Suffolk SEND Strategy 2021-2023

Priority 1: Communication - Draft deliverables and milestones

Lead: Clare Besley

Key Blue Complete/BAU Green On Track Amber Delay/Issues Red Significant challenge

#	Action / Deliverable	Owner	Milestones	Progress Update
1.0	**Improve the Local Offer website, enabling easier navigation and search functionality for families**. (Lead Paula Benneworth, Gemma Morgan) <u>Outcome & Impact</u> The replacement solution will need to meet the needs of both the SEND Local Offer (0-25) and Activities Unlimited. <u>Measures of Success</u> Page views Feedback on ease of use and whether needs of parents, carers, children, young people, under-represented groups are met, using annual/biennial survey			
1.1	Replacement for Infolink site to host the Local Offer and Activities Unlimited	**Paula Benneworth, Leigh Ramsey, Gemma Morgan** Technical - Stuart Savage , Mark Burgess	**March 21** – Parents/carers, young people, staff, services help develop requirements for the new system (including requirements for accessibility, on page submission of feedback) **June 21** – Selection of new platform involves parents/carers, young people, staff, services **June-21** Infolink Project Board decision **Sep-21** Prior Information Notice (PIN) Notice to be released and returned. **Oct-21 – Nov 21** Exploration with potential providers	Project Manager provided by Customer Rights to meet with all stakeholders and gathered requirements, to review current system and identify improvements. Input from stakeholders did not occur due to the closure of SPCN, this phase is on hold. Due to restart with new procurement process Board decision - Explore the market further to understand if we can procure via a single supplier or multi suppliers to meet the needs of CYP & ACS and all stakeholders. PIN sent via procurement, received 10 responders from suppliers. Met with 8 suppliers, to showcase systems. Explored suppliers' developmental opportunities. Also followed up with other LA to have a live experience. Board paper prepared to be presented Dec-21.

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			Dec-21 Present to Board for decision **Jan-21** Full procurement *Current contract extended to Nov-22; launch will occur Dec-22.	Jun-22 – Testing is underway with Parent/carer groups, and areas of improvements are being identified.
2.0	**Develop our communication strategy to increase accessibility and visibility for all users, including our use of multimedia communication.** (Lead Leigh Ramsay) Outcome & Impact Local Offer website becomes 'the place to go' for information and is attractive / easy to use Clear step-by-step overview to give people confidence about what the criteria/thresholds are, how families 'apply', what happens, panels, timescales, what services are involved & contact points, what the expectations are on parents and services, what outcomes might be at each stage • Easy access for vulnerable people • Easy access for parents that lack IT access • Easy Access for families where English is an additional language • Easy Access for children and young people Measures of Success Website analytics including use of the young people's area of website Multimedia analytics Number of families signing up for SEND newsletters Web content feedback Parent/carer survey Number of posters and leaflets distributed			
2.1	Promotion of new local offer website	**Leigh Ramsay**	**Sep-22** Working group established to plan soft and full launch of new Local Offer website **TBC** Soft Launch (dependent of provider chosen) **Dec-22** Full launch	Awaiting procurement process review Mar-22 Feb 22- planning promotion campaign following new wireframe in April Jun-22 Paused whilst recruitment to Communication & Engagement Officer is recruited to work alongside Web & Comms Manager
2.2	Develop further use of animation to support families understanding of key services and processes	**Leigh Ramsay**	**Jul-21** Parent/carer Needs Assessment animation	Completed available on LO website

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			Nov-21 Graduated Response animation **Dec-21** Early Help Service Dates to be confirmed • EHCPs • Exclusions • Admissions • AU Enrolment & Short Breaks • Parent/Carer Needs Assessment • Preparing for Adulthood • Including Mental Capacity Act information animation **Dec-22** Searching and navigation of new Local Offer website animation	Agreed by HoS to present as a video presentation with voice over as opposed to an animation. Pending voice over Animation re au by end of may 22 “ preparing for adulthood by sept 22 Admissions inc those for specialist provision need to wait for changes to process to be confirmed - LR – SES speak to izzy about using webinar to create animation and make webinar more prominent on SES page Jun-22 – Animations continue to be developed across the system, currently drafting animation for NDD Pathway with colleagues from ICB
2.3	Review and improve communication systems with schools, engagement hub, partners and young people, parents and carers.	**Leigh Ramsay**	**May-21** Reviewed communication database **Jun-21** Communicate survey with schools **Jul-21** Launch Instagram from YPN **Sep-21** Improve process for recording communication topics across stakeholder	Fortnightly communication meetings held with WA, LR, CF & DW to ensure comms are captured and shared. Communication database extended to VCSE and focus on EAL groups. Facebook improved by linking in with local area groups. Feb 22- newsletter launch due next week

