



2022 Impact Report  
**shaw trust**

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# Welcome from our Chair, Sir Ken Olisa OBE

Shaw Trust welcomes this endorsement of our long-held mantra that we have a business head and a charitable heart.

Our purpose is to improve the life chances for employment for people who face social and economic challenges or who may also be disabled or have complex needs.

Leafing through this Annual Impact Report you will encounter numerous examples of how we delivered for hundreds of thousands of people in our country.

I hope that the following pages will convince you that Shaw Trust can teach others a thing or two about 'purpose'.

Our approach to our employees, volunteers, commissioners, and partners is designed to deliver the best possible outcomes for the third of a million people whom we supported last year. But our impact went much wider. For example, to nationwide acclaim, we published the 8th Disability Powerlist 100 highlighting the accomplishments of people with physical or neurological impairments.

Similarly, our Foundation has begun to incubate fledgling charities with the innovative energy to be at the forefront of the next generation of social change.

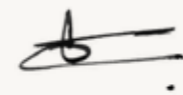
I am often asked what sets us apart from other welfare service providers of our size. My answer starts with a Board and CEO who totally embrace our purpose – improving the lives of

people comes before profit. We walk this talk at every Board meeting where we begin with a discussion between Trustees and someone whom we have helped, often supported by a volunteer or a Shaw Trust colleague.

As I step down as Chair, I look back on a decade during which Shaw Trust has materially grown our social good and financial outcomes. If asked what I am most proud of from my time at the helm, my answer is seeing the reaction of we Trustees at those starter Board sessions, such as the:

- young residents from a home for children;
- confident shop manager whom we had rescued from the brink after his self-esteem had been bullied out of him at work;
- proud face of our support manager who had found a flat and employment for the decorated ex-serviceman whose redundancy had led to a failed attempt to deal drugs in order to make enough money to keep his home.

As we dab away the tears and open the Board papers (while contemplating "there for the grace of God go I") no one is left in any doubt about Shaw Trust's purpose.



Sir Ken Olisa OBE  
Chair of Trustees





# Welcome from our CEO, Chris Luck CB MBE

A year ago, we were coming to terms with the impact of Covid 19. Today, the UK's social and economic context continues to increase the disadvantages of vulnerable groups in society – food poverty, fuel poverty, and reduced relative incomes. As we hit the milestone of 40 years in operation, Shaw Trust's mission is more vital than ever before.

Against this backdrop, Shaw Trust has been working tirelessly to support more than 330,000 people in 2021–22.

We work hard to help people of all ages, from childhood to retirement, by delivering a diverse range of public services focused on care, education, work, and wellbeing. And our homes for children; our education learning and skills programmes; employability services; support for young people in the justice system; and health and mental wellbeing support – are all designed to meet the needs of local areas. We are proud that in the last year we have started developing long term strategic partnerships in areas such as Somerset's Homes and Horizons, offering integrated child to career support through a 10-year partnership.

I know our Shaw Trust people are key to ensuring our participants get the support they need. In the last year we have endeavoured to support, grow, and develop our colleagues through internal programmes developing leadership skills including the, CEO Executive Shadow Board and opportunities for involvement in cost-of-living conversations – all alongside our nominated staff representative group. I remain proud of the commitment that our people show to our mission.

Underpinning all our work is an unwavering commitment to social value: we are driven to delivering more. Our Foundation has invested our financial surplus to deliver more impact – incubating selected small to medium enterprises (SMEs) that align with Shaw Trust's mission and ensuring our policy and advocacy work gives us influence at the highest level of government while delivering on-the-ground services. To this end, we are one of four proud sponsors of SEUK's Social Value 2032 project, and this year also saw another hugely successful Disability Power 100 awards. We will grow this impact and social value even further in 2022–2023.

Finally, it would be remiss not to mention that after nine years of supporting Shaw Trust, Sir Kenneth Olisa OBE, has completed his maximum term as Chair. We are so grateful for his support and wise counsel.

In the next year, we will continue to take bold steps to ensure the needs of the people we support are met, making our vital contribution to a future where rewarding employment is accessible for all. I am honoured to lead Shaw Trust on this journey.

Chris Luck CB MBE  
Group Chief Executive

# Our mission

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We will work with commissioners, employers, and other partners to co-create and deliver high quality employability programmes and complementary services for people with complex needs, challenging life circumstances or other barriers that impact on access to work.

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## Our vision

A future where good employment is accessible to all in society irrespective of life circumstances.

## Our purpose

We exist to help people facing disadvantage enjoy the best chance in life, to find a way into fulfilling work and to build a strong sense of personal wellbeing.

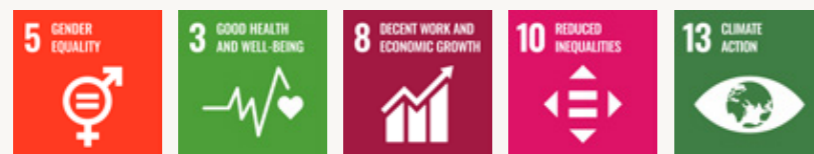
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## Our commitment

To focus our experience, skills, advocacy, and passion to deliver the highest quality services for the people we support and to improve opportunities and access to work now and for the long term.

# Our behaviours and values

We believe that who we are and the values we hold directly improves the quality of our support. Our values guide and focus us every day.



**We care about people: We support our staff, our volunteers and the people we work with to realise their potential.**

“If it hadn’t been for the health and wellbeing service and the process that enabled my manager to reach out on my behalf, I, and my unborn child, may not have received the care and the attention that we needed to bring about such a positive outcome. In fact, I can honestly say we may not have even been here to tell this story.”

**We make a difference: Making a lasting positive impact for the people we support is the reason we exist. We deliver high performance across our services, helping people to improve their lives.**

“The Restart scheme at Shaw Trust has been an absolute godsend for me. The Restart scheme has built my self-confidence to the point that I now feel I can apply for jobs I wouldn’t have thought were within my reach.”

“The service has saved my life. Nine months ago, I had made several attempts on my own life. I came to Shaw Trust Live Well Kent & Medway, you listened, and I felt heard for the first time in a very long time, I had disassociated from the world, from my children and grandchildren and I didn’t want to live, I really did not want to live. But you, and I don’t know how you have done it, have given me my life back.”

**We are inclusive: We value the ideas, views and strengths of everyone we work with and support. Everybody is different and everybody is equal.**

“The LGBTQ+ network podcasts have made me feel so proud that I work at Shaw Trust. That colleagues feel safe to share their personal stories and how their life experiences have impacted on them.”

“I am a member of the Women’s Network and a member of the Race Equality Network here at Shaw Trust. I feel proud to work for an organisation that encourages me to bring myself to work and be my true authentic self. I’m able to educate others on my culture and heritage and learn from others about their culture and

heritage. The environment is solutions focussed and enabling, and the colleague networks are a safe place to discuss ideas or talk about concerns. I’m proud to be a woman of colour within Shaw Trust where the environment is inclusive and very enabling.”

“I’m part of the Neurodiversity Peer Support Group and I’m autistic. I feel proud to work for Shaw Trust and I feel comfortable to be 100% me, I have never felt able to do that anywhere before. That helps me to succeed and progress in my role because I’m not putting on a mask and am able to just focus on my role, my strengths, and the benefits of being autistic.”

**We are collaborative: Working together is more effective and efficient. We believe that by working together with those we support and our partners we create better services and solutions.**

“Our experience of Shaw Trust is they are clearly both a ‘listening’ and ‘doing’ organisation. We have developed a close and innovative partnership over the last year, to support our most vulnerable children in our care with complex needs. Shaw Trust has brought their expertise and resource to bear to develop innovative new homes and fostering services. They have taken the time to understand our needs and listen to our young people; the resulting provision is ground breaking. If you want to form true partnerships centred on the needs of children we would whole heartedly recommend working with the Shaw Trust Charity.”  
**Daniel Moncrieff, Somerset Council**

**We are honest: We are authentic, accountable and transparent in all we do.**

“You have all clearly done a lot of work in getting the pay award sorted out, as well as the Cost of Living Award. The explanations were honest, and it really is appreciated. The help will allow us to sleep a little more easily now.”

We're proud to have supported **335,000** people during the year.

