12 months by fundraising for our charity or donating money, time and gifts. Your support has made such a difference to the lives of children and young people with some of the most complex needs in the country.

The fundraising activities our amazing supporters have undertaken this year range from climbing Kilimanjaro to cycling hundreds of miles as part of our Seashell Sportive. Thanks to your support, our Strictly Seashell ball raised an amazing £135,000 for the charity this year.

Our vision is for the children and young people in our care to be safe, happy and to achieve the best possible outcomes so that they are valued and valuable members of their communities.

Running Seashell Trust is extremely costly as so many of our children and young people require round-the-clock specialist care from our highly trained and dedicated staff. We are open 365 days of the year to support those that need us.

While our young people's care and education is funded by local authorities, we rely on fundraising to ensure that we can provide the very best facilities and life experiences possible. Whether it's an accessible minibus to take young people offsite or an iPad with technology that enables children to communicate, we couldn't deliver these things without our committed supporters.

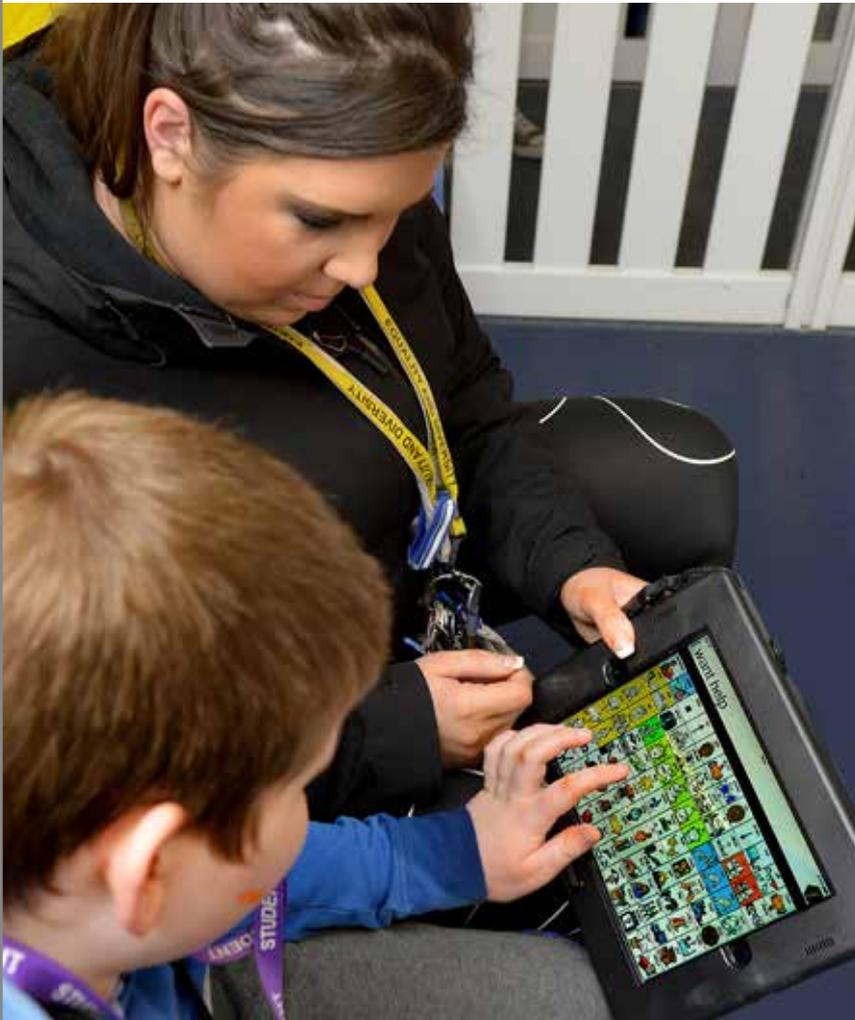
From everyone at Seashell, thank you for your support, which changes the lives of our children, young people and their families.

