



Rock Pool Life C.I.C Annual Report

September 2020 -
August 2021

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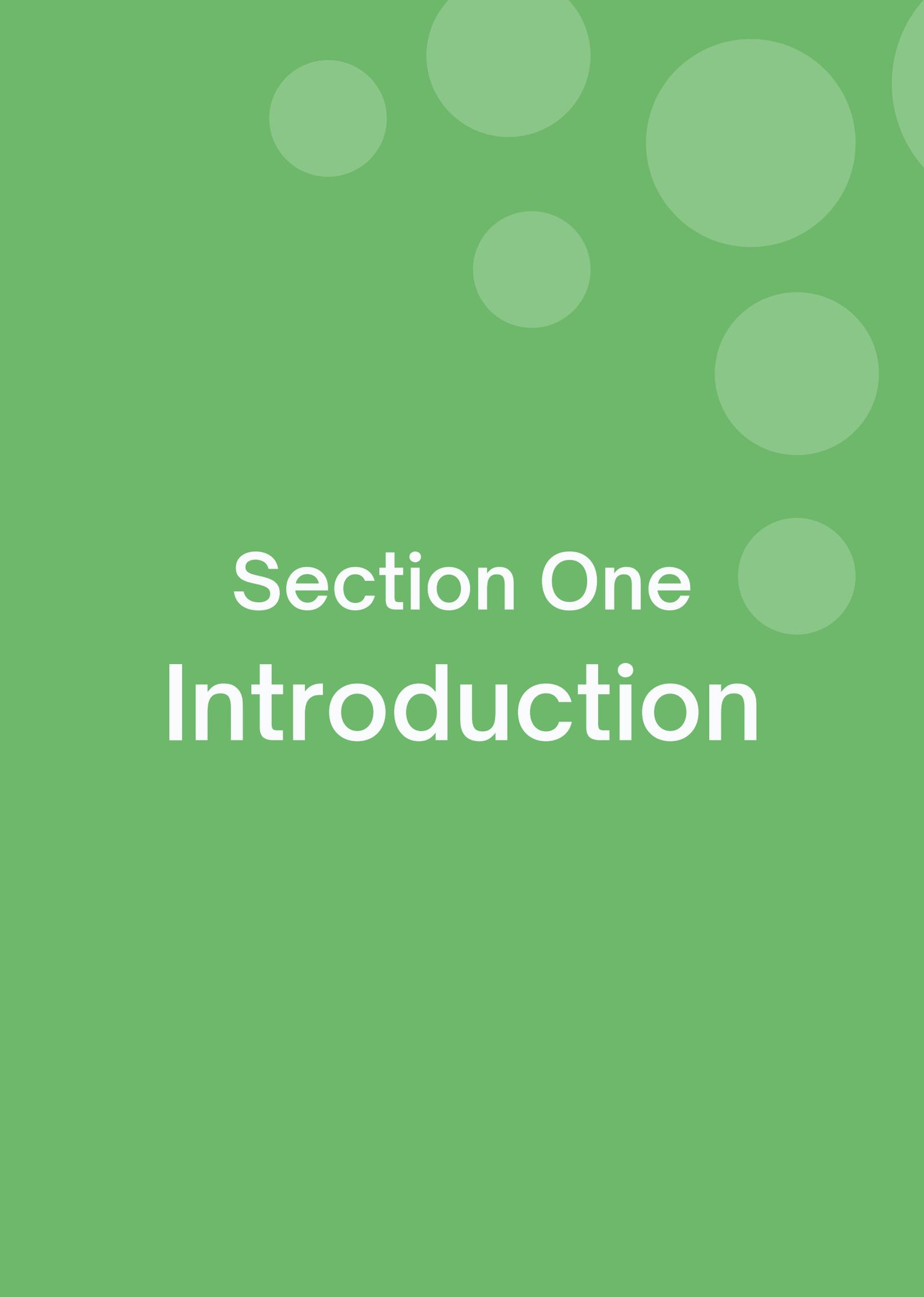
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Section One

Introduction

Introduction to Rock Pool

Rock Pool is a Community Interest Company that provides training and consultancy services for organisations that support people that have been affected by trauma.