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**3,000+**  
Staff

**15**  
External accreditations

**24,944**  
Kent mental health crisis phone calls answered

**64,539**  
Unemployed people supported

**3**  
Major awards

**80,000+**  
School staff supported in their professional development

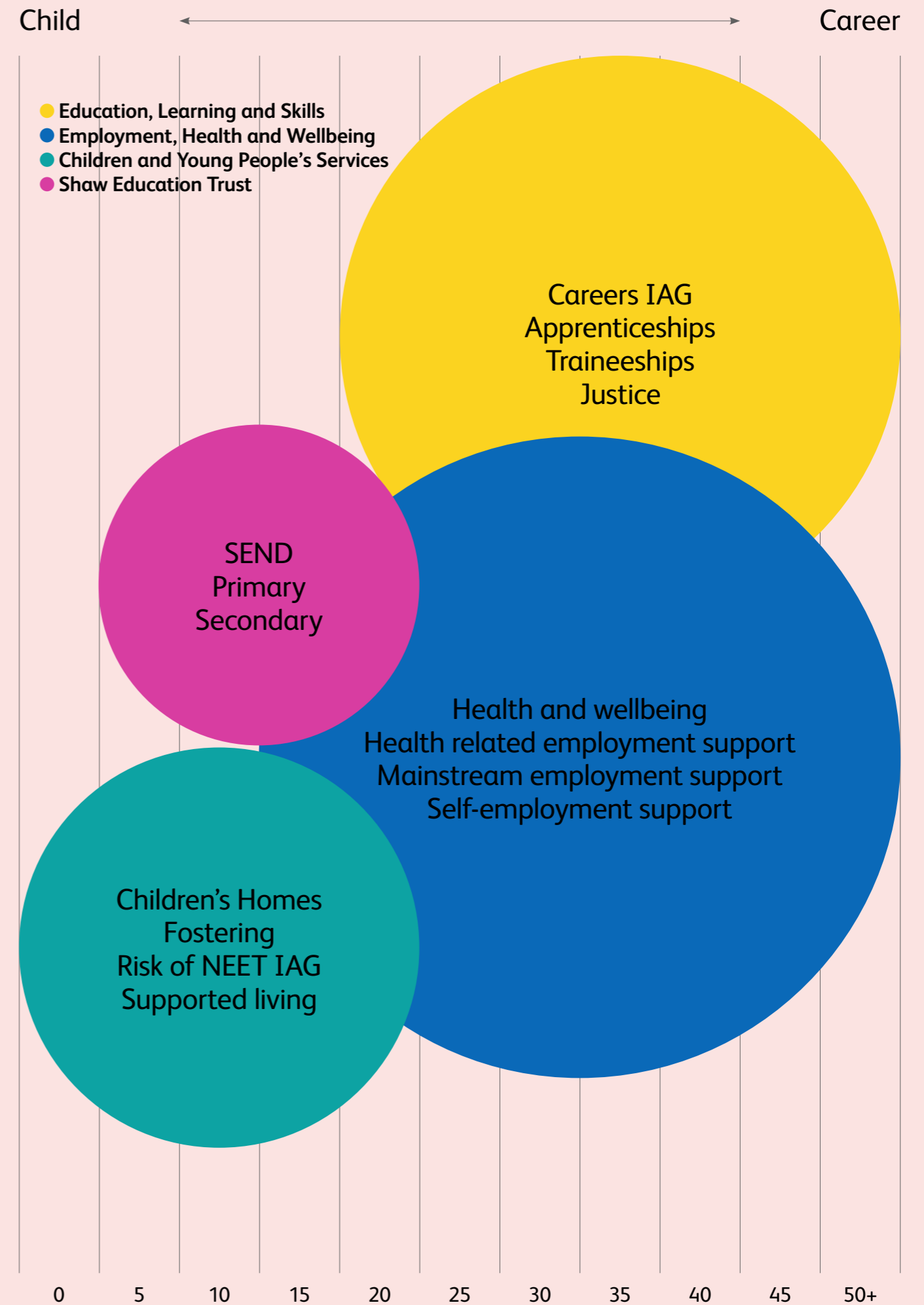
**35**  
Ofsted registered Children's Homes

**120+**  
Disability Employment Charter signatories

**4**  
Policy Diversity Interns

# Child to career

We help people by delivering a range of public services focused on care, education, work, and wellbeing.





# 92%

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of colleagues said they could make  
a positive difference in their role

# 93%

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of colleagues found meaningful  
ways to stay connected with  
each other during Covid



# Shaw Trust delivers across the UK

<b>1 North West</b>
Shaw Education Trust
Learning and Skills
Justice
Retail and Social Enterprise
<b>2 West Midlands</b>
Children's services
Learning and Skills
Employability
Justice
Homes2Inspire
Health and Wellbeing
Shaw Education Trust
Retail and Social Enterprise
<b>3 Wales</b>
Children's services
Retail and Social Enterprise
<b>4 South West</b>
Children's services
Learning and Skills
Justice
Homes2Inspire
Retail and Social Enterprise

<b>5 South East</b>
Learning and Skills
Employability
Justice
Homes2Inspire
Health and Wellbeing
Retail and Social Enterprise
<b>6 London</b>
Children's services
Learning and Skills
Employability
Justice
Health and Wellbeing
Retail and Social Enterprise
<b>7 East of England</b>
Children's services
Learning and Skills
Employability
Justice
Homes2Inspire
Health and Wellbeing

<b>8 Yorkshire and the Humber</b>
Children's services
Learning and Skills
Homes2Inspire
Retail and Social Enterprise
<b>9 North East</b>
Learning and Skills
Retail and Social Enterprise
<b>10 East Midlands</b>
Children's services
Learning and Skills
Employability
Justice
Homes2Inspire
Shaw Education Trust
Retail and Social Enterprise
<b>11 Scotland</b>
Retail and Social Enterprise

# 95%

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of people say that Shaw Trust has provided clear and understandable information about what to do to keep myself and others safe during Covid-19

# 91%

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of people say they know where to go to support their own or a colleague's wellbeing

# Homes2Inspire

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Homes2Inspire works with some of the country's most difficult to place children and young people with extremely complex behaviour, multiple needs, adverse childhood experiences and trauma, high levels of high-risk behaviour, suicide, self-harm, child exploitation, child criminal exploitation.



Many of the children we support have been excluded from education and have had multiple placements (in some cases 30+), they may also be subject to Deprivation of Liberty Orders. All of them need our specialist care.

### Homes2Inspire:

- 267 children and young people looked after.
- 35 Ofsted registered Children's Homes looking after 129 children.
- one Independent Fostering Agency (FosteringtoInspire) graded 'Good' by Ofsted.
- Two large Leaving Care Services (flats) one of which has a CQC registered Well-Being Suite.
- A Strategic Partnership with Somerset County Council to develop up to 10 registered Children's Homes, 20 High Needs Foster Placements and a Therapeutic Education School.



### Our community says:

"I used to be the top in the county for running away and now I don't at all."

**Resident**

"I'm looking forward to being able to care for the elderly with respect and dignity, like staff have cared for me."

**Resident**

"We have to praise staff, they have kept her safe and continued to care for her despite her challenges, they have never given up on her, and many others would."

**Parent**

"They are supporting [child] to make progression that we didn't think was possible. So many providers do not take this approach to risk and it's refreshing to see."

**Social worker**

"The progress made by children is truly phenomenal."

**Staff member**

### About our Young People

- Between September 2021-July 2022, 165 young people lived in our homes
- We have a total of 113 beds in our homes
- 53% of our young people are male and 47% female
- 24% of our young people come from an ethnic minority background
- 38% of our young people have Education Health and Care Plans (EHC Plans)
- 50% of our young people attend a mainstream school
- 45% of our post-16s have part-time jobs
- 153 of our children and young people are in education or training.

Jamie and his brother were known to social care from 2006 because of domestic abuse concerns and poor home conditions. They were placed in their grandmother's care when Jamie was 14.

However, Jamie's relationship with his grandmother gradually broke down as he struggled to live within his grandmother's boundaries. He came to live with us in 2018.

Jamie had ups and downs – ricocheting between periods of exceptional engagement, followed by long periods of becoming isolated and rejecting support from our team.

We persevered, helping Jamie build his confidence through sport. Sadly, Jamie lost his grandmother in 2020 and was profoundly affected, but he channelled his grief into raising more than £1,500 for dementia research by completing a sponsored run.

Jamie always aspired to join the Navy as soon as he turned 16 – but his application was declined. After being refused an appeal, Shaw Trust staff challenged this ruling and their support – and a statement from Jamie to support his appeal – saw him being admitted and he started his training in July.

Jamie has developed into a mature and positive role model for our other young people and an inspiration to others.

"I honestly can't say how thankful I am to you and all the staff. I'm so happy to have achieved my dream after such a difficult start. Thank you, especially for just listening to me talk – it means a lot. I get to just be normal."

**Jamie 2022**

### Homes and Horizons

Focusing on the needs of the children and young people who require our in-depth help and support this partnership will enable Shaw Trust and Somerset Council (SC) to:

- Take a long-term, joined-up approach to transforming the county's children's services with a service designed for the needs of the most vulnerable and high need children.
- Create a new way for the public and civil society to work together.
- Create additional social value in the county by reinvesting contract profits into innovative new services.

### It will deliver:

- 10 residential children's homes.
- 20 high needs fostering places.
- Therapeutic education.

The approach includes an innovation fund enabling Shaw Trust Foundation to work with SC and young people in Somerset to develop new approaches and pilot services to make young people's transitions into adulthood easier.

The work to develop this strategic partnership with SC is a huge achievement and is a blueprint for innovative, collaborative, place-based and longitudinal work for the future. But it is also vital to remember what it will mean for the children and young people it supports:

"The visit to the furniture manufacturer only reinforced my belief in the philosophy and work of Homes2Inspire as being both pioneering and outstanding. The value they show their young people can be seen in both the relationships of staff and young people and the quality of homes they have. This is what changes a Children's home into a home for children."