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			Sep-21 Re send survey to schools due to minimal responses. **Dec-21** Agreed to newsletter **Jan-22** working group for newsletter **Feb-22** Launch newsletter	Jun-22 – Paused whilst recruitment to Communication & Engagement Officer, work is still underway to use SENCO NEWS, Suffolk Headlines and CYPF newsletter.
2.4	Key documents to be in Easy Read - Strategy - Key contact points (incl Local Offer Navigator Line) - Key Processes	**Leigh Ramsay** **Wendy Allen/Clare Besley**	**Jun 21** – Publication of Strategy in Easy Read Regular comms to yp in easy read. **Dec-21** - Initiate a review of communication sent to YP, Parent/Carers and families to ensure they are accessible, easy to read, translation options.	Strategy prepared in easy read, launched has been paused until strategy is agreed at Scrutiny. **Dec-21** Paused until early 2022 due to capacity and absence. **Jun-22** – Currently being explored across SCC how this can be developed.
2.5	Reaching out to families where English is not first language / potentially no access to IT / may be recent arrivals in UK – Working with a pilot group of schools (Westbourne, Handford Hall, Castle Hill, Halifax) Potential involvement of SENDIASS / SPCN - Work in the Community - Material Resources - Links with social care / VCS	**Izzy Connell** **Nic Smith Howell** **Access Group**	Targeted work with group of schools to improve awareness of and access to SEND services for families where English is not their first language- Dec 21 Cascade best practice as above across county – March 22	**Jun-21** Part of comms strategy identifying EAL projects and communities to include in comms database to receive newsletter etc **Dec-21 –** Work due to start Spring 2022 **Jun-22** - Paused whilst recruitment to Communication & Engagement Officer
3.0	**Develop our work with the Young Person's Network to continue to improve the way we communicate with young people and ensure their voices are represented.** (Leigh Ramsay, Julia Ilott) <u>Outcome & Impact</u>			

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	Young people will be empowered to help themselves to information, accessing practical help <u>Measures of Success</u> Use of YP area on website Social Media hits Unique page hits, Average time on page, Bounce rate Number of YP champions			
3.1	Develop YPs area of local offer website, YP to shape promotion and cascade	Susie, Jess, Leigh	Delayed due to website procurement and Covid restrictions within schools	**Dec-21** - Platform procurement delayed, once new provider has been identified planning of YP local offer can commence. **Jun-22 –** LR liaising with YPN to share demo to YP for feedback
3.2	Pushing, in an engaging way, key 'here and now' information that is relevant to YP using the channels they use (Instagram, etc) and language they use	Leigh, Denise, Susie, Jess	**Nov 21**- Engagement Hub help identify channels **Jan-22** Review Local Offer communications via Instagram	**May-21** - Instagram account set up for YP **Jun-21** – Local Offer comms team link in communications for YP to Engagement hub Instagram account.
3.3	Young Person champions that can help introduce their peers to the Local Offer website and wider cascade of information	Leigh, Denise, Susie, Jess	[Date] – Initial schools on board [Date] - Wider network Milestones to be reviewed.	**Dec-21** – Development of YP local offer page has been paused due to covid restrictions and Comms & web manager unable to visit schools.
3.4	Embed a process: 1. YP feedback from all channels (YP Groups / SEND Survey / YP champions) 2. Key messages/themes back to Priority Leads from YP 3. You said we did	Julia Illot Denise Leigh	Apr 21 - Standing agenda item in Priority Leads meeting with feedback to YP identified at the meeting (the you said we did)	PLs have been asked to identify you said we did messages – **April 21** messages identified from P1 – April & **May 21**. DW has spoken to P4 lead. **Sept 21**- it continues to be challenging to identify small bitesize pieces of information for you said we did comms **Nov 21 –** yp network presented to programme board who have agreed to confirm when actions agreed have been undertaken **Feb 22** yp info about what needed from an employer to be included in youth pledge employers brochure **March22** – you said we did to be included re creation of senco central to help schools be