Delivering the best life outcomes for the families and their communities by providing high quality, coordinated, and seamless specialist education, therapy, care, and early intervention services

Our major donors

- 29th May 1961 Charitable Trust
- Award For All Grant (Big Lottery)
- Barclays Stockbrokers Charitable Trust
- Birkdale Trust For Hearing Impaired Ltd
- BNY Mellon
- Boo Hoo
- Bruce Wake Charitable Trust
- CDL Fund Forever Manchester
- Christie & Co
- CMA
- Duchy of Lancaster Benevolent Fund
- Ecclesiastical Insurance
- A M Fenton Trust
- Gledswood Charitable Trust
- Gorvins
- Greater Manchester High Sheriff's Police Trust
- Hilda Beer Charitable Trust
- John Hornimans Childrens Trust
- Kytes Trust
- Lifeline4kids
- Lloyds Banking Group
- Lord's Taverners
- Manchester Airport Community Trust
- The Mark Benevolent Fund
- MDRT
- Grant Thornton
- Green Hall Foundation
- PZ Cussons
- Ruia Foundation
- Rycroft Children's Fund
- Sapphire Accounting
- Shepherds Friendly
- Joseph and Ann Slater Charitable
- Stanley Green Association
- Stripes Solicitors
- The Broome Family Charitable Trust
- The Broome Trust
- The Dorothy Pamela Smith Cio
- The Ernest Hecht Charitable Foundation
- The Fence Club Trust Fund
- The Football Foundation
- The Morrisons Foundation
- The Mulchand Foundation
- The Orchard Trust
- The Percy Bilton Charity
- The Screwfix Foundation
- The Sobell Foundation
- The Whirlwind Charitable Trust
- W O Street Charitable Foundation
- Zochonis Charitable Trust
- Weightmans
- Zerum
- Various gifts from people and organisations who wish to remain anonymous

Delivering the best life outcomes for the families and their communities by providing high quality, coordinated, and seamless specialist education, therapy, care, and early intervention services



Thanks to your support, in 2018/19 we were able to:

**Support our
children's
learning and
development
with the latest
technology**



Access to technology can make all the difference to our young people, particularly in terms of supporting them to communicate effectively and build independence. Thanks to our supporters, children at Seashell were provided with a range of devices including iPads, touchscreen plasma screens and eye gaze equipment which enables them to use a computer simply by looking at it.

Delivering the best life outcomes for the families and their communities by providing high quality, coordinated, and seamless specialist education, therapy, care, and early intervention services

Deliver the best inclusive sports activities for the community

We purchased a range of sports and activity equipment for our inclusive community gymnasium and unique CADS sessions which run throughout the year. CADS brings together young people of mixed abilities, both disabled and non-disabled, to have fun and try different sports activities.



Take students off site on a specially adapted bus

Having our own vehicles creates so many opportunities for our students, making it easier to get out into the community to try different activities. A generous donation meant that we were able to purchase a new specially adapted bus with facilities to provide personal care on board. The bus takes our children and young people everywhere from local shops and cafes to horse riding lessons and trips to the cinema.



Delivering the best life outcomes for the families and their communities by providing high quality, coordinated, and seamless specialist education, therapy, care, and early intervention services



Help families to get a decent night's sleep

We ran a number of free clinics for families of children whose special needs were contributing to problems with sleeping. Attendees were given specialised training and practical advice to tackle the issue which often impacts everyone in the home and can put families under huge strain.



Bring young people from across the region together for an Inter College Games

In May Seashell Trust held the North West Inter-College Sports Day, part of the 2019 Natspec Games. This event showcased the skills and enthusiasm of students with special educational needs and disabilities and brought specialist colleges across the region together to have a fun and memorable day.



Complete a refurbishment of two sensory rooms in Royal School Manchester

Multi-sensory rooms make a real and tangible difference to our students' lives by developing their impaired senses, whether used for relaxation therapy, to assist calming techniques or simply to have fun.



Provide experiences that build life skills

The generosity of our supporters enabled us to take students on an outdoor adventure break to the Lake District and participate in the Duke of Edinburgh award scheme. These were fantastic life experiences for our young people, enabling them to discover new skills, while increasing their confidence and self-esteem.



Arm local families with specialist knowledge

We ran a programme of workshops for parents and carers of children with special needs and disabilities within our local community. These events provided information and advice to develop understanding of legislation impacting their family, along with topics such as supporting teenagers towards independence and addressing dietary issues.



Support our children and young people to enjoy the great outdoors

Being outdoors does so much for our children and young people's health and wellbeing, as well as supporting their learning and development. In 2018/19 we improved our outdoor areas with new garden furniture, swings and sensory equipment, making our spaces even more welcoming and fun for Seashell's young people to enjoy.



Strictly Seashell...it's a 10 from us

Seashell Trust's glittering annual ball, Strictly Seashell, took place in May 2019 at the glamorous Hilton Manchester Deansgate. It was hosted by Gethin Jones and raised a staggering £135,000 for our charity.

Following ten weeks of intensive training, nine key member of the business world and society in the north west competed to win the Strictly glitter ball trophy.