**Damien Erangey, Somerset Council**

# Shaw Education Trust

Shaw Education Trust is a multi-academy trust sponsored by Shaw Trust. Founded to improve employment outcomes for disabled children it has grown and now operates 29 primary, secondary and specialist schools across 10 local authority areas.

It remains true to its founding principle ensuring individual's opportunities are not limited by their background, or by their ability.

**11,000+**  
students

**29**  
Academies

**45+**  
extra-curricular clubs

**2,500 staff**  
hours of support  
for schools provided  
by the customer  
services team

**100%**  
of schools retained  
or improved their  
Ofsted grade

**100%**  
of schools received  
judgements in line  
with SET's internal  
evaluation

**100%**  
of our Directive  
Academy Order  
schools received  
'Good' at next  
inspection

**100%**  
residential specialist  
schools are good or  
outstanding

## Ofsted said:

“Staff undertake a range of courses provided by the Shaw Education Trust. Staff appreciate the investment that has been made in their development. As a result of this investment, staff have strong subject knowledge.”

“Leaders, academy councillors and trustees work well together. They take account of staff’s workload and the well-being of staff and pupils.”

“Senior leaders, including trustees and governors, lead this school very well. They are determined to ensure that pupils are provided with a life-enhancing education.”

## Our principals’ and teachers’ say:

“I take with me so much inspiration from being part of the Shaw Education Trust community and family. I am really grateful for you believing in our school all those years ago and supporting us all in our incredible journey.”

“As Headteacher, having colleagues who know our school inside out, but also care for our school community is invaluable. As a staff team we became invincible. I am very thankful that I am part of such a wonderful trust.”

“I will be forever grateful for the support and opportunities I have been given which have allowed me to progress in my career. I have been at my school for 10 years, and the school is undoubtedly in the best place it has been during that time, since being taken over by Shaw Education Trust.”

## Our Institute of Education: Key training statistics and our workforce development programmes

Our Institute of Education (IoE) is a key strand of our organisation and leads on our school improvement, talent management and CPD. The IoE has an excellent reputation for providing superb quality support through our vast network of highly experienced and successful system leaders. We have provided high quality, national awards, externally verified and certified training to teachers and leaders:

**352** National Professional Qualifications

**142** Early Career Frameworks (ECTs and ECMs)

**108** apprentices

**84%** apprenticeship retention rate

**Outstanding SCITT** (School-Centred Initial Teacher Training) within SET (Keele and North Staffordshire Teacher Education)

**46** subject and thematic hubs for teachers and leaders

**71** professional advocates providing support and expertise across Shaw Education Trust

**35 in-house training programmes** for teaching assistants, teachers, aspiring leaders, middle and senior leaders



## Billy Ellerington wins the Beckwith CARE Young Changemaker Award

With an early diagnosis of ADHD, Tourette’s and associated learning difficulties, Billy found he faced many challenges growing up, including a permanent exclusion from mainstream secondary. He found himself in a specialist setting which in his own words ‘changed his life’ after discovering the power of sport. Billy has used his own experiences to educate and inspire others. He has delivered training for senior school leaders, coached and led sports/fitness sessions for students and recorded a podcast with Professor Barry Carpenter.

Last summer, he fronted a campaign – the Active Summer Challenge - for the Youth Sport Trust, even learning some British Sign Language to make it inclusive for all. He said: “Helping other people reach their goals and really changing a child’s life, not just physically but mentally, with the power of sport is massive. I’ve gained self-management and a lot of confidence which has helped me with my Tourette’s Syndrome and ADHD to stay levelled with everyone around me and stay focused on my challenge ahead.”

# Children and Young People's Services

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Shaw Trust Children and  
Young People's Services delivers  
services for those aged 5 years to 24,  
focusing on those aged 11 to 18.





Our work covers careers guidance and wrap-around support in schools and with those not in education, employment or training (NEET), management information, supported internships, youth work, youth justice, coaching, self-employment and enterprise, and employability. In 2021/22, we worked with 98,000 children and young people.



Z left sixth form following issues with her peers, including a physical fight. This led to anxiety, low self-esteem, feeling alone, and not wanting to leave her bedroom. We supported her with:

- Seven specialist mentoring sessions using Cognitive Behavioural Therapy (CBT) approaches – to deal with her negative feelings and low mood, boosting her confidence and outlook of the world.
- Regular weekly mentoring sessions to work on her confidence, motivation, preparing her to find a part time job and apply for education.
- Completing the Money Wellbeing course, employability days and master classes.

Z has boosted her self-esteem, confidence, and self-belief and is now doing A levels that support her with her future career goals. She was very lonely when I first met her but now has friends and has become much more sociable.

“For the past few months my life has somewhat spiralled out of control to a point where I felt like I was thinking of ways I could leave this planet. Thankfully after seeing me in this state my father started going everywhere, so he could find me someone who could help me. I began attending CBT and this really challenged and changed my way of thought. One other thing my mentor taught me is that I am one in a million and I should act in this way. Before this programme, I had a weak mindset which led me to making poor decisions. I am proud of how far I’ve come and all my achievements. My mentor really understood me, and I was able to express all of my concerns to her big or little. To say CBT saved my mental health would be an understatement; it also lifted me up from a hole I’ve been digging myself for years. I am very grateful for the opportunity and hope that these new skills I have picked up will stay with me for a lifetime.”

**Young Person Z**

Our Children and Young People’s Services work with an evaluation partner, University of Northampton, to independently evaluate the impact of our work including our resilience mentoring, cognitive behavioural coaching and health and wellbeing interventions.

### Above and beyond

The Gloucester team created Healthy Holidays to address the food poverty families accessing their services were experiencing during school holidays. This includes:

- Delivering a weekly family breakfast pack.
- A healthy one pot recipe card with all the ingredients for the families to make two hot meals.
- On-site activities (like circus skills, and dance) and cooking a healthy meal together.

Since October 2020 the team have provided 27,000 meals to those in need.

#### Our clients say:

“I would like to thank you for how you have supported us through our family journey. You have spent time nurturing our daughter back from being hardly able to leave the house and suffering terrible anxiety to being able to enjoy a relatively normal life.”

#### A parent

“My adviser has been fantastic and found me a job at an estate agency as a business administrator. He helped me build my confidence and I am so grateful.”

#### Young person



# Optimus Education

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Optimus Education is one of the UK's leading providers of inspiring school improvement services.



## Our impact

95% of schools undertaking the Wellbeing Award for Schools agreed it helped reduce mental health stigma.

The percentage of young people unsure about their future dropped from 48% to 20% after participating in an Optimus Education Skills event.

## Our customers say:

“The Optimus team are friendly and professional and went out of their way to ensure the best possible outcomes. We can’t recommend Optimus Education highly enough and we hope to continue our partnership with them over the years to come.”

**Co-Founder, Chameleon Personal Development Education**

“Optimus Education gives us the peace of mind that comes with knowing our safeguarding compliance procedures are sound and up to date. Optimus Education is among a select group of truly indispensable education resources.”

**ACS International Schools**

“The Leading Parent Partnership Award directly impacted pupil achievement at GCSE level and improved outcomes significantly. This improvement has been most evident for disadvantaged and SEND students”

**Vice Principal, Saint Peter and Paul Catholic High School**

## Our Optimus

### Education colleagues say:

“I love supporting the many schools working with us. Working on our awards gives me a great insight into all the good things that they do.”

**Denise Thomas, Customer Service Manager**

“I love how varied our portfolio is... It’s great that no matter what a school needs, we can always help them! .”

**Josh Hadrill, Improvement Awards Manager**

“There is always someone who’s able to help when you need.”

**Sarah Burne, Publications Lead**

Lessness Heath School decided to focus on supporting and protecting mental health and wellbeing of the whole-school community – so worked with Optimus Education’s Wellbeing Award for Schools (WAS).

The WAS supports schools to make a mental health action plan that will improve the mental health provision for pupils and staff, created in partnership with the National Children’s Bureau.

Before the intervention, the staff wellbeing audit showed they felt the huge demands of their role caused them to neglect their wellbeing – and that some were considering leaving the teaching profession. It also showed they didn’t know how to recognise or respond to mental health challenges.

By understanding the problem, Lessness Heath School gained a greater understanding of the importance of removing mental health stigma. They made many changes including creating a staff wellbeing notice board, appointing wellbeing ambassadors and delivering termly Continuing Professional Development with a focus on mental health and wellbeing.



**5,000+**  
schools supported

**80,000+**  
school staff  
supported in  
their professional  
development

**1.7**  
million+ pupils  
reached

**4,200+**  
hours of support  
for schools provided  
by the customer  
services team

An evaluation of  
the Wellbeing Award  
for Schools revealed  
that of **1,000+**  
schools enrolled on  
the award:

**95%**  
agreed the award  
had improved  
pupils’ behaviour

**93%**  
agreed it had  
improved  
staff wellbeing

**93%**  
agreed it had a large  
or medium impact  
on parent wellbeing

# Learning and Skills

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Learning and Skills delivers apprenticeships, advanced learner loans, skills and employability to both unemployed and employed learners wanting to improve their skills.

We also support young people into traineeships, and support and develop learners with special educational needs through supported internships through youth education and skills.