It was founded in 2017 by Sue Penna and Kirsty Passmore, who between them have over 40 years' experience in working in frontline services that support people that have been affected by complex and developmental trauma.



Rock Pool's vision is a society that is **trauma-informed**.

We support organisations that want to improve practice, share knowledge and expertise, and enable their workforce to inspire hope, promote resilience and aid recovery for people affected by trauma. Our innovative, practical solutions and training opportunities are informed by lived experience and what is known to work.

Introduction to Rock Pool

Our Mission:

- Trauma is universal. Our mission is to contribute to transforming society to accept this reality by understanding how behaviour is influenced by trauma.
- Trauma-informed awareness and practice in society delivers hope, resilience and recovery.

Our Values:

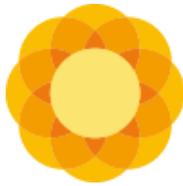
- We believe: that a trauma-informed approach can change society.
- We are all the same: we do not differentiate between people with lived experience, service providers and ourselves.
- We believe: in supporting individuals to lead independent lives free from the involvement of services.

We aim to:

- Provide education and simple practical tools that enable people to gain new perspectives and change their lives.
- Inspire the workforce to value and adapt their interactions with people through trauma-informed practice.
- Provide individuals with the ability to develop resilience to assist recovery.
- Have an influence on cultural change within organisations to enable them to become trauma informed.

Introduction to Rock Pool

Some of Rock Pool's recent customers include Avon and Somerset Office of the Police and Crime Commissioner, Birmingham Children's Trust, Cornwall County Council, Hampshire Office of the Police and Crime Commissioner, The London Borough of Barking and Dagenham, Manchester City Council, West Midlands Office of the Police and Crime Commissioner.



**BIRMINGHAM
CHILDREN'S TRUST**



**AVON &
SOMERSET
POLICE & CRIME
COMMISSIONER**



**MANCHESTER
CITY COUNCIL**



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**CORNWALL
COUNCIL**

Meet our Team

Joint Chief Executive: Sue Penna MSc, Dip C.O.T, Dip Counselling, FRSA

Sue trained as an Occupational Therapist, specialising in psychiatry. She has worked as a clinician, trainer and supervisor both within the NHS and independently, working with individuals who had experienced psychological trauma as a result of adverse childhood experiences (ACEs).

Sue is a pioneer national leading expert in writing psycho-educational programmes that support recovery through trauma-informed practice. She is also the author of a self-help book *The Recovery Toolkit: The 12-week plan to help people to recover from domestic abuse* and frequently speaks at national and international conferences.

Joint Chief Executive: Kirsty Passmore

Kirsty started her working life with IBM as a marketing specialist before joining the public sector in 2004. During her time in local government, she successfully led multi agency teams, built new service provision and transformed failing practice, for which she was nationally recognised.

At Rock Pool she has operationally led the company to grow from delivering approx. 35 courses a year in 2017 to approx. 500 in 2021.

This has included pivoting the business to an online delivery model in 3 months during the COVID-19 Pandemic. Kirsty has also been named Small Business Entrepreneur of the Year South West 2021 by the Great British Entrepreneur Awards.

Meet our Team

Office Team

Training Practice Manager: Vashti Wickers

Vashti's main role is to work alongside sue in the creation and development of trauma informed training and to ensure our content is up to date in line with new evidence and research. In addition Vashti supports our ever growing pool of Rock Pool Associates trainers.

Delivery and Operations Manager – Claire Davis

Claire ensures that the operational business of Rock Pool runs smoothly and efficiently so all of our customers new and existing have a great experience.

Training Development Manager – Sally Riley

Sally is our Training Development Manager and is the first point of contact for all training enquiries. She provides course information and advice, as well as training dates and locations.

Training Manager – Laura Harris

Laura is responsible for co-ordinating and administering all aspects of our training processes. In addition to this, she is also responsible for administering our finance processes.

