

SEND Area Action Plan Communications Strategy

June 2019

Summary

1. In response to the Local Area SEND Inspection in July 2017, the local area has developed a Written Statement of Action (WSOA) which has a wide range of actions for individual organisations and multi-agency groups. Many residents receive information in a variety of way depending on their individual circumstances. This communications strategy is thus a pragmatic approach to a complex area.
2. The strategy has three strands:
 - The Local Offer site will be the hub for all content
 - Existing individual agency led message channels reach people
 - A roundup of the SEND system changes will be summarised in a newsletter and the progress of the steering group via the Chair's report

Detail

3. The Local Offer site contains all of the information about services on offer and is the one location to drive parents, carers and young people towards. It should be the host for any content which adds to the knowledge for families.
4. The WSOA has a number of actions which generate information or documentation, the Education, Health and Care Plan handbook for example, which will go onto the Local Offer unless specifically agreed otherwise.
5. Each party is responsible for maintaining their own Local Offer pages, with the RBWM team looking after the core structure and fixed pages.
6. Each partner has a range of communication vehicles including websites, social media and newsletters. Information and updates from the work of the task groups should be fed into these channel in an authentic voice for the audience. This includes any work required to summarise or convert shared resources if not already done.
7. Any links should go to content on the Local Offer unless specifically agreed otherwise.
8. Each channel owner has the ultimate publishing authority for their content and requests from the steering group will be considered in the context of joint accountability for success.
9. The WSOA includes a task for a SEND Steering Board Chair's report three times a year. This document is designed to provide a factual report on the process of transformation and the progress towards the objectives outlined in response to the Area review. This is published on the Local Offer.
10. The SEND newsletter is a broad-reach publication designed to pass information to families and carers about how the system works for them. It should aim to make sure families know where to go to get the most up to date help and guidance, especially when something changes.