# This year:

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We have supported  
**5045** learners, who have achieved  
**3222** qualifications

**629** people have progressed  
to employment  
or further education



Gavin found Shaw Trust via the job centre after being unemployed for a long time after an extended illness and recovery. He wanted to take some courses that interested him and grabbed his attention, including Level 1 Award Preparing to Work in Adult Social Care and Level 2 Certificate Mental Health Problems.

A Progression Officer supported Gavin with his CVs, job applications, mock interviews, and job searches; while his tutor who helped with the learning modules, feedback and guidance.

Gavin is now undertaking training for a new role in the Civil Service.

“My qualifications gave me a lot more confidence going back into work and the support I’ve had has made me feel more positive.

It’s only been a couple of years but you can start to lose touch with the jobs market but it helped me get back into work and I am now working with the civil service – it’s not quite what I expected but I am enjoying it and currently in the training part and then I will gradually be eased into the job role and put the learning into practice.

Sometimes things come by that you don’t expect and other ones you have to search a little bit for, but this one came by the job centre and here I am back in at 58 which I didn’t expect.”

## Our learners say:

“I found this course really good – I got all the support I needed – I had the best tutor too!”

“I feel the course has helped me understand my strengths and it has given me a bit of my confidence back. Talking on camera to help other people who are not sure of whether to do the course made me realize I can push myself out of my comfort zone and survive.”

“The support was amazing. I feel very positive, and I am excited about starting my new job in the coming weeks. I am very thankful to Laura for her amazing input and pointing out some of my strengths. All of her suggestions I took her up on to see where it led and, in the end, it led me to my new job!”

## Our clients say:

“An individual and personalised approach to functional skills and apprenticeship learning has supported our employees to develop. The apprenticeship learners are able to set their own pace, for example, provision has been made for those apprentices who want to work quicker on their apprenticeship to prevent them from becoming disengaged and bored.”

**Regional Manager, STERIS**

“This was a really well thought out and delivered training programme, which has clearly delivered exactly what we wanted it to, which is 100% start and completion rate. There are lots of job opportunities, so we are really pleased with it.”

**Employment Services Delivery Manager,  
London Borough of Camden**

# Employability

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Shaw Trust Employability is focused on supporting unemployed people with barriers to gaining employment.



The people we work with have barriers to gaining employment including health, disability or other economic or social disadvantage. We offer wraparound support such as health and wellbeing support, training, information, advice and guidance (IAG) and mentoring.

In 2022 we supported 64,539 unemployed people with 30,838 of these either starting a new job or launching their own business.

Our main commissioners are the Department for Work and Pensions (DWP), the West London Alliance (WLA), and the Education and Skills Funding Agency (ESFA).

## Our participants say:

“Support has been great - very helpful. Keep it going as the support could help so many people.”  
**IPES – Digital Coaches participant**

“My experience has been so positive, I am going to be able to use all of the techniques and advice I was given to succeed in life.”  
**IPES - Talking Therapy participant**

“I’m so thankful for IPES, it saved my life and gave me the ability to believe in myself. This is down to Antonia and Jaime, without them I honestly believe I would not be here today to write this.”  
**IPES participant**



## Going the extra mile

Our West London team has started a mini foodbank in the office with donations from local businesses to support participants impacted by the cost-of-living crisis.

Our advisors in the Birmingham Restart Hub use skills gained in their personal lives to engage and support participants. For example, Rob uses sign-language to ensure one of his participants Glodie gets the most out of the programme.

“Usually, I spend a lot of time typing on my phone to communicate with people. Being able to sign makes it so much quicker for me to explain what I mean. Rob also interprets what is happening in the office for me, so I feel more involved and understand what is going on around me.”

**Glodie**



**Paul was supported by the Intensive Personalised Employment Support (IPES) programme. This DWP programme supports disabled people with complex needs. Here is his story:**

After over three years of unemployment, Paul had lost his purpose – he felt lost, devalued, and that his age was stopping him getting into work. His mental health and wellbeing were impacted. He joined IPES to re-build his confidence.

During the 14 months Paul was on IPES we focused on supporting Paul’s health and wellbeing with counselling, health at home interventions, strengthening support networks and occupational health support (resulting in a referral for much needed medical support). He now has a one-to-one care plan and is in much better health.

After 14 months, Paul began to feel like himself again - emotionally and physically. He felt able to look for work again. Paul was successful, and now works as a Compliance Monitoring Manager - using skills and expertise he feared he’d never use again.

**Mark was supported through the Work and Health Programme.**

Mark started his journey with the Work and Health programme in June 2021. He worked hard to improve his mental health, receiving intensive counselling and regular check-ins with the Shaw Trust Health and Wellbeing Team for further support.

Mark completed training including CV development, writing cover letters and applications, and mock interviews. In addition, he attended life coaching sessions around goal setting and completing tasks.

He engaged with our team extremely well and was able to identify employment opportunities with the NHS in his area of interest, Mark applied for a role, interviewed successfully and was offered the post.

# Health and Wellbeing

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Shaw Trust's Community Health and Wellbeing approach enables people to cope better with challenges at home, in work and in communities.

**13,884**  
Participants supported

**4,944**  
Kent mental health crisis phone calls answered

**1,047**  
People trained in better mental health and resilience

**330**  
Occupational Therapists trained

**374**  
Shaw Trust colleagues/stakeholders attended our autism awareness sessions

**521**  
Shaw Trust colleagues supported





We use the biopsychosocial model of support to enable better management of mental and physical health conditions.

The biopsychosocial model is an inter-disciplinary model that looks at the interconnection between biology, psychology, and socio-environmental factors. The model specifically examines how these aspects play a role in topics ranging from health and disease, to human development.

Individual Placement and Support (IPS) supports people with severe mental health difficulties into employment. It involves intensive, individual support, a rapid job search followed by placement in paid employment, and time-unlimited in-work support for both the employee and the employer.

### This year we:

#### Launched five new services:

- Shaw Trust Counselling service to employability participants.
- Shaw Trust Health Assessment service to Work and Health participants.
- Shaw Trust Training service to Work and Health participants.
- Connect for Health service in Suffolk.
- Somerset Family Solutions service in Somerset.

#### Expanded existing services

- Kent Individual Placement and Support (IPS) service was expanded to include an additional team to support the increased demand.
- Work to Recovery IPS service in Birmingham was expanded to include an additional team to support the increased demand.
- Our Shaw Trust clinical practitioners were expanded into our Children and Young People's Services to work supporting young people with their mental health needs.

When Ben Brazil came to Live Well Kent he said he had no hope for his future. Anxiety meant he found it difficult to leave the house.

Until he was 19, Ben had been a successful judo professional – travelling the world and taking part in tournaments. However, when he was 17 Ben developed Crohn's disease. By 19, his deteriorating health meant giving up judo.

This sent his life on a very different course.

Ben was referred to our counselling service. His confidence grew daily and he learned to accept himself. After completing the course, Ben applied to be a Shaw Trust volunteer - attending groups, sharing his journey, and helping people to believe in themselves again.

Ben has now achieved 8 City and Guilds certificates, he has become a business owner, a qualified mechanic, an MOT examiner and a fully qualified MOT manager.

“When I first came to Live Well Kent I wanted to take my own life. I had nothing and nobody to turn to. I had sessions with Julie and then I was introduced to the ‘Living in the Moment’ group. I learned so much in the group about myself; I learned to live in the moment and grab every opportunity with both hands, I learned to love myself and all that I am. I have been given the tools to be able to deal with everyday life. My life has changed so much.”

Ben raises awareness around mental health and the services available to help by telling his story.

We nominated Ben for a Social Prescribing Award and he won the award for the most inspirational person 2022, sponsored by NHS England.



### Key achievements

- IPS Grow Quality Kitemark awarded to **Work to Recovery**

“We are so pleased with the delivery of the IPS Service and the changes Shaw Trust have implemented. The service has gone from a failing contract by the previous provider to one of best practice being recognised by NHS England and IPS Grow.”

#### **Birmingham and Solihull Integrated Care Board**

- 101/125 score on **Kent and Medway IPS's** first IPS fidelity review

“Shaw Trust have an important contribution to make in shaping the Community Mental Health Team offer in Kent & Medway and it is good to know it is in safe hands as you explore new areas to use IPS. Please keep doing what you are doing...”

#### **NHS England**

- **Live Well Kent** won the Kent Housing award for excellent partnership working

“There really couldn't have been a better example of partnership so I'm glad to see the award rightfully came to Live Well Kent”.

#### **Kent County Council**

- **Silver Covid 19 Response Awards** for our Covid 19 Staff Health and Wellbeing Initiative
- Shortlisted for **CIPD hugely prestigious Peoples Management Awards** for the Best health and well-being initiative public/ third sector

# Justice

Our work in the justice sector is designed to enable the people we support to contribute positively to society and break the cycle of offending and reoffending.

We work with adults and young people both within custody and in the community supporting them to affect positive change.