Meet our Team

Training and Evaluation Co-Ordinator – Lucy Emms

Lucy is responsible for making sure all our training delegates receive their evaluation surveys and will monitor feedback. She is also responsible for Rock Pool's delegate zone, making sure training delegates can access the information and all the content is up to date.

Data Co-Ordinator – Kieran Hill-Cousins

Kieran is responsible for collating and reviewing data to produce meaningful reports that evidence the quality of our training and support the running of Rock Pool

Training Administrator - Charlotte Watson

Charlotte packs the training and dispatches resources with care, to ensure they are at the right place at the right time.



Meet our Team

Our Associates

Jo Majauskis

Leigh Arscott

Katie Bielec

Mandy Brown

Amber Canham

Karen Carpenter

April Dawn

Chris Devaney

Anoushka Dunic

Roxanne Hammond

Luke Kendall

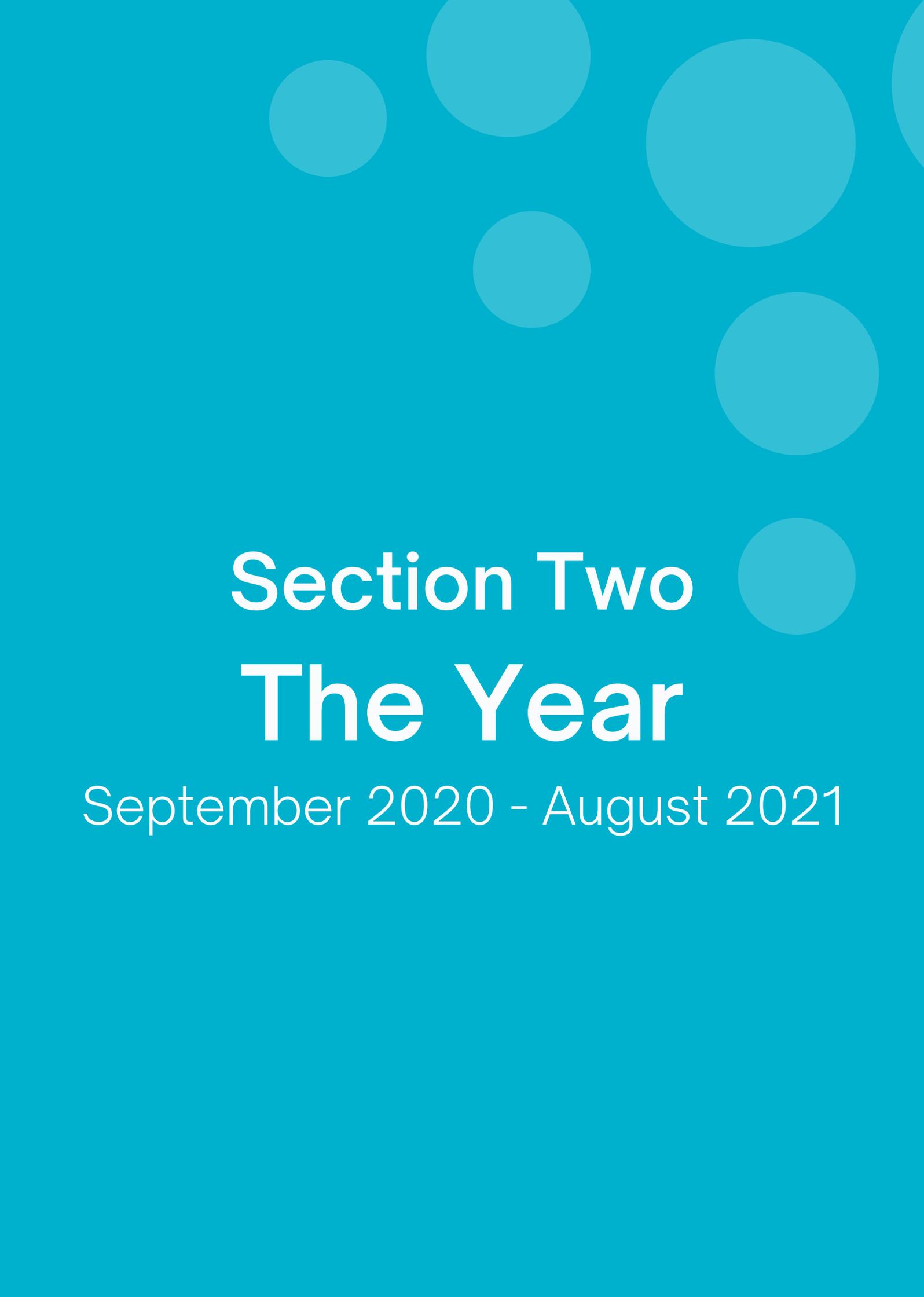
Luke Martin

Mita Mistry

Hazel Northcott

Tracy Jean Thorn

John Trott



Section Two

The Year

September 2020 - August 2021

The Year

The COVID-19 Pandemic has had a significant impact on Rock Pool's business during this time period.

