



Percy Hedley Foundation

Brand Communications

For businesses, partners and press



Percy Hedley
FOUNDATION

The Foundation

The Percy Hedley Foundation was founded in 1953 by parents as a specialist school for children with cerebral palsy.

Although our commitment and passion to helping people develop their abilities, live the life they want and be happy, has not changed; We have grown and the expectations of our members, their families and our employees have progressed significantly.

When the first school opened there were only 12 students, but we now support over 650 members and their families each week through residential care, education, and lifelong learning opportunities.

So, who is Percy Hedley? Well, he passed away before the Foundation was formed and was never personally involved in any way with a project that would bear his name.

Before his passing in 1941, Percy Hedley decided to create a trust – the Percy Hedley Will Trust – to leave all his money to be used for charitable purposes in the North East.

After a chance meeting between the parents who founded the school and Percy Hedley's solicitor, we became one of three charities to benefit from the trust.

Percy Hedley never knew how his accumulated wealth would benefit so many or that his name would become so well-known in the region!

**We turn 70 years old
in 2023!**



A group of students in 1957



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Our Schools

We are one of the leading providers of schools for children with Special Educational Needs in Newcastle upon Tyne. We have 2 schools, based in Forest Hall and Jesmond that offer specialist provision education for a range of complex physical disabilities and learning difficulties, and cater for children and teenagers aged 3 to 19 years old.



We believe that our core purpose is to engage, enable and empower every pupil to optimise their future life chances by unlocking individual potential and maximising their progress and attainment.

We support children with:

Autism and Communication Difficulties
Visual Impairment and Blind
Receptive, expressive and pragmatic
language difficulties
Cerebral Palsy and Motor Disorders



We believe that all children and young people have the right to an education which provides equality of opportunity, recognises and respects individual needs, allows maximum access to a broad and balanced curriculum and ensures preparation for adult life.

We support children with:

Profound and Multiple Learning Disability
Deaf and Hearing Impairment
Autism and Communication Difficulties
Visual Impairment and Blind





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Hedleys College

Hedleys College is a high quality specialist further education and training provider for young people aged 16-25 with a range of learning difficulties and disabilities who require specialist individual programmes to develop their communication, independence and employability skills to make a successful transition into adulthood within the North East region.

The College site is based at Forest Hall in Newcastle and offers a range of programmes and flexible packages of further education and training across Tyne and Wear. The College is part of the wider Percy Hedley Foundation which offers a range of support for students who attend our provision. This includes access to high quality integrated therapy, social enterprises, the Hedley Employability Project and the Hedleys Sport and leisure facilities.



Hedleys
Horizons

Hedley's Horizons is an adult day service for people with additional needs, based within the groups of Hedley's College.

At Hedleys Horizons you can continue to work on employability, independence, communication and choice making skills and to take part in a range of social enterprises. These social enterprises, Multimedia, Music, Print and Horticulture, along with other activities provide meaningful lifelong learning goals, promote mental wellbeing and offer purposeful activities and enterprise. You can also choose to access volunteering opportunities in your local community with support.

Hedley's Horizons also includes individualised programmes of activities for those of you who need a higher level of support to meet physical needs, health care needs or communication needs.



Residential

Here at Percy Hedley, we have four specialist residential care homes throughout Newcastle upon Tyne in Jesmond, Killingworth, and Forest Hall, and have been specialists in the field since the 1960's when our first residential building, Chipchase House, was opened.

Over the years we've expanded to open Leybourne House, Wansbeck House and Tyne House – who offer care for different age groups, medical conditions, and disabilities through the highest standard of person-centred care within a safe, homely environment.

Chipchase House

Our oldest and largest residential site, in Forest Hall, which is home to around 50 residents, some of whom, have been with us since we opened. With large, impressive gardens and greenhouses, and ample access to local amenities

Wansbeck House

Our Jesmond site located within the grounds of Northern Counties also providing specialist care for 8 young adults in a personalised and relaxed manor. Some of our residents also access Hedley's College for a multi-disciplinary approach to their care

Leybourne

A small residential site, based in Killingworth. With 8 modernised rooms, and a space designed to inspire our young adults. Some of our residents also access Hedley's College for a multi-disciplinary approach to their care.

Tyne House

Our small residential site with just 13 specialist rooms. Offering tailored and positive support to individuals with specific and complex needs within our adapted-for-purpose building.



Our Logos

Percy Hedley Foundation - Full Lockup. These can be downloaded from our Press and Media Page on the website.

Use our whole Foundation logos for communications and promotions involving our whole Foundation or several parts of our Foundation.