**300**  
Young People  
Educated at Feltham

**1500+**  
Exams passed by  
young people at  
Feltham

**1418**  
People supported by  
CFO Activity Hubs

**2434**  
Community and  
social interventions

**72**  
Interventions and  
services to reduce  
recidivism

**701**  
People Supported by  
CFO3

**690**  
Jobs secured CFO3

Information, Advice  
and Guidance  
contracts delivered in  
**16** prisons across the  
UK

**360+**  
Colleagues working  
in Justice



## Our Work

We deliver contracts for the Ministry of Justice, Youth Custodial Services and HMPPS/ CFO (part funded by the ESF) to improve social inclusion among ex-offenders through education, training, Information, Advice and Guidance (IAG) and employment support, both within prisons and upon release. We deliver in 48 custodial establishments and over 114 community locations across England, including seven dedicated CFO Activity Hubs in the West Midlands, East Midlands and East of England each offering a warm welcome, a hot drink and one-to-one with a support worker, group sessions and space for participants to work on their own with our staff available.

## Stoke CFO Activity Hub Supports the Poppy Appeal

One of our support workers at our Stoke CFO Activity Hub wanted to do something for the Poppy Appeal, as he is part of the Veteran's Support Network, so decided to stay in for a walk in remembrance for those who have served for us.

Participants and colleagues took turns walking from John O' Groats to Land's End (812 miles) with everyone proudly wearing a poppy. After each person has finished their section of the walk, their poppy is added to the board to demonstrate participation.

Not only did the initiative help improve fitness it led to improved participant engagement in other activities offered at the Hub.

### Participants attending activities at our hubs say:

"Great day! So much to offer and what a difference you make. Really informative. Thank you."

"What a fantastic hub, well organised, great staff, good vibe to it...very welcoming!"

"What a lovely space. Great, safe atmosphere and some wonderful, magical work taking place."

## Comments from Colleagues

"Throughout my time with Ixion and Shaw Trust, I have always felt that the company truly does put the participants at the centre of all that is done. The work I do gives me great satisfaction, knowing that what I do, genuinely makes a difference to people's lives. I believe that progression within Shaw Trust is important to higher management, including the CEO and that staff are supported with this. I am proud to say that I work for Shaw Trust."

"I find this role extremely rewarding. Every day is different, I am able to feel like I am making a difference to people's lives, and this job challenges me and has given me invaluable skills such as creative problem solving. I work as part of a great team who are very supportive. Seeing the real life impacts our support has for our participants, and how it can change their lives for the better, is very fulfilling."

"Being a community case manager offers me job satisfaction as I enjoy helping people grow and improving their quality of life. Shaw Trust has been very accommodating to my lifestyle as I have a young son. They have granted me flexible working hours which enables me to complete my job role more efficiently. My line manager is wonderful and always helps me where needed."

"I love working for Shaw Trust and I feel that it's refreshing to have a company that truly lives by its values and invests in its people. I feel very proud of my team and the positive effects we make on people's lives, and I feel very passionate about the work we do and what value it brings not only to our participants but to society."

"I joined in 2017 as a community case manager. Since then, I have progressed twice and have really grown in confidence. Joining Shaw Trust has allowed me to get involved with equality and diversity groups and has allowed me to get involved with areas I am passionate about outside of my day-to-day job. Having a management team that really believe in their staff and their purpose makes coming to work much easier."

## Feltham Education welcomes ministerial visit

One of the areas where we work supporting young people is at Feltham Young Offenders Institution (YOI). We provide the young peoples' education, and like at any school or college, we employ teachers, prepare lessons and support the young people to take exams including GCSEs, vocational and educational qualifications. But we do it within the prison.

In March Victoria Atkins, Minister of State at the Ministry of Justice and Minister for Afghan Resettlement visited with Helga Swidenbank, Executive Director Youth Custody Service. Both commented positively on the significant improvements in safety, behaviour, engagement, and outcomes for learners at Feltham YOI since early 2020. These improvements have taken place despite the Covid-19 pandemic and were recognised in a recent visit by Ofsted.

Speaking about the visit, and the improvement over the last two years, Patrick Allen, our Head of Education at Feltham YOI said: "Meeting the Minister and Helga and receiving their feedback, where they recognised the hard work done by the Shaw Trust team at Feltham YOI was extremely satisfying. The whole team has come together in building effective partnerships with our HMPPS colleagues, thus enabling the successful implementation of a revised curriculum, a trauma informed approach to behaviour management and a shared learner centred vision of high expectations, which formed the foundations for the significant improvements."

# Charitable Enterprise and Retail

To support our work we run retail shops, and have social enterprises delivering a range of activities including laundry services, horticultural centres, digital and physical accessibility and plastics manufacture. These enterprises help us to transform lives, including a diverse range of community connections, vocational skills, and experience.

Our not-for-profit enterprises provide a stepping-stone for young people and those with a disability or health condition into work.

**24**

charity shops on UK  
high streets

**250**

volunteers in  
our charity shops  
gave **80,000**  
volunteering hours

**2**

garden centres

**1**

plastic  
manufacturing  
factory

**1**

commercial laundry

**70**

organisations  
assessed for digital  
accessibility

**100,000**

hours of support  
to more than 300  
vulnerable adults and  
young people

**151**

organisations  
supported with CPD  
training

**10,000**

products from over  
1,000 suppliers on  
profiled on Living  
Made Easy website



## Our Work

We have four main ways we support people through our charitable enterprise and retail work:

- The Disabled Living Foundation provides impartial advice and guidance on aids to independent living and training.
- Accessibility Services our digital service provides assessment and guidance on Web Content Accessibility Guideline (WCAG) standards.
- Charitable enterprises provide day opportunities, supported internships, supported work experience, education and training to adults and young people to enter work and gain qualifications.
- Retail charity shops where volunteers can gain valuable work experience and members of the public can donate and purchase items including clothing, homeware, books and other items.

## Charity shops at the heart of a community

Our Shaw Trust charity shops are more than just retailers, they are also community hubs bringing people together. One of our volunteers in our Chesham shop, Ashley, noticed there was a need for second-hand school uniforms to support parents in the area. She approached the headteacher at her daughter's school and spoke to them about Shaw Trust selling second hand school uniform. The idea was received well and soon the Chesham shop was selling their uniform. This was so popular, three other schools also approached the shop and now parents from all four schools can buy uniform at the shop.

This has helped the shop boost sales and generate a surplus – all of which goes towards our work supporting people. It supports the local community and parents who can buy school uniform at heavily discounted prices and supports local schools by ensuring they do not have to manage or co-ordinate sales.

Ashley is now in full time employment but still finds the time to volunteer with us on a regular basis.



## Living our values

We believe that testing digital accessibility is best done by people with lived experience. Our Accessibility Services team has over 30 years' collective experience supporting organisations to become accessible. Our in-house Digital Testing Team has first-hand experience of disability and assistive technology and brings a unique perspective, both personally and professionally.

This commitment to employing assessors with passion and lived experience ensures we can provide invaluable insights that automated testing programmes may fail to identify.

## Meet Lee Ellery, one of our accessibility testers

Lee has Cerebral Palsy which affects all four limbs, he is also visually impaired but none of this stops him doing what he enjoys. He uses speech software converting his voice into text on screen which enables him to work successfully and enjoy the freedom of the internet.

Alongside his work with Shaw Trust Lee is an independent disability campaigner helping individuals and organisations to raise awareness of the issues that affect disabled people. He provides support to run campaigns and ensures disabled people's voices are heard and was recognised in the Disability Power 100 2022 for his campaigning work.

# Ixion Innovation

Ixion Innovation helps organisations develop world beating products, processes and services to tackle major societal, environmental and economic challenges.

This year, Ixion Innovation has:

Secured **£12million+** grant funding

Seen a **5-10x** success rate compared with the average applicant

Secured funding for several UK companies under the Horizon Europe funding programme (deemed almost impossible post-Brexit)

The nearly 20- strong team of scientists, engineers, technologists and business specialists focuses on securing innovation funding to help pay for ambitious projects. Ixion is renowned across Europe as one of the most successful grant acquisition organisations.

Our clients say:

“You have literally changed my life”  
**Jason Hill, Managing Director, Dynamiq**

Ixion won over £2m of Innovate UK funding to allow Dynamiq to develop a new, high performance, affordable turbine powered helicopter. As a result of our work, they have secured 658 deposits for the aircraft (approximately £60 million).

“It is fantastic, the feedback, the score, the funding, It will enable us to take the next steps. It wouldn't have been possible without the very skilled Ixion Innovation team.”  
**Arve Stavrum Tang, CEO, Cemit Digital**

Ixion won €1.6m of funding from Eurostars for Cemit Digital, securing the number 1 ranked application across Europe.

“I would like to place on record that I have been very impressed by Ixion's support and leadership throughout this process – Nice job!”  
**Martin Coleman, CFO, Metrasens**

Ixion won a major Innovate UK grant application for Metrasens to develop a novel security scanner that doesn't need a person to empty their pockets.

**Ixion secured a €1.8m grant and €6m of equity investment for Handiscover.**

Handiscover focuses on solutions helping disabled people to navigate and travel. This project focused on the accessibility of hotel accommodation. Handiscover are trailblazers, using sophisticated technology to deliver fast, accurate, and automated classification of hotel accommodation.