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				more inclusive April 22 – you said we did to be cascaded re ensuring families are aware of ses offer and criteria once its put on ses webpage more prominently, **Jun-22** – Paused whilst recruitment to Communication & Engagement Officer
4.0	**Promote awareness and understanding of SEND and SEN support services amongst families, practitioners and our wider communities.** (Loretta Greenacre) <u>Outcome & Impact</u> *Practitioners across the system (inc within education, social care, health and vol orgs) have a good understanding of SEND which is shared with families and their networks.* *Practitioners across the system understand their roles and responsibilities in relation to SEND and have the skills to undertake these effectively.* *SEND awareness effectively reaches our diverse range of communities in Suffolk* <u>Measures of Success</u> • Increasing access to events and learning resources • Measures within graduated response demonstrates increases in universal support • access to SEND support services across different parts our Suffolk population • Feedback from children, young people and families evidence increased SEND awareness • Staff surveys re confidence levels/understanding • SENCO feedback evidence YP, parent and carers increased understanding around SEN support services			
4.1	Launch of Updated SEND Workforce and Parent/Carer training programme	Loretta Greenacre	Apr 21 - Develop a forward plan of topics for coming year and identify gaps	Training group has revisited SEND competencies and mapped staff groups and SEND awareness levels they will need, eg L1, L2, L3, L4- at a glance training poster ready for launch plus brochure. Will need to embed training in CYP training matrices. LR to contact CAS and invite to WFD meetings. Ensure concrete plan in place for involving YP and parents' carers in training delivery/messaging using videos etc **May-21** SEND Training sent out You can access the brochure here.

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	Develop training to fill identified knowledge gaps Maintaining use of a variety of channels to cascade information relating to SEND to DCOs DScOs, SENCOs / SENDIASS family champions for them to distribute more widely Briefing sessions for staff across the partnership and community organisations - Webinars (recorded) Promoting the videos / animations developed for parents/carers/yp to wider communities and practitioners Support vol orgs to enhance SEND awareness and skill base Map the range of communities we need to reach and the challenges and opportunities reaching them Cascade SEND awareness training to districts, police, AU and other partners Inclusion support training offer for pastoral teams	LG/SB/PF Loretta Greenacre, Carole Filby, Loretta, Nickie Howlett Leigh Ramsay, Bryony (CAS), Maria Hough, Loretta Greenacre Loretta Greenacre Leigh Ramsay Graham Beamish Julia Illot Loretta Greenacre Maria Hough	**Dec-21** Apr 21- onwards **July 22** **Sept 22** **Sept 22** TBC March 22 TBC	**Feb 22** the SEND training brochure is now business as usual. Development of training to fill gaps has been paused due to involvement of Impower but now progressing person centred planning training targeted for CYP- plan launch for sept 22. Work needed on family services Induction- by sept 22. **Dec-21 –** Linked to P2 – SEND Decision Making **May-21** Maintained via SEND Programme Board Communications, passed to CF to maintain Sep-21 **Feb 22** cascade of information through a variety of channels has become business as usual and we are now trying to build on existing distribution lists further **Feb 22** loretta to link with NIckie re progressing briefing sessions and webinars **Feb 22** animations have been delayed by challenges in family services. impower report complete but we need to finalise and share our plans and then we can commence work on animations. AU animation has been held up by redesign **Feb 22** flyer went out to vol orgs July 21 and they are on mailing list for our regular SEND newsletters – however as above work on briefings, webinars, animations etc still needed. Leigh to expore if we can get customised message re where to find training offer in the provider update form on LO site. **Feb 22** work has taken place to ensure comms is reaching a wider range of communities. Loretta to cascade existing training flyer to districts, police etc. Further promotion and awareness raising can take place once briefings, webinars and animations completed. Feb 22- CF to link with Clive Mobbs to identify best way to reach post 16 providers and their SEND leads to ensure information about SEND