Prior to the pandemic all of Rock Pool's training courses were delivered face to face in a classroom. From September 2020 all training courses were moved to an online platform delivered either via Zoom or Teams. This had a significant impact on the business, including a huge learning curve for all involved. Some of the most significant issues were as follows:

- Adapting all training courses, PowerPoints, training scripts and materials for an online platform.
- Training Associates and operational team members to deliver training courses online.
- Supporting delegates and commissioners to understand the benefits and dis-benefits of delivering online training including how to use the IT platforms.
- Creating online webinars for commissioners, which was a brand-new training medium for the business.

In addition to these issues, Rock Pool also saw a substantial increase in the number of delegates accessing our courses. In the year 2019 – 2020 Rock Pool delivered **85** courses to **1790** delegates. In the year 2020 – 2021 Rock Pool delivered **342** courses **7089** delegates. This was a **404%** increase in the number of delegates signing up to courses.

Training Courses

The following tables give you a breakdown of some of the courses we have ran this year.

Trauma-informed Practice Courses

Courses	Number of Courses	Number of Delegates
ABC of Trauma Tier 1	17	1115
ABC of Trauma Tier 2	29	684
ABC of Trauma Tier 3	12	269
Trauma Informed Educators	2	29
COVID-19, Trauma and Resilience - Q&A Session	93	1324

