

## Monthly Comms Report for SEND Stakeholders – November 22

Strategic Meetings attended by Senior Leaders this reporting period	Associated Strategic Communications Output this reporting period
Cabinet Meeting 13/09, 11/10 JLT SENDAB 19/09, 21/10 SEND Programme Board 29/09 Priority Meetings, 6–15/9, 4-13/10 Priority Leads 16/09, 21/10 SPCF Strategic Meeting 20/09 High Needs Funding 22/09, 14/10 SENCO Forum Media Briefings Roadshows, 7,10 & 14 November	<ul style="list-style-type: none"> <li>• Core Messages</li> <li>• Open letter from Ros</li> <li>• Head of Service Weekly Briefing</li> <li>• Local Offer Newsletter</li> <li>• County Councillor Newsletter</li> <li>• Suffolk Headlines</li> <li>• SENCO Bulletin</li> <li>• Post roadshow comms (to be sent)</li> </ul>

### Comms Activity by Priority Area

Identify progress/what's changed and explain what difference it will make for cyp/families or reminder to cyp and families of key information

Priority	Comms Activity this reporting period				Audience?												
1	<b>Local Offer: Social Media</b>  September and October: 4202 total impressions across Twitter and Facebook. This is more than 50% down on our previous average; due to a lack of capacity within the team. This is being escalated.				Families, colleagues, education settings, other stakeholders												
1	<b>Local Offer: current website</b>  <b>Traffic:</b> <table><tr><th>Month</th><th>Total</th><th>New</th><th>Returning</th></tr><tr><td>October</td><td>1,545</td><td>674</td><td>871</td></tr><tr><td>September</td><td>1,685</td><td>797</td><td>888</td></tr></table>				Month	Total	New	Returning	October	1,545	674	871	September	1,685	797	888	Families, colleagues, education settings, other stakeholders
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	<p><b>Webpages updated since last report:</b></p> <p>The out of date and unsupported Activities Unlimited website has been closed down, and content has been migrated to the newly reworked <a href="#">Leisure Activities and Short Breaks section on the LO</a>. This was a significant piece of work with around 20 new pages / downloads needing to be created and existing resources reworked.</p> <p><a href="#">What to expect from a school or setting</a> – updated as part of the What’s Ordinarily Available work with Izzy Connell and Caroline Wells, SES.</p> <p><a href="#">East/West Suffolk Neurodevelopmental Pathway</a> – updated in conjunction with Jamie Mills, Health.</p> <p><a href="#">Support to help your child attend school</a> – updated following feedback from SENDIASS that information on IYFAP was hard to find.</p> <p><a href="#">SEND Governance</a> – updated in response to requests from families for easier access to board minutes and agendas.</p> <p>SEND Review Action Plan, Autumn 2022 update. In co-production with Impower and SPCF <a href="#">we have written and published an update on our progress against the Lincolnshire recommendations</a>, along with an open letter from Ros Somerville.</p> <p>Local Offer newsletters for September and October written and published</p> <p><a href="#">SENCo central</a> page updated with Inclusion Toolkit information.</p> <p><b>Impact:</b> Families are being consistently kept up to date with our progress; and the website is kept up to date to enable them to have access to the right information at the right time.</p>	
1	<p><b>Local Offer: Website re-platforming project</b></p> <p>As requested by LT we are currently in the information gathering phase of this potentially significant project. We have met with the Digital Content Team, with Public Health (Infolink / OCC) and Suffolk Learning and reviewed the various options, and are currently drafting the Business Case and Project Plan for our preferred option. This will be circulated to key sponsors / stakeholders early Dec before returning to LT for potential sign-off in January.</p> <p><b>Potential impact:</b> improved useability of the website for families and colleagues alike, leading to clearer communication and less frustration.</p>	Families, colleagues, education settings, other stakeholders