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				support including travel training reaches them- by end Feb Jan 22 Developing action plan for different settings to improve inclusiveness. Badge with WSC being designed where the individual badge explains what yp feel they need help with. College on the Coast developing SEND friendly criteria and mystery shopping to take place, planning to use QR codes for yp to use. Doucecroft planning some video work with providers receptionists etc . Feb 22- JW to speak with Toni Wainwright about opportunities for including yp voice in training materials and about SPCF availability for coproduction of any new materials- by end Feb Feb 22- work initiated with yp and engagement hub to develop voice over to use with practitioners re how to speak with a yp with autism (eg emergency services). This will be built upon and used to help raise SEND awareness with a range of partners. Work with yp to be completed by end of May 22, promotion and cascade will then be planned Feb 22 – SEnco Central new content page on LO website to be launched by end of Feb and promoted via bulletin, headlines and senco forum and CPD events. will include calendar of events and key training opportunities as well as useful contacts etc. Feb 22- additional training arranged over next 6 months for health, early help and social care staff in Lowestoft and Waveney, focusing on

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				supporting families with children with autism or under assessment, useful strategies, also ensuring staff aware what support should be offered within educational settings to enable staff to give appropriate challenge when needed and ensure schools are aware of where to get help. plan for future possible roll out of training to other parts of the county. March 22- senco central launched- need to cascade info to yp and families that this change has been made to enable schools to better support and include yp April 22 training brochure remains in place and includes yp voice and l1 training is available for everyone and has recently been updated. LC to review brochure content. detail about updated L1 to go out in open letter, parent carer newsletter, CAS, wider distribution list including districts and police. Training matrices being developed internally including send within this (childrens homes and early help) - work with youth justice and education and skills needed. LC to follow up to fullow up with sally swann and youth justice. Wendy allen to follow up re vertas. Working with ed psych team and how to adapt their keys to inclusion prog. e-learning to be developed around writing ehcp plans and advice. Plus page tiger by Nov. Developing training matrix for family services- June Moving into adulthood- working with paula fuge, planning bitesize learning sessions recorded- by october

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				Promotion materials for wider communities completing by July, including yp voice, local offer, safe communities and safe spaces, use of language, info about sendiass and how to access training Working with suffolk uni re how to embed send awareness in courses Waveney health looking at elearning and revising Once yp material completed on safe communities etc, will need to plan a comms campaign- could include suffolk inclusion day or week- needs to involve as many partners and parts of community as possible. buy in from councillors would be helpful- could coincide with free from bullying day 5th october Need new materials re sensory processing <u>May 2022</u> • First review meeting of training brochure has been held - agreed it would be useful for a survey to be sent to partners re usage. LC action • Vertas SEND awareness – it may be that a different e-learning could be developed as SEND L1 may be too in depth • Training Matrices – First draft sent to WA and to QA Team in Family Services – waiting to hear back. Emails sent to YJS and Education and Skills – no reply as of yet. • Meeting with Psychology and Therapeutic Services Team to discuss keys to inclusion programme 21/6/2022 • Moving into adulthood revisiting. Meeting held in April organised by Paula Fuge, no updates since then

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				• Task and Finish Group meetings held to look towards sessions taking place in Nov 22 regarding promoting IQM and CYP involvement and thanks for Safe Places • Suffolk version of writing EHCP plans and advice. Oh hold – waiting to hear back re capacity from QA Team in FS.
4.2	Work with libraries to support their role as part of inclusive local communities Work with family hubs to further promote their role within local communities	Leigh Ramsay Leigh Ramsay Fran Bishop	**Jun 21**- scoping meeting To be reviewed	**Dec-21 –** Communications of flyers, leaflets etc have been shared with libraries and information is include on their websites to signpost to the LO Website. ACTION – WA speak to LG re library colleagues accessing inclusive training April 22 LR to follow up with libraries Feb 22- family hubs information has all been updated on LO website. Once wireframe goes live in April they will be used to cascade further comms. CB to liaise with health SMs, what would be useful for families accessing family hubs- specific info, their own SEND webpage content? April 22 , SMs unsure what is needed Jun-22 – Requested update.
4.3	Promoting the Local Offer to Providers who have a record on Infolink in the Local Offer channel	Leigh Ramsay	Paused awaiting launch of new LO website	
5.0	**Regularly seek feedback from families and young people and frontline practitioners on all aspects of our communication**, Leigh Ramsay <u>Outcome & Impact</u> To be able to understand if we are communicating the right information, in the right way, to the right people at the right time, using the right channels <u>Measures of Success</u> Google Analytics measures			