ACEs Courses

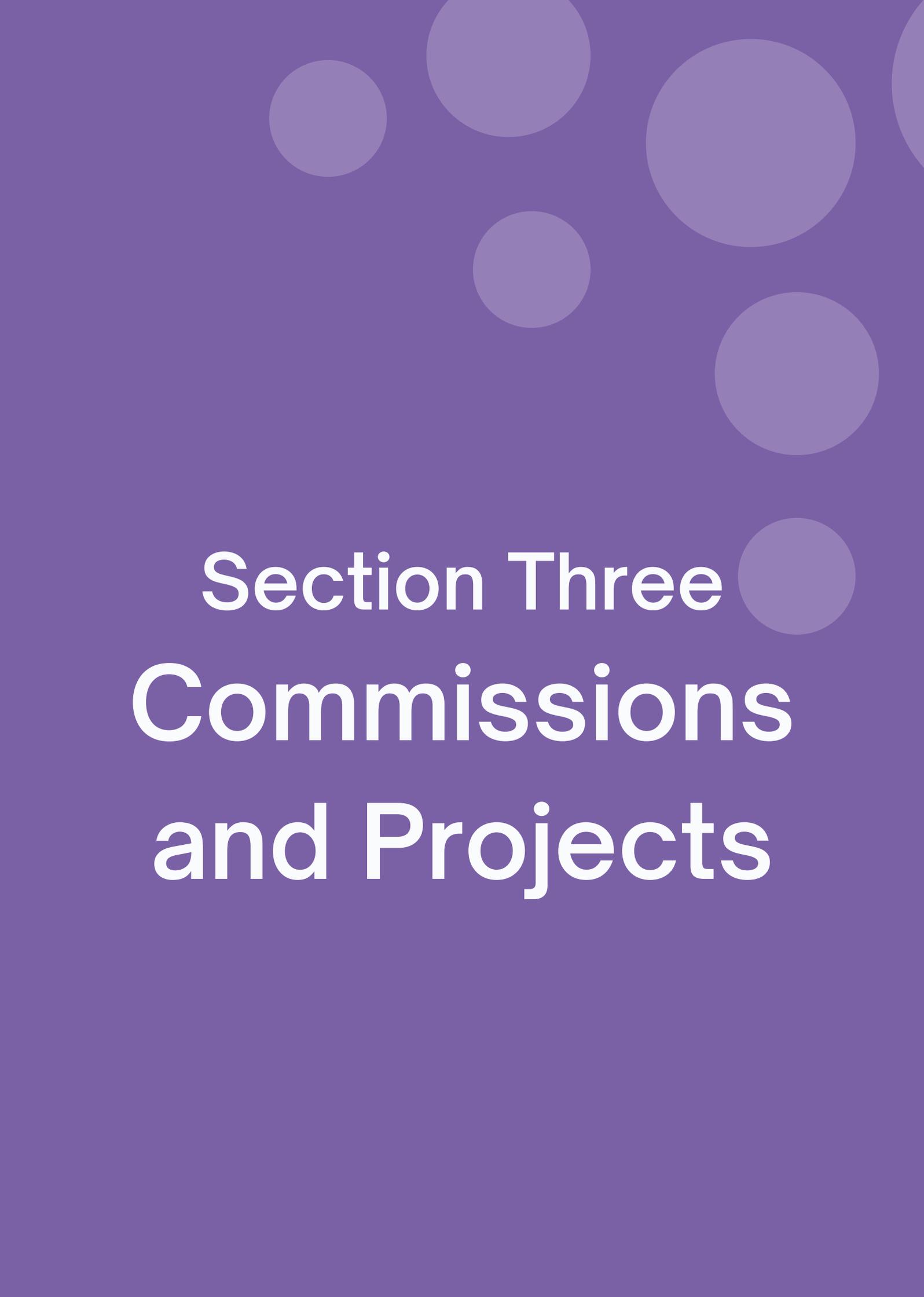
Courses	Number of Courses	Number of Delegates
SPACE - Supporting Parents and Children Emotionally	9	130
Combined ACEs Recovery Toolkit Training	22	259

Training Courses

Domestic Abuse and Sexual Violence Courses

Courses	Number of Courses	Number of Delegates
Inspiring Families Programme	5	57
Hope2Recovery	16	229
Combined Domestic Abuse Recovery Toolkit Training	18	220
Sexual Violence Recovery Toolkit	7	101





Section Three
Commissions
and Projects

Commissions and Projects

Throughout the year Rock Pool have completed several specific commissions and projects, some of the most notable were:

Cheshire Police and Crime Commissioner

Rock Pool was commissioned by Cheshire Police and Crime Commissioner to deliver:

Courses	Number of courses commissioned
ABC of Trauma Tier 1	16
ABC of Trauma Tier 2	12
ABC of Trauma Tier 3	1
Champion Preparation/Briefing Sessions	5
Complex Domestic Abuse Training	1
SPACE - Supporting Parents and Children Emotionally	4

Originally this training was due to be delivered face to face in a classroom-based setting, however due to the COVID-19 pandemic all of the training had to be delivered via online platforms.

Commissions and Projects

Big Lottery – Domestic Abuse Online Recovery Toolkit

Rock Pool were awarded £84,402.46 from the Big Lottery to adapt the Adult Domestic Abuse Recovery Toolkit (DARTK) from a classroom-based training course and face to face group programme to an online training course and online delivery programme.

In order to achieve this Rock Pool formed a partnership with 9 other organisations across England who had experience of delivering the DARTK in the traditional method.

The nine partners included:

- Birmingham Children's Trust
- Feathers Futures - Great Yarmouth
- I Am Cherished - Hertfordshire
- Nottingham Women's Aid
- Safe in Sussex
- Swindon Women's Aid
- The Susie Project at Barnardo's Cornwall
- West Mercia Women's Aid
- Wight DASH – Isles of Wight

The Fund had two key objectives of which one was particularly relevant. To increase community support to vulnerable people affected by the COVID-19 crisis, through the work of civil society organisations.

