

Monthly Comms for SEND Stakeholders – July 22

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	Update	Parent/ carers	CYP ¹	Colleagues	Settings	Any additional audiences
1	Local Offer: Social Media July and August had combined total over 9k for social media views over the summer holidays. With a focus on promoting short break activities for the AU service as well as publishing information on new pages developed on the local offer website.	Y		Y	Y	Y
1	Local Offer: website Traffic: Analytics for the website slightly dropped during the summer holidays, a trend we see each year. However, the unique visits totalled 3,261 visits for July and August. Webpages updated since last report: Developments of specialist units attached to mainstream schools Home to school transport update SES updates – new referral form and process Activities Unlimited Service grants for providers Suffolk Improvements in SEND education reform commended by DfE and NHS England Specialist Provision and Decision Making panels We have created a new page about the new Suffolk Inclusion Support Line , which went live at the start of September. Open Mon-Fri 9am-5pm, the line is staffed within Inclusion and offers first-line guidance and signposting for all education setting staff. An animation to promote this is currently in final editing, webchat is currently being procured and we also plan to send printed posters to schools for them to raise awareness amongst their staff. The SENCO Central page has been updated with a refreshed calendar for the new academic year giving SENCOs deadlines for annual reviews, high needs funding applications, useful contact information and more. Again, printed versions are currently being quoted on and it is our intention to send these to schools and ask them to put up in their staff area.	Y		Y	Y	Y

¹ Please keep it simple – Easy Read

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	<p>We have also created a new SEND Governance page, to provide information about the formal boards that oversee SEND provision and strategy in Suffolk. This was in response to requests from families wanting this information to be more easily accessible.</p> <p>Impact: clearer information for families and schools on help available and how to access it as well as our progress against our commitments.</p> <p>Web Platform: The new Local Offer wireframe has now been in place for two months and is fully operational. In addition to a refreshed design, it has ensured our compliance with web accessibility regulations, better responsiveness to mobile devices and provided clear visual prompts to help users navigate to preferred search results. The outstanding issues from the previous report have been fixed and we are now focussing on ensuring all content aligns with the new templates and using the new features to promote particular areas of pages as necessary.</p> <p>The current commissioning arrangement for the platform will be extended until November 23. Despite recent improvements and noting the team's efforts, we remain aware of the system's limitations and are beginning to consider our requirements and think about possibilities now in order to be in a position to make any changes necessary going forwards beyond that point. We will report further on this at a later date.</p> <p>Impact: Co-production of new site, improvements to search function, site navigation and display across devices.</p>					
1	<p>CYP Voice / SEND Young Persons Network: Work is underway planning for Suffolk Inclusion week starting Nov 7th, promoting a more inclusive Suffolk. The event has grown from initial work done by the Engagement Hub team with cyp around wanting to feel safe and supported in their communities and from feedback from SPCF about becoming a more inclusive county. Young people have been out around the county with a survey to find venues and places where they feel included and supported, and we will profile this with an interactive map as well as photos, videos and other content of their work via our social media channels.</p> <p>Impact: 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>		Y			
				Y		Y

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	<p>Workforce development</p> <p>The Learning and Development SEND Training programme e-brochure has now been fully reviewed and amended. The team worked alongside the Signs of Safety team to look at the use of language, consulted with SPCF and aligned the “What are the outcomes we would hope to see?” sections to better reflect the duty to support CYP and their parents/carers to participate.</p> <p>A review survey was sent out to CYP, ACS and Education staff, training providers and the VCS to gauge the awareness and use of the e-brochure, with the following results:</p> <ul style="list-style-type: none"> ▪ 78% respondents were not aware of the e-brochure ▪ 64% of respondents said that an e-brochure outlining training for SEND would be helpful. ▪ For those respondents who had seen the e-brochure, comments around the usefulness included: <ul style="list-style-type: none"> <i>“A reminder of useful links to resources and training”</i> <i>“Ability to see training offer and encourage attendance across the SEND Partnership”</i> <i>“It has provided me with insight into the set up for learning in terms of SEND. An area of misunderstood and underrepresented children with special educational needs”</i> <p>Going forward, comms to promote the training on offer are planned for the LO website, the SENCO forums, Suffolk Headlines, MySCC News, Vol Sector (CAS) promotion and the schools portal, alongside more targeted promotion to all CYPS teams. The e-brochure has also now been added to the SEND tile on Suffolk CPD.</p> <p>Impact: 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> <p>The group would like to recommend that Programme Board consider making the SEND L1 learning module mandatory for all staff.</p>					
2	<p>Further development of embedding the Graduated Response across education, health, and care to provide timely early intervention and whole school inclusive practices.</p> <p>Impact: Colleagues and school’s will understand the steps they need to take to ensure children and young people receive the right support, at the right time by the right people.</p>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

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	Focus group session to develop the local health local offer landing page, draft page to be shared with in in October.					
	Launch and promotion of the Suffolk Inclusion Suffolk Line, providing schools and settings with a 9-5 contact line for information, advice and guidance. Impact: schools and settings are able to contact for more information throughout the week, providing clear information on processes and signposting to relevant services	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
3	Comms have been shared on the Local Offer this reporting period updating on the SEND capital programme. Impact: families are better informed of both the support available and our progress against our commitments.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
4	The Signs of Inclusion roll out across family services is nearly completed- this puts children and young people at its centre. Impact: greater awareness of the issues faced by CYP with SEND and their families, and a more knowledgeable and skilled workforce to address these issues. 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 Impact: clearer information available for children and young people and their families available	<input checked="" type="checkbox"/> Y	<input checked="" type="checkbox"/> Y	<input checked="" type="checkbox"/> 	<input checked="" type="checkbox"/> Y	<input type="checkbox"/>
Inclusion Team	RS – inclusion core message July Updates included: <ul style="list-style-type: none"> Recruitment update Ideal Worker EHCP Annual Review process guidance LGSCO guidance around alternative provision Staff training programme 	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

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	Impact: 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.					