Social Media and Website Linking

We always appreciate tagging our social media or linking to our websites as a way to help promote our charity and work

Our Websites

Whole Foundation Website

percyhedley.org.uk

Percy Hedley School

percyhedley.org.uk/percy-hedley-school

Northern Counties School

percyhedley.org.uk/northern-counties-school

Hedley's College

percyhedley.org.uk/hedleys-college

Hedley's Horizons

percyhedley.org.uk/adult-horizons

Chipchase House

percyhedley.org.uk/chipchase-house

Wansbeck House

percyhedley.org.uk/wansbeck-house

Tyne House

percyhedley.org.uk/tyne-house

Leybourne

percyhedley.org.uk/leybourne

Our Social Handles



@percy.hedley



@percy_hedley_foundation



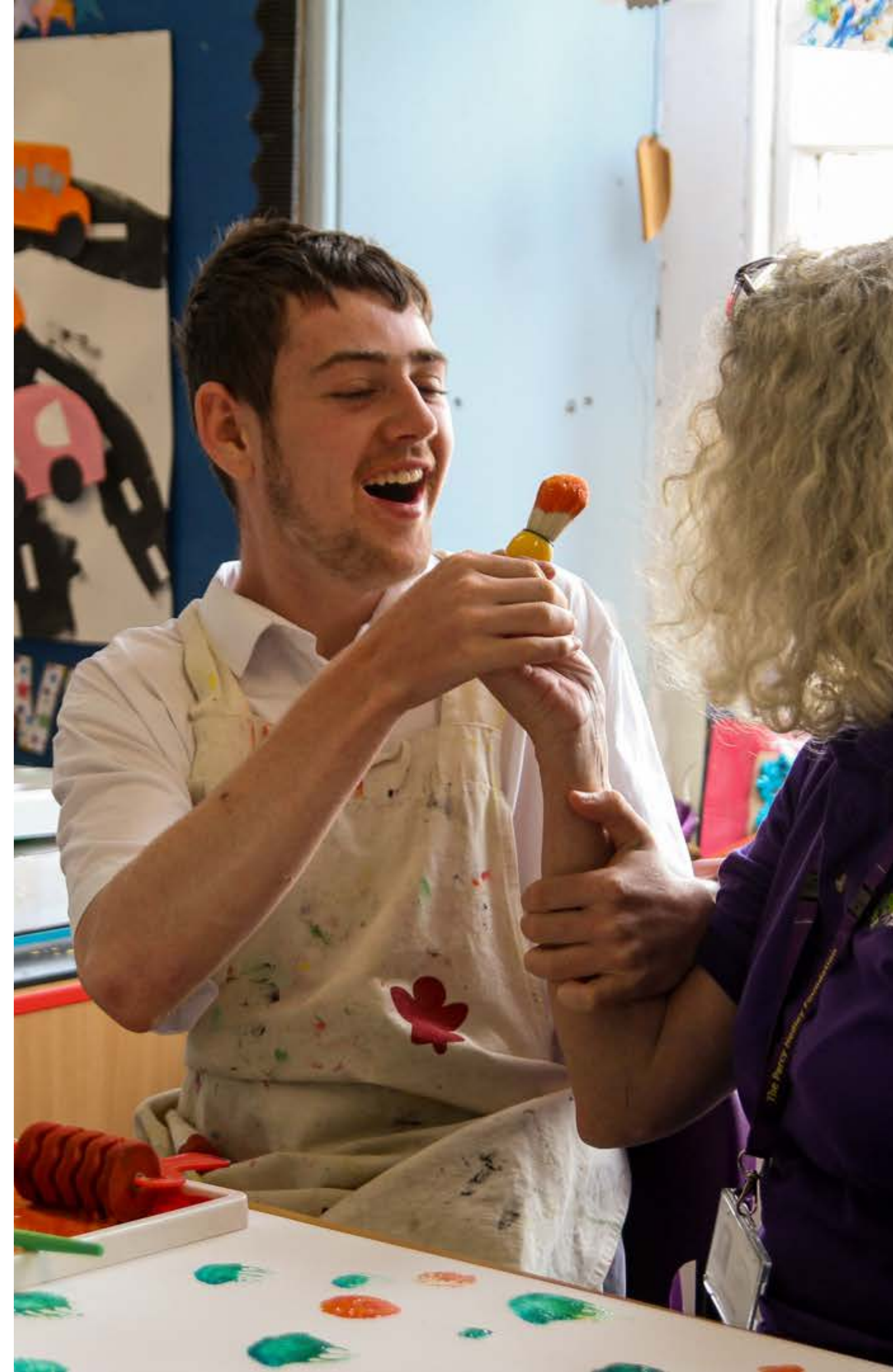
@percyhedley



@percy-hedley-foundation



When communicating about our events like the Great North Run, including the Junior and Mini; or about the Great North Swim, we love using our hashtag #TeamPercyHedley





Percy Hedley
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Brand Colours

If you are looking to use our brand colours for any promotional materials.