Commissions and Projects

It was also stated that Grants will also allow organisations to refocus services to address more immediate beneficiary needs in light of COVID-19.

The project commenced delivery in October 2020 and completed delivery in April 2021 that time 40 programmes were delivered to 243 participants.

The benefits of delivering the DARTK online were noted as:

All the partners were very positive about delivering the toolkit online and how important it was for their clients that they did so during the pandemic.

"The success of the online delivery, including increased contact with clients, has been fantastic and the team are in a stronger position than before, feeling more connected to each other."

(Susie Project Cornwall)

"All partners found significant advantages in accessing more isolated clients (rural isolation, disability etc.) and clients who found it awkward to leave the house to attend sessions e.g. those with pre-school children, did not want family members/neighbours etc. to know what they were doing."

Online delivery also allowed the more vulnerable/shielding individuals to participate from the safety of their homes."

(Swindon Women's Aid)

Commissions and Projects

Partners reported that they could offer a more flexible approach to delivering the toolkit and that evening sessions did attract more survivors who were in employment.

"...we have always offered evening provision but reports from women in employment was that it was better to attend online than to rush home just to go out again for the group or attend straight from work."

(DASH Isle of Wight)

Partners reported that the programme's focus on self-care was particularly relevant in times of COVID. It gave participants tools to help them deal with the stress of lockdown and some participants used the techniques taught with their children.

All partners said they would continue to offer the programme online post-pandemic as it significantly increased their reach into the community.

Commissions and Projects

Cornwall Council / Headstart Kernow SPACE Training

Rock Pool were commissioned by Cornwall Council / Headstart Kernow to deliver the SPACE (Supporting Parents and Children Emotionally) programme once a month from January 2021 to December 2021. From January to August 83 people attended the training and have become SPACE Programme Facilitators.

Victim Support Bespoke Training Package

Rock Pool were commissioned by Victim Support to deliver the following training from January 2020 to March 2020, all training courses were delivered online:

- 3 x Sexual Violence Recovery Toolkits
- 3 x Adult and Children and Young People Domestic Abuse Recovery Toolkit
- 2 x Exploited Children and Gangs Training
- 3 x ABC of Trauma Tier 3 Training

Across the range of training 90% of delegates who completed the evaluation surveys said the training met their anticipated aims. Delegates averaged **8.5/10** (10 being strongly agree) with the statement that they found the training useful and averaged **8/10** (10 being strongly agree) that it would improve their ability to do their job.

Commissions and Projects

Hampshire and the Isle of Wight Webinar

Rock Pool were commissioned by the Hampshire and Isle of Wight Integrated Public Services Board to deliver a programme of activity to support their ambition to create a more trauma informed workforce and to support the recovery of more trauma informed public services in response to COVID-19.

Rock Pool delivered separate 1-hour pre-recorded webinars for managers and practitioners which aimed to improve knowledge and understanding of Trauma Informed Practices and of the impact of COVID-19.

Rock Pool also provided 14 Guided Reflection and Question and Answer (Q&A) sessions which provided an opportunity for attendees to share learning, and to discuss issues and approaches to implementing a trauma informed approach.

Twelve weeks after completing training

- **87%** of responding practitioners had used information gained within a month, and **66%** of managers had used the information gained within a week.
- **74%** of both participants and managers agreed that their attendance on the programme would help others in their organisation to get a better understanding of trauma informed approaches.

·Practitioner confidence in using a trauma informed approach was rated at **7.4 /10**. Manager's confidence in using a trauma informed approach to support staff was scored at **7.5/10**.

