

### Background

A Special Educational Needs and Disabilities (SEND) review is being carried out with the aim of:

- developing more localised special education support for children and their families in Lincolnshire
- enhancing the level of collaboration with strategic partners to ensure appropriate provision and support for those with special educational needs and disabilities across all schools/academies
- responding to parental views

It will include reviewing social, emotional and mental health provision countywide as well as the mental health care offer including residential provision.

### What's the outcome we want to achieve with our communication?

- communicate and liaise with parents and their children affected by the changes with lead support from special schools
- provide and maintain information to the public
- take a proactive approach with co-ordinated response to the media

### Who are the audiences we intend to communicate with and through what channels?

#### Internal

- Project Board – briefings, reports, regular meetings
- Executive councillors – update reports, minutes, website
- All councillors – update reports, minutes, website, news releases, Leader's Brief
- Staff – briefings, George, NewsLincs, newsletters, update emails, website
- Strategic partners (Health, CCGs, voluntary sector etc (list?)) – briefings, reports, minutes, update emails, website
- Special Schools – through the Project Board, update reports, minutes, update emails, newsletters
- Other schools and academies – update reports and emails, newsletters, e-courier

- Lincolnshire Learning Partnership – update reports and emails, newsletters, e-courier

#### External

- SEND children and their parents – meetings, update reports and emails
- Lincolnshire Parent Carer Forum, carers and parent groups – briefings, update reports and emails
- Local residents – website, media coverage, frontline staff/CSC, County News
- Government/DfE etc – letters, email updates, reports
- Local MPs – letters, news releases, briefing, website, Executive News
- Opinion leaders/regional bodies – website, news releases
- Media – briefings, news releases, statements, interviews

#### **What should our three key messages be?**

- Working with strategic partners, we want to provide improved, localised special education for children and their families in Lincolnshire
- Children with special educational needs will be given appropriate provision and support across special schools and mainstream schools/academies as close as possible to home, as well as residential where necessary.
- We are involving children, young people and families in this new approach to SEND – their input is vital in shaping more effective and flexible support

#### **Roles and responsibilities**

##### Key spokespeople

Cllr Mrs Patricia Bradwell, Executive Councillor for Children's Services

Debbie Barnes, Director of Children's Services

##### Communications

John Giblin, Strategic Communications Team Leader

Gemma Mond, Digital Engagement Officer

### Timeline/action plan of what will be done, when:

On the assumption that paper going to November Executive:

- **20 October 2017** – first draft of strategy
- **23 Oct to 1 Dec** – pre-consultation engagement with schools, governors, Lincolnshire Parent Carer Forum, DMT, Exec DMT.
- **1 December** – executive summary report, approval to consult to Children and Young People Scrutiny
- **5 December** – summary report considered by Executive including approval to go out to consultation in January
- **15 December** – narrative document completed
- **w/b 18 December** – small article in Children's Services bulletin
- **8 January** – formal consultation begins on the strategy, including individual school consultations specifically for parents and public meetings
  - details on website/news release/social media including consultation survey, email inbox for consultation feedback
  - narrative document released to parents, carers, stakeholders etc
  - prepare statements and releases
- **9 January** – item for all staff in NewsLincs
- **15 January** – individual consultations start in schools
- **20 January** – meeting of young people as part of strategic work around SEND. Opportunity for interviews and video?
- **February/March** – public consultation events
- **14 March** – consultation ends
- **11 April** – Executive decision to approve new model of SEND provision following consultation analysis – including statutory notice stage.

- **8 June** – executive summary report considered by Children and Young People Scrutiny Committee on decision to implement the new model
- **July/August** – final decision taken by executive councillor for children's services on implementation (date to be confirmed)
- **September** – implementation plan of new model begins

**Latest update – 5 January 2018**