Overall champion Joanne Gallemore, from The Hut Group, wowed the judges with her quickstep receiving the coveted perfect score of four 10s while Pretty Little Thing's Aisha Kamani's cha cha cha captured the audience's imagination, winning the viewers' phone vote.

Michael Josephson MBE, managing director of Stocks 2015 Ltd, Sanjeev Bhatia, director of Terminal 1 clothing, Jodie Moulding, also from the Hut Group, Martine Tempest-Mitchell, from Timpson Group, Lisa Morton from Roland Dransfield PR, Dianne Bourne, from I Love Manchester, and the director of Home Bargains, Joe Morris, were the other stars of the show partnering

with experienced dancers from Cadmans Dance Centre, Academy of Dance Wilmslow and Hayley Pearson of Boodles. The event was sponsored by PZ Cussons, Together Money, Morson International, The Hut Group, Boodles and Pretty Little Thing, with Make Events as the official events partner.

As well as raising vital funds for our charity, Strictly Seashell gives us the opportunity to engage with our donors and supporters, and to share the Seashell message with an audience of over 400 people.



Delivering the best life outcomes for the families and their communities by providing high quality, coordinated, and seamless specialist education, therapy, care, and early intervention services



A lifelong friendship built at CADS

At Seashell Trust, we're passionate about supporting every child to take part in sport.

We provide opportunities for disabled and non-disabled young people to participate together in a series of unique sport, health and leisure activities as part of our Children's Able and Disabled Sports (CADS). Kids can get involved with everything from tennis to athletics to art and cooking. Specialist one to one support for those who need it means that our activities can be accessed by everyone, regardless of disability.

Debby is mum to twins Bobby and Alec, both 15. Both boys are autistic and Alec also has profound learning difficulties, Debby spoke about the impact taking part in CADS during the school holidays has had for their family:

"Finding a place like CADS where both my children can go and have their needs met is brilliant."

They've been attending for the past eight years. "Respite isn't about me having time, it's about my children having somewhere to go that benefits them and where they can have a good time. I'm really confident when they are at CADS because I know they have one-to-one support from staff who know and understand their needs, and they are in an environment where if they were upset they can be properly cared for."

The benefits CADS offers the children and young people who participate know no bounds: as well as developing confidence, self-esteem and health and fitness, our CADS programme has encouraged friendships to blossom. It was at a CADS holiday event that Bobby met his pal Jamie and they've been close friends ever since:

"Bobby has made a lifelong friend at CADS in Jamie, and they both socialise outside of school. This has had a huge impact on Bobby and given him some more independence. They both laugh and joke about the same things and even go to the cinema together. When they aren't seeing each other, they are talking to each other on the phone and texting."

"Jamie also has autism, so from a parent perspective it's good to have a mum who understands Bobby's needs...Bobby and Jamie both really understand each other, and each other's autism to the best they can, which means that they are really close and have a friendship that I'm really proud of."

In 2018/19:



We ran a total of **110 CADS sessions** over the year, attended by **over 2000 young people**

114 young people became more confident in the water thanks to CADS Swim



21 young people with special educational needs and disabilities attended the CADS Saturday Club each week



Become a Regional and National Centre for Inclusive Sport, Recreation and Well Being

A new football pitch for everyone

March 2019 saw Seashell Trust's new floodlit 3G sports pitch officially opened by Mary Robinson, MP for Cheadle. In addition to a fully inclusive gymnasium, swimming pool and climbing wall, our site now has a new all-weather football pitch and accessible changing facilities. The facilities greatly enhance the healthy lifestyle and sporting opportunities of many young people with complex and severe learning disabilities.

Enabling children to participate in football regardless of their disability moves Seashell Trust further towards our aspiration to be a national centre of excellence for inclusive sports. According to Sport England, disabled people are less than half as likely to take part in sport than non-disabled people², a situation our charity is committed to helping to change.

Participation in sport brings so many benefits for our children and young people, who develop new skills, have fun and improve their health and fitness. Getting involved in a safe and supportive environment can help to build an engagement with sport that continues long after they leave Seashell.

The new pitch is used by students at our Royal School and Royal College Manchester for their physical education and extra curricula activities every week during the school year. The facilities also act as a community football hub with hundreds of disabled and non-disabled children and adults regularly accessing the site, including Cheadle and Gatley FC and Cheshire Girls Football League who bring over 40 teams and more than 600 junior footballers to the pitch each week.

Seashell holds weekly disability football coaching and activity sessions on the pitch in partnership with C&G Elite Coaching. Working with Cheadle and Gatley FC, we will launch two mixed disability football teams within the next five years.