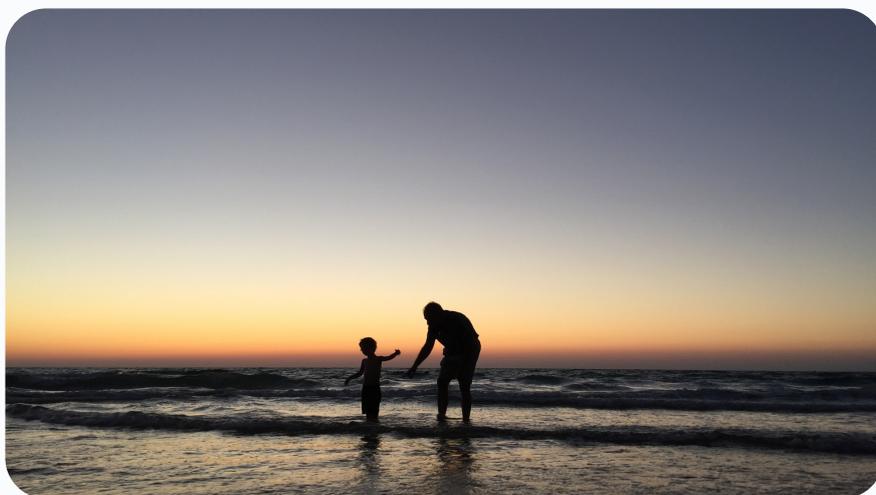
Commissions and Projects

Health Education England

Rock Pool were commissioned by Health Education England to provide a one-hour webinar and Guided Reflection and Q&A sessions for up to 1000 multi agency practitioners and managers from Dorset, Kent and Medway, Surrey, Sussex, and Thames Valley.

The topics covered in the webinars was as follows:

- What we know about trauma pre COVID-19
- What do we mean by a trauma informed approach?
- Impact of COVID-19 on individuals and communities
- Implementing the principles and practice of a trauma informed approach
- Developing resilience in people, communities, colleagues, and your staff during COVID-19



Commissions and Projects

Birmingham and Solihull Webinar

Rock Pool were commissioned by Birmingham and Solihull Mental Health NHS Foundation Trust to deliver our Trauma-Informed Practice in Healthcare Webinar and Q&A Sessions. This was a 1-hour pre-recorded webinar and 11 live Question and Answer sessions throughout April 2021

The topics covered in the webinar included:

- Trauma
- Adverse Childhood Experiences
- Toxic Stress
- Neuroscience research
- Trauma-informed working
- Resilience and protective factors

96% of delegates said that they would recommend Rock Pool to others, and we found that there was an increase of **93%** in understanding across all content questions asked. **76%** of delegates said they began to use the knowledge gained in the webinar within a week of completing training.