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	Publication of you said we did information on website			
5.1	Incorporate feedback on the quality of our Comms in surveys and social media Explore different feedback routes and how key information from those routes can be used to inform local offer comms that goes out to families, highlighting issues that need addressing *Link to Outcomes work and CYP I want statements*	Leigh Ramsay Leigh Ramsay Clare Besley	**Mar 22** **Dec 21**	**Dec-21 –** To be reviewed and action plan commenced in March 2022 – Discussion at comms meeting in Jan-22 Time to Listen events – survey prepped to send asking for further feedback on sessions (Dec 21) Jun-22 – Paused whilst recruitment to Communication & Engagement Officer
5.2	Ensuring simple feedback tool is incorporated in the new Local Offer website	Leigh Ramsay	[date] – As part of website launch	Procurement delayed Current LO Website has this facility; this will form part of the new LO website as well. Jun-22 – Web & Comms Manager has this in development.
5.3	Being aware of themes that parents/carers/YP want to know about and using annual calendar e.g. admission dates and ensuring we include a focus on transition	Leigh Ramsay	**Jun-21** - Orlo provides social media calendar	**Sep-21** – Key dates are logged within social media calendar to promote relevant content and corresponding times of the year. **Jun-22** – Discuss is this action completed or is there further development?
6.0	**Keep young people, families and practitioners informed about the progress we are making across all our priority areas.** (Leigh Ramsay, Julia Ilott, PLs) <u>Outcome & Impact</u> YP and families understand the work we are doing to make improvements and can relate it to what they have fed back to us (you said we did) <u>Measures of Success</u> SPCN survey Feedback from YP obtained by the engagement hub Regular cascade of you said we did information			
6.1	Embed new comms systems across our priority leads work so that comms to families becomes business as usual • as standard agenda item, facebook/twitter comms to families in every priority leads meeting	**Priority Leads**	**Sep 21** - Comms systems embedded across priority leads work	**Dec-21** – Communication agenda for Jan-22 to gather evidence – maintain 'you said, we did', FAQ's and communications tools Feb 22- newsletter for families due to go live next week

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	• minimum of one thing that makes a difference for families sent to Leigh Ramsay from each meeting for cascade • meeting for inclusion in parent carer update. • Standard agenda item at combined PLs meeting • Standard agenda item at SEND board meeting • Standard agenda item in each inclusion team meeting			Jun-22 – This is on going activity, and all collated into bi-monthly board report.

We worked with our Young People's Network to ask children and young people with SEND in Suffolk what was important to them.

Here is what they told us:

Communication:

I want...

- To be listened to.
- My achievements to be recognised and celebrated.
- People to communicate with me and keep me informed in a way that I will understand.
- Accessible communication tools, e.g. Tablet, laptop, mobile phone and other specialised communication aids.
- The adults around me, who I know and trust, to help me find the information I need when I need it.
- My views, wishes and feelings to be sought and included in all decisions made about my life.
- Bullying of children and young people with SEND to stop!
- Support to help me cope and deal with the virtual community, e.g. social media, the internet.

To be listened to	Programme Board shared presentation and PB members completed pledged to YP. AU survey, 3 members of staff signed up to the YP meeting
My achievements to be recognised and celebrated	Link in with LO to share CYP achievements – CF leading on

People to communicate with me and keep me informed in a way that I will understand	ACTION – SW to send over
Accessible communication tools eg tablet. Laptops, mobile phone and other specialised aids.	Ensuring content & documents loaded onto LO are accessible across devices
The adults around me, who I know and trust, to help me find the information I need when I need it	Improving communications with school, re school survey. Developing LO mailing list to share content wider. Procurement of new LO platform
My views, wishes and feelings to be sought and included in all decisions made about my life	
Bullying of children and young people with SEND to stop!	ACTION – Link to Suicide action plan, Future to include schools to capture best practice. Stop the hate campaign – CF to link in at Comms meeting with SPCF. Can we explore linking schools to help mainstream? My ideal friend?
Support to help me cope and deal with the virtual community, eg social media, the internet.	