²Disabled people say they are nearly twice as likely to be physically inactive (43%), compared with non-disabled people (21%).
www.sportengland.org/our-work/disability/why-sport-for-disabled-people-matters/

Plans are in place for the pitch to be a truly multi-sport facility with proposals for use by the local community.

Our new football pitch was made possible thanks to £500,000 grant from the Premier League and The FA through the Government's Football Foundation together with generous match funding from PZ Cussons.

Seashell has become a community hub for inclusive sports. Our partners include:

- Cheadle and Gatley JFC
- Cheshire Girls Football League
- Elite Coaching
- Energize Gymnastics
- Whizzkids

Since the completion of our new 3G sports pitch, Cheadle and Gatley football club have made Seashell Trust their home and we are thrilled that this has been such a success.

"Cheadle and Gatley FC has seen rapid expansion since moving to Seashell. Our member numbers increased by more than fifty per cent, from 400 in June 2018 to 628 in August 2019. We grew from 26 teams to over 40 and we anticipate we'll have 50 teams by September 2020.

By the end of the season, 17 of our teams were in cup finals or had been promoted. One of our female teams played in a display game at Manchester City as part of an international competition.

Five of our lads have gone on to play for our partner club, Stockport Town, Lewis McKinney has made his league debut at Oldham Athletic and Luke Bolton played for England's under -20 Team.

During 2018/19, our coaching partner Elite undertook disability football coaching courses in preparation for working with Seashell on pan disability sessions that will be launched in 2019/20."

**Richard Hubbard,
Cheadle and Gatley JFC Treasurer**

We love that we have become a centre for the Stockport community to enjoy sport. If you would like to hire this fantastic facility for training or games, please contact us for details.



New staff inductions that lead the sector

Approaching 600 people work for Seashell Trust at our site in Cheadle Hulme, near Stockport. Together with our committed volunteers, Seashell's workforce comprise the charity's greatest asset, whose care and support transforms the lives of our children and young adults. Every day our young people learn, develop and progress with the support of Team Seashell.

With such important responsibilities, we are committed to ensuring team members receive rigorous and comprehensive training on our best practice approach from the very start of their career with us. In 2018/19 we introduced an enhanced induction which ensures new staff begin their roles more prepared than ever and that their knowledge of how to support our children and young people is right at the cutting edge.

The new induction was introduced in September 2018 and over two weeks covers a range of topics in depth, including behaviour management, safeguarding, signing and working with families. Staff also undertake work shadowing to gain practical experience and observe first-hand how their role is performed by others at Seashell.

Knowledge and understanding of how to most effectively support and educate children and young people with special educational needs and disabilities is always moving forward and our inductions ensure staff are kept informed of the latest research and thinking. They then receive regular in depth training throughout the year, as well as sharing learnings with each other and the wider special education sector.

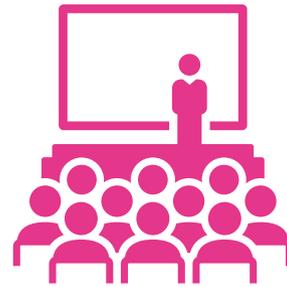
Almost 200 new Seashell staff members have successfully completed this induction training since it was launched. Senior Learning and Development Business Partner, Maria McGrath explains the impact:

Develop enhanced training facilities to deliver accredited external and internal training opportunities

“Our new induction process has ensured hundreds of staff hit the ground running when they begin their role and marks the start of our ambitious continuous professional development for Seashell’s workforce. Our staff are always learning which keeps them ahead of the curve.

When it comes to the care and education of children and young people with complex needs, Seashell Trust leads the sector. The main reason behind this is our amazing, dedicated and pioneering workforce, who we invest in for the entirety of their working life at Seashell.”

In 2018/19:



We delivered
**105 training
workshops**
for our staff



Develop enhanced training facilities to deliver accredited external and internal training opportunities

Supporting more children to communicate

In 2018/19 Seashell Trust became a specialist training provider for a wide range of organisations in the health, education and care sectors. Using our decades of knowledge and expertise, we helped organisations to become more inclusive and supportive of children and young people with special educational needs and disabilities.

During the year we expanded the training we offer to form an extensive range of courses, covering areas such as autism, multi-sensory impairment and speech, language and communication difficulties. We began to teach Makaton, a sign and symbols system which helps those who have difficulties with speech to communicate.