# 75%

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of colleagues reported feeling good about themselves

# 68%

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of colleagues were able to maintain a good level of physical and mental wellbeing during Covid

# Our commitment to our colleagues

## CEO Shadow Programmes

Shaw Trust offers two CEO Shadow programmes, both offer colleagues an opportunity to learn directly from our Chief Executive Officer, Chris Luck.

### CEO Executive Shadow Board

The Shaw Trust CEO's Executive Shadow Board enables colleagues to get involved in the shaping of Shaw Trust and provide suggestions directly to the CEO and senior executives on strategic issues. The purpose is to diversify the perspectives our executives hear and bring a more diverse, non-executive and younger mindset with an alternative viewpoint to strategic issues being discussed by the Executive Board.

"It has given me an insight into how to challenge leaders effectively and changed how I consider and complete tasks within my role."

### CEO Shadow

Colleagues follow Chris in his work over a day or a few days. Accompanying him to meetings and observing what it means to be a CEO. Participants grow their insight and experience into how a large organisation operates at the group level, and have one-to-one meetings with the CEO.

## Apprenticeships

Blending work experience and academic study, apprenticeships offer Shaw Trust colleagues progression opportunities including learning new skills, gaining experience, achieving qualifications and expanding their network.

At present 6.7% of our workforce are undertaking qualifications. This is ahead of our target of 5% of our workforce.

"This change from mentoring to coaching has helped me develop my skills and expertise, so not only do I have the skills and knowledge from my career, but I'm also equipped now to tackle my new role thanks to this apprenticeship."

**Adam Waite**

## Future Leaders Programme

The Shaw Trust Future Leaders Programme prepares our next generation of leaders with the skills, knowledge and experiences to move into senior leadership positions at the very top of our organisation. Ten colleagues from across our organisation made up the first cohort.

The programme is supported by speakers including the Rt. Hon. Sir David Lidington, KCB, CBE, former minister for the Cabinet Office and Lord High Chancellor and Air Marshal Edward Stringer CB, CBE, who served as Director-General of the Joint Force Development, Strategic Command.

"The Future Leaders programme supported me to hone the skills I will increasingly draw on in my career. I heard from some amazing speakers and ringfenced the time for learning that it is so hard to find within my busy day job. But most importantly, I made connections across Shaw Trust with other future leaders - and I know we will continue to support and champion one another during our careers."

**Renata Graver**

## Policy Interns

This programme enables young people with diverse lived experiences who are often underrepresented and unable to influence government policy, to gain good work experiences and take an important first step on their career journeys.

"After experiencing the negative effects of long-term unemployment, and as a participant on the Work and Health Programme (WHP) I have first-hand experience of accessing employability support. Given the lack of inclusive and accessible employment opportunities, I was delighted that this internship highlights the importance and value of different lived experiences and what that can bring to an organisation."

"My experience in the Policy team has cemented my passion and research interests in improving the employability prospects for disabled people and helping to create evidence-based policy interventions to advocate for a future that is inclusive and enables disabled people to secure, stay and progress in their careers."



# Shaw Trust people

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Our colleagues and volunteers are our greatest strength.

Each person at Shaw Trust helps us achieve our purpose, define our culture, uphold our values and deliver high-quality programmes. Our people link us to those we support and keep us true.

We empower people to achieve their full potential and we support, value and progress our workforce. Trusting our colleagues to enable young people and adults towards, and into, sustainable, rewarding and meaningful employment. Our colleagues share our vision providing advice, guidance and support to move families out of poverty.

Here are the stories of some of our people.



**Clare Gray**

I have worked in the disability sector for over 30 years and am Head of Shaw Trust Disability Advocacy. In this role, I inform policy on matters relating to disability and advocate for others to advance equality and future provisions for disabled people, targeted towards work, skills and employment.

I am actively involved in responding to governmental accessibility and inclusion consultations for adults and children and have a leading role in managing relationships and meeting government officials and specialists to represent the views of Shaw Trust participants.

Since 2019, I have grown the Disability Power 100 initiative, now in its seventh year profiling the most influential disabled people in the UK.



**Jacqueline Ffrench-Martin**

I am a Careers Adviser with Children and Families Services and am on the Shaw Trust CEO Executive Shadow Board.

The CEO Executive Shadow Board has allowed me to be actively involved in understanding the organisation's Strategy Directive 2030. I had the opportunity to lead my Shadow Board group; to prepare for and to present a Board paper and have been mentored in chairing meetings with both a guest speaker and an observer.

As part of my development journey, the CEO Executive Shadow Board has been a very inspiring experience.



**Anna Marasa**

I am an Employment Advisor working for Forth Sector which is a part of Shaw Trust. I've been working in Employability for the last 20 Years (10 years at A4E, 3 years at Shaw Trust, 7 years at Forth Sector).

I carry a caseload of 20 clients delivering AllinEdinburgh Supported Employment. Since Brexit my caseload has been predominantly European and as I am multilingual, I provide support mainly for people coming from different European backgrounds.

I provide additional interpreting support to clients, employers, and other interested parties such as NHS, Welfare Rights Services, Edinburgh Council, Banks etc. A number of my clients have to face additional difficulties due to the new Home Office Legislation introducing Settled and Pre-Settled Status. I upskilled myself so that I could assist my clients to live, work and remain in the UK.



**Mel Brown**

I am an Enterprise Assistant/Job Coach and have been working at Shaw Trust since September 2015.

My role at Shaw Trust is to look after the plant nursery stock, provide job coaching for our supported employees, interns and learning disabled people – for example, creating instructions on planting, plant care, getting orders together, and training on how to make Christmas wreaths.

I help people to learn new skills, and grow their self-esteem, help them to improve their social skills, enabling them to integrate and feel part of a wider community by providing work experience opportunities.



**Maysa Tachmedova**

I work as a Support Manager on the West London Alliance Work & Health Programme at Shaw Trust. In my role as a Support Manager, I work alongside my colleagues to provide support to participants on the programme and help to equip participants with skills and knowledge to achieve and retain employment. Before joining Shaw Trust, I worked as In-House Recruitment Manager for the Royal Hospital for Neuro-disability in Putney, leading on resourcing and recruitment initiatives across the hospital.

I completed the CIPD Level 7 (Human Resources Management degree at University of West London in 2012). I have a Master's degree in Business Administration (MBA) from University of Wales Institute, Cardiff.

I support participants who are looking for work. I conduct regular review meetings with the participants to review their progress and to set a plan of actions for the next two weeks. I enjoy interacting with people and building rapport with my participants, colleagues and other stakeholders within the business.

I love every part of my job and find it very rewarding to see my participants fulfil their potential and to see them looking forward to the future!



**Shelby Rimmer**

I am a Home Manager at Lilac House. I was part of the initial team to open the home. I had previously completed a psychology degree and was working in the customer service industry. I knew I wanted a career supporting young people and making a difference to the lives of others but at the time did not have any experience working in residential care homes.

Within my role as home manager, I am responsible for the day to day running and oversight of the home. My responsibilities include maintaining positive relationships with the local authority that places the children in our home and ensuring that objectives are being met for the young people in our care. I work hard to ensure I build and maintain positive relationships with the young people placed at Lilac House to ensure they feel welcomed, accepted and supported throughout their time with us.



**Mike Olnier**

I am Head of Mobilisations and Closures, in the Shaw Trust Change Team. I've only been in my new role for a few months, previously I worked in operations for our Justice contracts. I joined Ixion as a regional manager in the Midlands, looking after our CFO3 contract, a voluntary programme preparing people to leave custody. After a few of years I was promoted into a Head of Operational Development for the contract, working across Ixion and Shaw Trust, a role I did for four years before my latest role.

All my roles at Shaw Trust have had similarities, they address social exclusion and support people into employment. I've also been involved in setting up contracts which has given me lots of transferrable skills, and this has helped me move roles.

For the last two years I was also Employee Voice chair, and that gave me opportunities to develop my skills and work with different people. It was central to my progression into my current role, as it gave me strategic opportunities. Employee Voice isn't some sort of tick box at Shaw Trust, you have a seat at the table.

Shaw Trust also has so many learning courses on our in-house academy and I've always been keen to do as many of the courses, beyond the mandatory courses as possible – and encouraged my teams to do the same. I feel there is lots of opportunity for horizontal career progression at Shaw Trust if you put yourself forward.



**Shamajul Motin (Sham)**

I am a Service Manager for Shaw Trust managing the Borough of Havering and I have worked here for five years. Currently I run multiple projects including Careers Guidance Service for schools and colleges, a mentoring initiative for at-risk year 11s.

I love that we help young people make the first step to change: when you don't have the best school / college life you are often forgotten, I feel the support we provide demonstrates there are companies who genuinely care.

Most recently I have seen three young people – now in their 30s – that I used to coach or mentor during my football days. To see them all grown up and to hear that they remember me and say I was a positive influence has really meant a lot to me. Moments like that reassure me that we are needed and vital to support the younger generation.

# Volunteering at Shaw Trust

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At Shaw Trust, we are deeply grateful for the support of volunteers – whether that’s people who choose to donate their valuable time to Shaw Trust to further our mission, or our colleagues who volunteer at Shaw Trust and elsewhere.