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1	<p><b>CYP Voice / SEND Young Persons Network:</b>  <a href="https://infolink.suffolk.gov.uk/kb5/suffolk/infolink/site.page?id=GdWI9fmlHH0">https://infolink.suffolk.gov.uk/kb5/suffolk/infolink/site.page?id=GdWI9fmlHH0</a></p> <p>The first ever Suffolk Inclusion Week ran at the start of November, promoting good practice in Suffolk and inviting organisations to pledge to become more inclusive. Nine pledges were received and social posts received a combined total of 13,700 across our social media channels.</p> <p>Overall there was some positive feedback and sharing on social media (most from colleagues / partners) but the week also received a fair amount of negativity from families on social media. Comments from parents centred around Family Services, adherence to statutory timeframes and post-16 provision and practice.</p> <p>In addition to a lot of preparation (video clips, map embedding, social media scheduling and webpage creating), the monitoring, responding to and escalating the social comments as appropriate in order to mitigate the reputational risk required a lot of resource from the Web &amp; Comms team - this needs factoring in before any future similar weeks are agreed.</p> <p><b>Impact:</b> greater understanding of the difficulties our young people with SEND often face, and more platform for them to tell a wider audience how to make a difference.</p>	CYP
1.	<p><b>Workforce development</b></p> <p>Current projects for WFD include:</p> <ul style="list-style-type: none"> <li>• Supporting Family Services with the training matrix, handbook for ongoing CPD, Annual Review and EHCP Writing training.</li> <li>• Working with P&amp;TS around future rollouts of Keys to Inclusion</li> <li>• Collaborating with Hannah Holder and Stuart Sawyer around developing a new page on the Good Practice Guide for SEND.</li> <li>• Continuing to promote the L&amp;D training programme for SEND.</li> </ul> <p><b>Impact:</b> greater awareness of the issues faced by CYP with SEND and their families, and a more knowledgeable and skilled workforce to address these issues.</p>	Colleagues Schools
1	<p><b>Inclusion Support Line</b></p> <p>Since the launch of the line in September:  Total number of calls/emails since live – 92 (88 calls/4 emails)</p>	Schools

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	<p>Total number of calls/emails in November so far – 41 (37 calls/4 emails)  Total number of calls/emails in October – 31 (31 calls)  Total number of calls/emails in September – 20 (20 calls)</p> <p>Breakdown of primary reason for call:  Signposting to services – 38  General enquiry – 8  Support with GR - 8  Escalation of SEMH - 8  At risk if exclusion – 7  Attendance – 6  EHCP issue - 6  EHCP application support with paperwork - 3  Offer of support – 3  Unable to contact SEN - 2  Other - 2</p> <p><b>Impact:</b> schools and settings are able to contact for more information throughout the week, providing clear information on processes and signposting to relevant services, thus improving provision for families.</p>	
2		
3	<p>Comms have been shared on the Local Offer this reporting period updating on the various mental and neurodevelopmental health pathways in both East &amp; West Suffolk and Waveney.</p> <p><b>Impact:</b> families are better informed of both the support available and our progress against our commitments.</p>	
4	<p>A working group has been convened to update the Transitions Guide to reflect current arrangements and practice; particularly around transitions from DCYP/AU to Adult Care Services.</p> <p>WFD are researching person centred planning animation and resources that can be easily promoted and can then be included in the e-brochure and on LO website</p> <p><b>Impact:</b> clearer information available for children and young people and their families available</p>	
Inclusion Team	<p>Ros S – <u>Core Messages bulletin to Inclusion Staff November 22</u></p> <p>Updates included:</p> <ul style="list-style-type: none"> <li>• Ideal Worker</li> </ul>	Inclusion Staff

Priority	Comms Activity this reporting period	Audience?
	<ul style="list-style-type: none"> <li>• LGSCO guidance around complaints</li> <li>• Roadshows</li> <li>• Suffolk Inclusion Week</li> <li>• HAF</li> <li>• Inclusion Support Line</li> <li>• Recruitment</li> <li>• Our Voice Leaving Care Service</li> <li>• Secure email guidance reminder</li> <li>• IMPOWER update on VSEND</li> </ul> <p><b>Impact:</b> staff in Inclusion are kept up to date with ongoing progress across the SEND Strategy, updates and refreshers on service specific areas such as safeguarding to provide timely reminders.</p>	