Over-arching Brand Colours



HEX #502f6a

CMYK 25 56 0 58



HEX #ccd549

CMYK 4 0 66 16





Percy Hedley
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Brand Colours

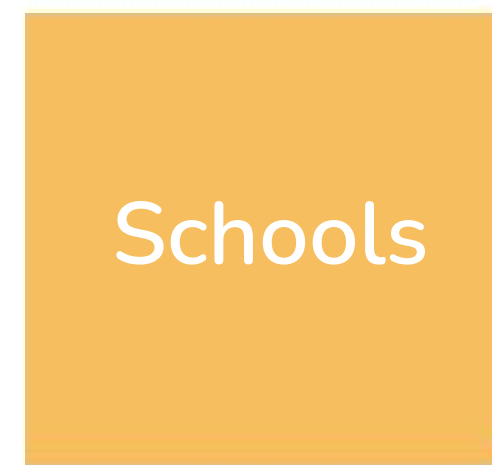
If you are looking to use our brand colours for any promotional materials.

Individual Pillar Brand Colours



Residential

HEX #d27489
CMYK 0 45 35 18



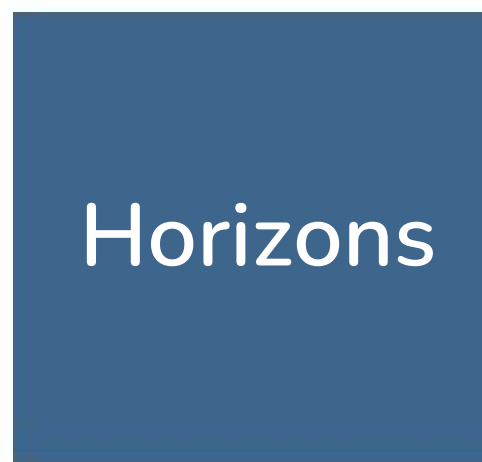
Schools

HEX #f5bd5f
CMYK 0 23 61 4



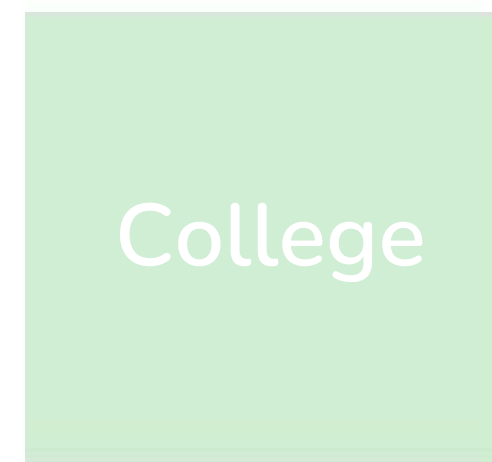
Central
Services

HEX #beb9df
CMYK 15 17 0 13



Horizons

HEX #3d668c
CMYK 56 27 0 45



College

HEX #cfedd1
CMYK 13 0 12 7





Terminology

Correct terms and wording when referring to the Foundation and it's members.

Pupils or Students

Children and Young People attending our schools.

Young People

Teenagers and students attending our college or post 16 education.

Residents

People that are living within our residential care homes.

Members

Adults that access or attend our adult services, a term that members chose for themselves.

Disabled People or Disabled Children

The preferred term that disabled people use rather than "people with disabilities".

Wheelchair User

We use this term rather than "wheelchair bound" which implies negativitiy around using a wheelchair.



Terminology

Positive not negative.

Avoid phrases like 'suffers from' which suggest discomfort, constant pain and a sense of hopelessness.

Referring to disabled people as 'vulnerable' implies inherent weakness and helplessness. It can also result in making people more of a target for domestic violence, disability related harassment and hate crime. Disabled people can find themselves in vulnerable situations, often due to lack of support and social isolation and it is this that should be tackled.

Avoid	Instead Use
(the) handicapped / (the) disabled	disabled (people)
afflicted by, suffers from, victim of	has (name of condition or impairment)
confined to a wheelchair, wheelchair-bound	wheelchair user
mentally handicapped, mentally defective, retarded, subnormal	people with learning difficulties or people with cognitive/intellectual impairments
cripple, invalid	disabled person
spastic	person with cerebral palsy
able-bodied	non-disabled
mental patient, insane, mad	person with a mental health condition
deaf and dumb, deaf mute	deaf, user of British Sign Language (BSL), person with a hearing impairment
the blind	People with vision impairments, blind people, blind and partially sighted people
an epileptic, diabetic, depressive, and so on	person with epilepsy, diabetes, depression
dwarf, midget	someone with restricted growth or short stature, or person with dwarfism
fits, spells, attack	seizures



For more information...

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