We have 718 volunteers giving their time to Shaw Trust and those we help – here are some of their stories.



**Christine Roffey – Live Well Kent & Medway volunteer**

Chris helps run 'Living in the Moment' workshops for Shaw Trust – Live Well Kent & Medway, volunteering with one of our partners, Julie Rogers who runs JR Counselling. Currently they are doing this virtually. Chris has been a volunteer for three years. She was recently shortlisted for 'Most Inspiring Person' in the international Social Prescribing Awards.

"Volunteering has really helped me build confidence in myself. I've found it truly amazing to be able to share my experience with others and show them things can change. Supporting and helping others gives me purpose and a real sense of achievement, it's always such a privilege to be part of their journeys and the rewards are amazing."



**Paul Storey – Retail volunteer, Seaham**

Paul has been volunteering at our Seaham Shaw Trust Shop for around six years and is a very dedicated and valued member of our team. Over the Easter weekend this year, Paul gave up his days off to run the tombola and thoroughly enjoyed raising a whopping £301.

He volunteers because he has free time to give, and he can't think of any other way to spend that time apart from helping others and particularly those with disabilities. He has made many friends while volunteering and he just enjoys every moment of being at the shop.

"My brother is disabled and I have supported him all my life and so I have developed skills that help when working with disabled people. I enjoy helping people and training other volunteers on the day-to-day operations of the shop."



**Claire Street – peer support volunteer, Work and Health Programme**

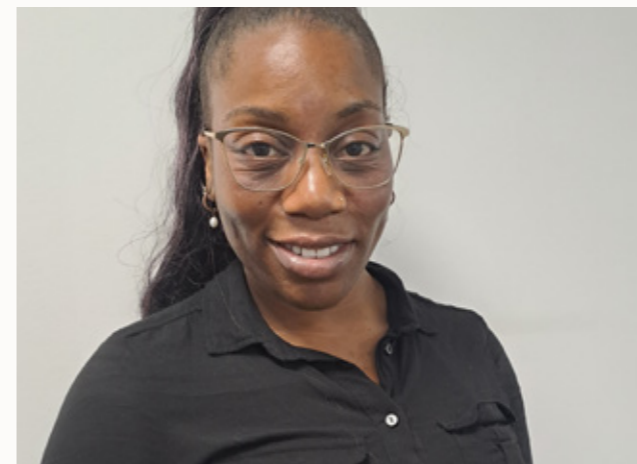
"My journey started in December 2019 as a participant on the Work and Health Programme. Through volunteering for Shaw Trust, I have grown in confidence by pushing myself out of my comfort zone. When I first started with Shaw Trust I wouldn't stand up in front of people and talk to them. Now that I have so much more confidence within me I would definitely do it now. To be accepted and respected by the people I volunteer with is so positive, uplifting, inspirational and rewarding and I feel that I can smile every day knowing how much Shaw Trust has had a personal impact on me."

All our Shaw Trust people have up to two days they can use for volunteering each year. In 2021-2, 153 days were given by Shaw Trust staff. Here are some of their stories.



Mark Earl, Chief People Officer – Berrylands nature reserve volunteer

“Berrylands is my local nature reserve, and depends on volunteers to maintain and enhance the local environment. My children came along with me to help – raising their awareness of the importance of local nature reserves and how they rely on volunteers to maintain them. We helped to water the orchard trees, litter pick and remove invasive weeds. It was great to be able to lend a hand with maintaining our local nature reserve, I intend to carry on volunteering here.”



Serena Laidley, Shaw Trust Restart Programme – Commonwealth Games Volunteer

For Serena, volunteering for the Games was partly about belonging and community. “Two of my grandparents came from Jamaica. To be given an opportunity to contribute to Britain like they did, it was an honour. Being black, being British, being from Brum – these felt like my Commonwealth Games”.

Serena was part of the regional volunteering crew in Birmingham in 2021. Then in March 2022, she was invited to star in adverts. For the Games themselves, Serena led a team of volunteers to make sure guests in the NEC had what they needed. Facing challenges from train strikes to language barriers, Serena’s endless empathy and energy helped her to get through.



Jodie Stevens, Support Manager – Banham Zoo volunteer

“I have volunteered at Banham Zoo previously and decided that I wanted to do it again, this time with my colleagues Kristen Loveday, Rapid Response covering AM Kat Riley, Malgorzata Hernik too.

Upon arrival, we were greeted by the Volunteers Coordinator, Hayley Potter, who took us to meet Becky who we would be working with for two days. We were told we would be painting animal enclosures - the tigers’ enclosure on day 1, and the cheetahs’ enclosure on day 2.

It was a privilege to be where the big cats would socialise and sleep.

The work, although physically demanding, was thoroughly enjoyable, and we have already said that we would like to do it again next year. It was really good spending time with colleagues and getting to know each other.”

# 15.6%

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of our workforce have shared that  
they are disabled

# 5.8%

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of our workforce have shared that  
they are LGBTQ+

# The Shaw Trust Foundation

As a charity we add value to everything we do by investing back into the people and communities we support. The Shaw Trust Foundation is a visible and accountable rallying point for Shaw Trust's charitable purpose and activity.

The Foundation receives the surplus revenue generated through our work across Shaw Trust. It uses this profit for a purpose to create change; incubating and growing projects and pilot programmes that support people from childhood to retirement to improve social outcomes.

The Foundation helps create greater impact and generate social value with like-minded organisations.

## This year we have:

- Been thought leaders, engaging with government departments, Ministers and local authorities, responding to government consultations and convening stakeholders to develop real world solutions.
- Delivered the Disability Power 100.
- Employed four policy interns.
- Incubated two social enterprises – Dose of Nature and Disability Policy Centre.
- Sponsored the Somerset County Council Children and Young People in Care Awards.
- Sponsored the Northamptonshire Children's Trust Children and Young People in Care Awards.
- Supported individuals with charitable donations - an army uniform and equipment; a subscription for Sky TV (during the pandemic) for an ex-care leaver so he could watch sport to help his mental health and avoid isolation.
- Funded a joint post with Shaw Trust Children's Services to work with children in Northamptonshire Children's Trust (evaluated by University of Northampton) to support children living in our children's homes health and mental wellbeing, to improve education overall outcomes.
- Funded an additional Health and Wellbeing post in Northamptonshire to support care experienced young people supported by our Homes2Inspire and NEET (Not in Education, Employment or Training) teams.

## Incubator

The Shaw Trust Foundation Incubator model offers a package of support that can contain governance, bid writing, financial planning, policy and compliance, marketing and communications, HR and payroll, helping organisations to grow and increase their impact.

Dose of Nature, a charity promoting the mental health benefits of the natural world, was the first charity to be supported by the Shaw Trust Foundation's incubator programme. This support has enabled Dose of Nature to win a funding bid to support 150 people in Surrey to improve their mental wellbeing through nature prescriptions, group therapy and workshops.

The new Dose of Nature programme will be available through GPs in Surrey, who will be able to prescribe the ten week course as an alternative to drug and other therapies. With a team of clinical psychologists providing support, Dose of Nature volunteers ensure participants spend time outdoors and are guided through the mental health benefits of being in nature and encouraged to visit nature independently.



# Shaw Trust Disability Power 100

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We're proud to celebrate Britain's most influential disabled people and organisations.





The annual Shaw Trust Disability Power 100 celebrates the most influential disabled people in the UK, nominated by the public and judged by an independent panel. Nationally and internationally recognized, it is the only campaign that shines a light on disabled people at the top of their game and in positions of influence across all sectors of society. It celebrates and recognises that having a disability or health condition is not a barrier to success or a limit on what you can pursue.

More than 20% of people have an impairment and too often society sees disability before capability, unintentionally excluding Disabled People, muting their impact and limiting inclusion. Disabled people navigate an inaccessible world, equipping them with unique perspectives, expertise and experience that is often overlooked.

### Top 10

1. Rose Ayling-Ellis, Actor
2. Shani Dhanda, Social Entrepreneur, Disability Inclusion Specialist and Broadcaster
3. Victoria Jenkins, CEO and Founder, Unhidden
4. Anna Landre, The Partnership for Inclusive Disaster Strategies
5. Dr Halima Begum, Chief Executive, the Runnymede Trust
6. Ellie Simmonds, Paralympic Swimmer
7. Kim Tserkezie, Actor, Presenter, Writer, Producer and CEO Scattered Pictures
8. Amy Francis-Smith, Architect, Inclusive Design and Access Consultant
9. Dr Elliott Spaeth, Lecturer in Academic and Digital Development
10. Andrew Miller MBE, Cultural Commentator, Broadcaster and Disability Champion

### What people said:

“You and all the wider Shaw Trust team should feel very proud, as this wonderful – and important – occasion in the UK’s disability calendar continues to go from strength to strength.”

**Andrew Douglass, CEO Innovision**

“To say I came away inspired is an understatement. It was a truly humbling and motivational event and there is no doubt that I’ll be singing the Disability Power 100’s praises to my colleagues.”

**Alexander Trusty, Moody’s**

“I just wanted to say a huge thank you for a fantastic event yesterday. It was fabulous meeting like-minded people, the venue was brilliantly located and we were very well looked after. The panel discussion was insightful and it was great to see the category winners and to hear from the very inspirational top 10.”