Seashell's Makaton training was led by a team including Makaton tutor and our head of clinical services, Kate Duggan. Kate has communicated the benefits of Makaton to tens of thousands of families across the UK after appearing in short films for the BBC's children's channel, CBeebies.

Following our training, more families and organisations across the region are now able to support children and

young people to express themselves. Makaton takes away the frustration of being unable to communicate and enables children to connect with other people and the world around them.

Building on the success of our Makaton training in 2018/19, this year Seashell will deliver Makaton for babies and Makaton singing courses.

Seashell Trust's training can be tailored to organisations and delivered in house and we hold workshops and courses at our site near Stockport. To view upcoming training events, please visit: www.seashelltrust.org.uk

Develop enhanced training facilities to deliver accredited external and internal training opportunities

Develop enhanced training facilities to deliver accredited external and internal training opportunities

In 2018/19:



Seashell delivered
20 different training courses
to professionals and family members

We provided autism awareness training to
11 schools across Stockport,
reaching more than **300 staff members**



Our training offer includes more than
40 training courses

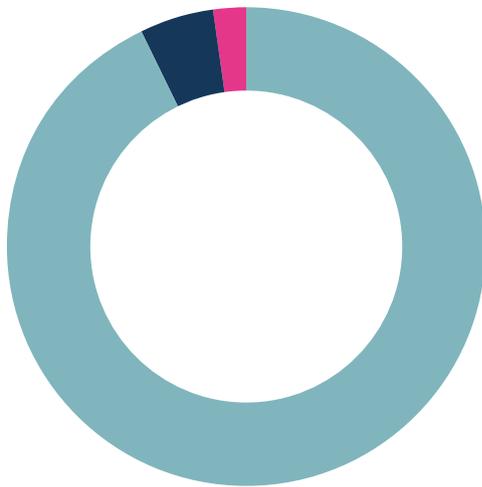
"I just wanted to thank you for the fantastic training. The feedback has been incredibly positive with people telling me how impressed they were by the amount of information they felt they were presented with and how it's encouraged them to develop new perspectives on the needs of specific students they work with...It was a brilliant session."



Develop enhanced training facilities to deliver accredited external and internal training opportunities

Annual income/expenditure

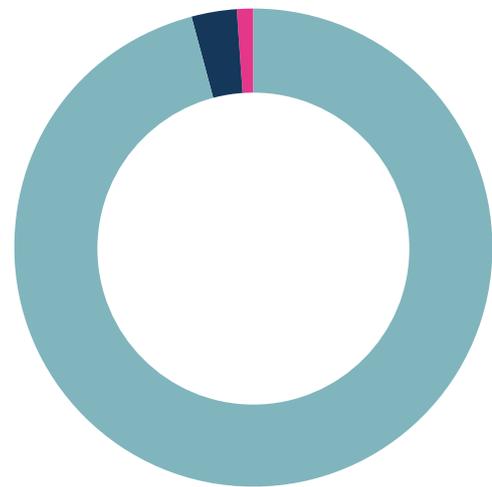
Income



- Charitable activities
- Donations and legacies
- Other trading activities

Charitable activities	£14,853,000
Donations and legacies	£822,000
Other trading activities	£385,000
Total	£16,060,000

Expenditure



- Charitable activities
- Raising funds
- Other

Charitable activities	£16,655,000
Raising funds	£466,000
Other	£98,000
Total	£17,219,000

Looking ahead

Seashell Trust was established in 1823 with the opening of a school for the deaf in Salford. As our charity has grown, we have focussed our efforts on supporting children with some of the most complex needs in the country to develop, progress and thrive, building unparalleled knowledge and expertise in this area.

The past decade has been one of steady growth as Seashell introduces more services to increase our impact, including those to support other organisations to become more inclusive. In 2018/19 over 6000 people benefitted from the services we offer.

As we look forward to our two hundredth anniversary in 2023, Seashell remains committed to delivering on its strategic objectives, to drive forward our organisation over the next decade.

In 2018/19 Seashell expanded the training we offer to include hundreds of courses, covering areas including supporting children and young people with multi-sensory impairment, disability awareness, supporting speech, communication and language difficulties and autism.

Training can be tailored to organisations and delivered in house and we hold workshops and courses at our site near Stockport. To view upcoming training events, please visit: www.seashelltrust.org.uk



Seashell Trust

Stanley Road, Cheadle Hulme, SK8 6RQ

t: 0161 610 0100

f: 0161 610 0101

e: info@seashelltrust.org.uk

w: www.seashelltrust.org.uk



Please contact us to request this report in different languages, braille, large print or audio format.

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