A breakdown of feedback from delegates is shown on the next page

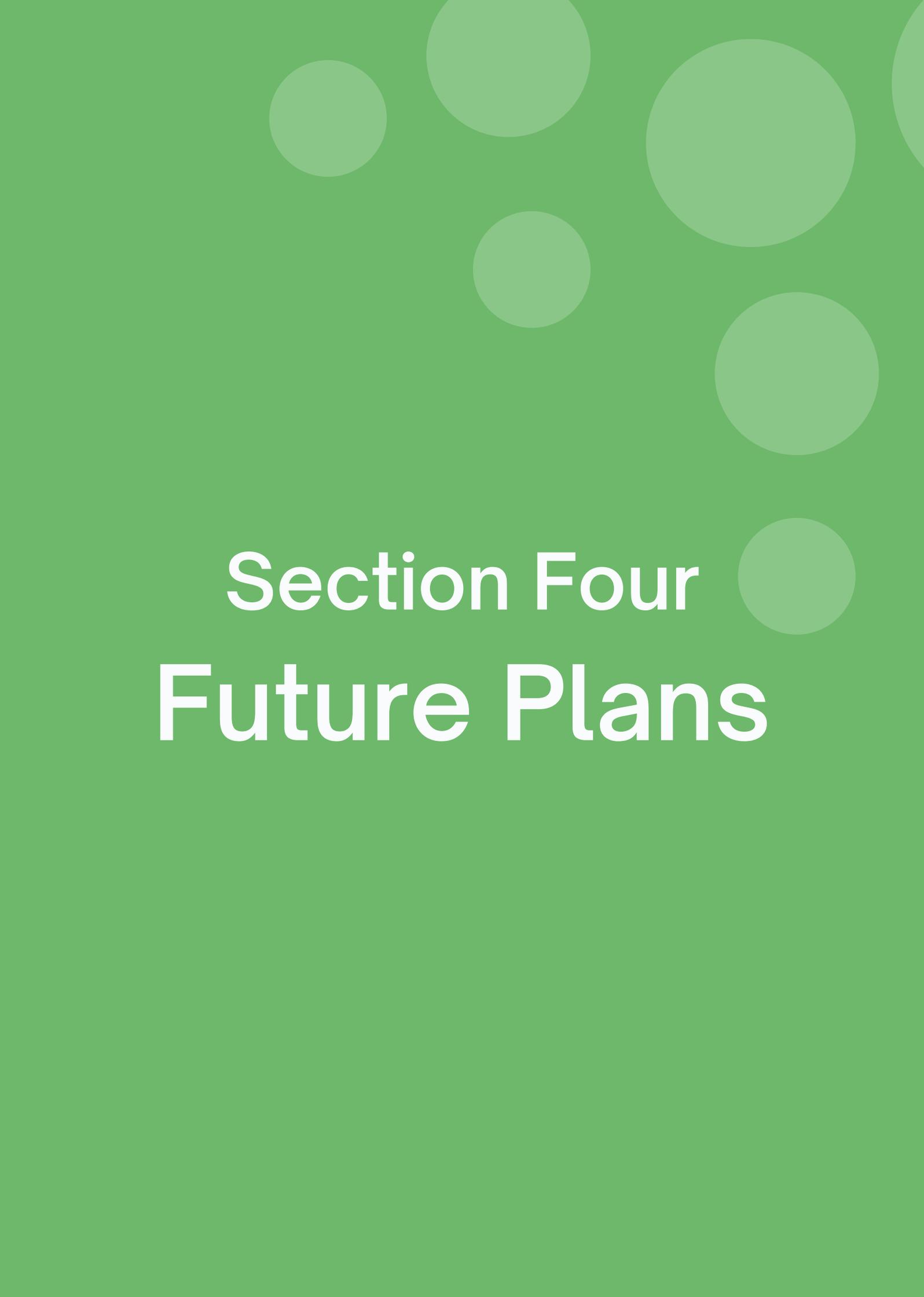
Commissions and Projects

Birmingham and Solihull Webinar

Feedback from delegates has shown:

The table is an average of scores from the completed pre and post course surveys for this course. The highest score is 10 which shows 'High Understanding' and 0 which shows 'No Understanding.'

Question	Pre Course	Post Course
I understand what trauma informed practice is	3.8/10	8.2/10
I understand how trauma and COVID-19 can impact people and colleagues	5.4/10	8.6/10
I understand the principles and practices of a trauma-informed approach.	3.6/10	8.3/10
I feel I have the knowledge and tools to be able to support my role with regards to the impact of COVID-19 and developing resilience	4.4/10	8/10
I understand how a trauma-informed approach can support people and colleagues during COVID-19	4.1/10	8.2/10
I am aware of actions and techniques that can support and build resilience in people, colleagues and myself.	4.2/10	7.9/10



Section Four

Future Plans

Future Plans

Future Plans for the next 12 months

As we are still operating in a complex environment where the global pandemic is still having its impact, the main focus for Rock Pool over the next 12 months is excellence and stability.

We continue to strive to deliver excellent services whether that is via an online platform or moving back into a classroom environment.

Rock Pool has grown from scratch to a £1 million a year turnover without any external investment. We have been very careful to grow at a pace that we can support from operating profit whilst building a growing client base across the UK. It's really important that we continue to balance our desire to reach a wider audience, with a sensible growth plan.

Rock Pool Objectives for the financial year September 2021 – August 2022

- Delivery of high quality training that meets or exceeds the expectation of the clients
- Maintain financial stability
- Healthy, happy workplace and employees
- Evaluate evaluation
- Consolidate our business processes for maximum efficiency
- Reduce Rock Pool's negative impact on the environment

Our Stakeholders

We consider all our customers to be our stakeholders, and we would like to take this opportunity to send a special thank you to everyone that has supported us over the last 12 months.



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Imagine a World Without Homelessness



Health Education England