**Joanne Austin, HSBC Bank**

“A note of thanks to you all and your teams for making yesterday such a tremendous and very accessible event. It felt great to be a part of it - the scale of it was awesome - and being made so welcome. As I said on stage the Power List is a vital annual platform and the only one of its kind, long may it continue!”

**Andrew Miller, MBE**



**753**  
Disability  
Power 100  
public nominations

**18**  
Disability leaders  
as judges

**9**  
Categories

**2**  
Sponsors, Lloyds  
Banking Group  
and Indeed

**100**  
Disability Power

**100**  
Influencers selected

**5**  
Rising Stars

**3**  
Judges’ Choice

**1**  
Parliamentary  
roundtable

**1**  
Celebratory Event

**225**  
Attendees

# Disability Advocacy

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Shaw Trust's Disability Advocacy influences positive change for disabled people in the communities we support and in the sectors in which we operate.

Shaw Trust has a bold ambition to drive the impact of Shaw Trust's Disability Advocacy work, boosting our reputation and standing in this area, as well as to drive commercial opportunities.

# We will:

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Lead the agenda

Convene stakeholders

Conduct and contribute to research

Engage with government, associate bodies, representative groups and advocacy agents



## Disability Employment Charter

Shaw Trust Foundation is a founding member of the Disability Employment Charter, launched at the Disability Power 100 2021:

- 120+ signatories.
- Independent and ITV News coverage.
- Institute of Directors endorsement.
- £18 million government funding for supported internships.
- Roundtable at the House of Commons attended by Chloe Smith MP in her capacity as Disability Minister, Dr Lisa Cameron MP and Jeremy Hunt MP.

“A welcome initiative”

**Chloe Smith MP, Minister for Disabled People**

Vicky Foxcroft MP, Shadow Minister for Disabled People, called on the government to implement the Charter in its entirety, and with immediate effect.

## All-Party Parliamentary Group (APPG) Roundtable

Our joint event with the Disability Policy Centre and APPG for Disability held at Portcullis House, Westminster in June positioned Shaw Trust as an influential voice around issues for disabled people while developing positive and successful new partnerships with leading sector voices:

- High-profile panellist speakers and attendees including Dr Lisa Cameron MP (Chair of APPG for Disability), and Marsha De Cordova MP.
- Panellists included Sophie Morgan (TV presenter and disability advocate), John Horan (barrister) and Andrew Miller MBE (cultural consultant and broadcaster).

“We’re talking about power here... ‘power concedes nothing without a demand.’ It never has done, and it never will do. That is something we – as a disabled community and also our allies – should always be very, very mindful of.”

**Marsha de Cordova MP**



Read more about the discussions held at this event



## Shaw Trust/PurpleSpace Bursary Scheme

We launched the Disability Power 100 Bursary Scheme in partnership with PurpleSpace. It provides support and mentoring for individuals to set up disability peer networks in their own organisations and supports them to build purposeful networks/resource groups. Bursaries have been awarded to people within academia, the armed forces, NHS, police and banking sectors.

“Thank you so much for awarding the place on the Scheme this has just made my year. I am so excited and thankful.”

**Jamie Shields, Lead Talent Acquisition Specialist**

## Engagement

We have worked with senior Cabinet Office officials on Disability in Workplace Reporting and meeting with fellow founding signatories of the Disability Employment Charter to present academic research conducted by Disability@Work and other leading bodies including the APPG for Disability and the Centre for Social Justice Disability Commission.

Shaw Trust was included in an elite list of 77 Business Disability Experts by Valuable 500, a global movement engaging 500 global CEOs of multinational businesses to commit to action on disability inclusion.

**Research - Shaw Trust contributed to:**

- Inclusion in Business Banking & Credit - the Lending Standards Board.
- The Everyone Economy - the Chartered Management Institute.
- Lived expert advisory panel - Natwest.



# 68%

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of our workforce identify as women

# 97%

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of colleagues have chosen to share their ethnic background data and 25% report they are from ethnically diverse backgrounds

# Our environmental impact

Shaw Trust is committed to sustainable development, recognising the environmental impact of our operations, and pledging to reduce our ecological footprint.

Our 2030  
strategic environment aims:

1

Become carbon neutral

2

Support biodiversity  
enhancement

3

Provide traineeships and volunteering  
opportunities for our participants

## We aim to:

- Contribute to reduced air pollution, specifically particulate emissions, through a Green Transport Programme, encouraging employees to consider their travel management plans, minimising the need to travel.
- Develop a progressive waste management strategy promoting resource efficiency and circular economy solutions.
- Reduce the volumes of waste sent to landfill through waste minimisation, re-use, recycling and recovery verification policies and lifecycle auditing.

## In 2020/21 we:

Significantly reduced our carbon intensity ratio from 2019/20 rates by:

- 22% per employee (from 1.47 tCO<sub>2</sub>e to 1.14 tCO<sub>2</sub>e per employee)
- 36% per participant (12.22 to 7.86 kgCO<sub>2</sub>e per participant)

Switched our energy providers to Yu Energy and SSE Gas.



# Our awards

This year Shaw Trust was delighted to receive three major awards, and be highly commended or shortlisted in three others.



## CIPD best equality, diversity and inclusion initiative — winner

The award recognises employers that are genuinely dedicated to creating an inclusive and diverse workplace.

The CIPD judges were impressed by our holistic approach, celebrating difference and using data to influence decision-making while working with a limited budget during a period of rapid growth.

### **Shaw Trust colleagues say:**

“I believe bringing awareness of the lived experience of Black, Asian and Minority Ethnic staff and users and their experiences of inequality helps to make a better organisation.”

“I feel less isolated knowing there are people with lived experience that I can draw on for advice.”

“Shaw Trust is the first place I have worked where I feel comfortable to share that I am dyslexic.”



## Trustee board of the year at the Charity Times awards — winner

Our Trustees align with and support our mission and values, giving their time willingly and voluntarily.

We have recruited an increasingly diverse Trustee board in the last 12 months, going from 20% to 40% female, and from 20% to 36% ethnically diverse.

Our Trustees bring a wide variety of specialist skills to the table, from experience in children and family services, to education and disability advocacy. They attend each Employee Voice, our colleague representative group, hearing directly from colleagues; and visit our operational sites to meet with our colleagues and participants, gaining insights into our services.



**Covid 19 response award for best staff support/wellbeing initiative during lockdown — silver**

“[Shaw Trust’s] thoughtful, innovative and people-centred approach to support staff, volunteers and the wider community [evidences that Shaw Trust are] a values-driven charity, who care about their own staff and the individuals they support too”

**Judge**

**CIPD best learning and development initiative award – highly commended**

**Shaw Trust colleagues say:**

“After the programme my desire to help change a young person’s life has intensified. The training was exceptional and really inspiring! It enabled me to further my skills in the mentoring area as well as gain valuable knowledge regarding mental health first aid. A life changing opportunity. Thank you.”

**CIPD best health and wellbeing initiative – finalist**

**Shaw Trust colleagues say:**

“The Health and Wellbeing team has been instrumental in painstakingly repairing the psychological fabric of our staff even in instances where that fabric has been ripped apart by personal trauma and tragedy. These successes would never have been possible were it not for their intervention.”

**National Equality Standard (NES) - the UK’s leading Diversity, Equality and Inclusion standard – achieved**

“I am delighted to say that Shaw Trust has met the level of proficiency required and have therefore been successful in achieving accreditation. It is noticeable that Shaw Trust has put substantial effort into Diversity and Inclusion activities over the last few years, and that this is beginning to have a positive impact on the organisation. A robust strategy driven by the board is driving progress.”

**Arun Batra OBE, CEO and co-founder of National Equality Standard.**

**Charity Times Charity of the Year and Supporting Leader of the Year – shortlisted**





# Shaw Trust aligns with the UN Sustainable Development Goals

1. No Poverty
2. Zero Hunger
3. Good Health and Wellbeing
4. Quality Education
5. Gender Equality
8. Decent Work and Economic Growth
9. Industry, Innovation and Infrastructure
10. Reduced Inequalities
11. Sustainable Cities and Communities
12. Responsible Consumption and production
13. Climate Action
16. Peace, Justice and Strong Institutions
17. Partnerships for the Goals

CYPS	EDULS	Employability	Foundation	Central Pillar
✓	✓	✓	✓	✓
✓	✓	✓	✓	○
✓	✓	✓	✓	✓
○	✓	○	○	✓
✓	✓	✓	✓	✓
✓	✓	✓	✓	✓
✓	✓	✓	○	○
✓	✓	✓	✓	✓
○	○	○	✓	✓
○	○	○	✓	✓
○	○	○	✓	✓
○	○	○	✓	○
✓	✓	✓	✓	✓



# Accreditations and Memberships



# shaw trust

Read more about Shaw Trust's corporate information including our annual accounts, gender pay gap, and carbon reduction reports.



Find out more about us at

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[shawtrust.org.uk](http://shawtrust.org.uk)  
[@shawtrust](https://twitter.com/shawtrust)

