



**The SEND
Partnership
Communications
& Engagement
Strategy 2022-23**

The Special Educational Needs and Disabilities Partnership Communications & Engagement Strategy 2022

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1. Background and Purpose

Birmingham City Council, Birmingham Children's Trust, the NHS and the Birmingham Parent Carer Forum (the SEND Local Area Partnership) are working in partnership with educational settings, children, young people, families and other stakeholders to develop a joint strategy to improve the outcomes for children and young people with special educational needs and disabilities (SEND) in Birmingham.

This Communications and Engagement Strategy supports the emerging Birmingham Local Area SEND Strategy. It sets out our strategic approach to improving communication and engagement with our audiences about the improving SEND services in Birmingham, ensuring that they are aware of practical improvements or 'green shoots' of change. It also seeks to address the widespread communication challenges identified by the May 2021 Ofsted revisit, seeking to build trust, reliability and quality in the service.

The strategy also includes a plan which is designed to produce change and which needs the commitment from all stakeholders across the SEND Partnership. It will ensure that communication and engagement are at the heart of SEND improvement and business as usual and in the minds of all those who deliver SEND support across the city.

The SEND Local Area Partnership will be accountable for the delivery of this Communications and Engagement Strategy which will be monitored and overseen by the SEND Improvement Board, in the short-term as part of the 2021/22 Accelerated Progress Plan

2. Vision and Purpose

Our vision is to create a open, honest, and clear communications, including services related to Special Educational Needs and Disabilities. This will lead to a city where families who need SEND support, schools, professionals and staff will be able to say:

- I am consistently communicated with in a way that is easy to understand
- I know about the changes to SEND services in Birmingham
- I know how to be involved in the process of improving and delivering SEND services in Birmingham
- My voice is heard and I am listened to

3. Principles of Communication

We want to establish:

Who	Who is our audience? Are we reaching them?
What	What do they need to know? What can we add to what they already know?
Why	Why it is important we reach them – are we getting that message across to stakeholders?
Where	Where is our audience – are we reaching them locally and in their communities, networks, jobs and education
When	When do we need to reach them or revisit what we are communicating?
How	How are we trying to reach them – what methods, languages, channels are we using - are we being as inclusive as possible?

We will achieve this by creating a communications strategy, which has been co-produced by a variety of stakeholders including, families, children, young people, schools, professionals and elected members.

Birmingham City Council (BCC), the local NHS, Birmingham Children's Trust (BCT) and Birmingham Parent Carer Forum (PCF), i.e. the SEND Local Area Partnership, will provide consistent two-way communication and engagement activities with parents, carers, children, young people, schools and professionals about Special Educational Needs and Disabilities (SEND) services in Birmingham.

4. Co-production – a key communications principle in Birmingham

Inspectors in 2021 said that co-production is not embedded in the Local Area; parents do not feel part of the decision-making process and young people do not feel listened to—'nothing about us without us'. Therefore, we held a series of parent and carer engagement events between December 2021 and July 2022 to get a better understanding of what people understood co-production to be, and where they would like to be more involved in-service design and delivery. From these meetings we have developed the co-production framework for the city to ensure that everyone.

Co-production involves people who use services included and working together from the start to the end of any project that affects them. People who are involved and treated as equal partners are likely to find that their involvement increases, they are better supported to be in control of their own health and care, and outcomes improve. They are involved in, the commissioning, design, delivery, and assessment of services. We will produce a co-production charter setting out how this will be approached in Birmingham.

Stakeholder groups, professionals, families and children will be involved in shaping how communication channels work and SEND services are improved. This is to ensure the most positive outcomes possible for children and young people in Birmingham.

For more information on how you can be involved in engagement and joint partnership sessions, please go to the Local Offer for SEND: <https://www.localofferbirmingham.co.uk/feedback-form/>

5. Outcomes

The purpose of this strategy is to improve two-way dialogue and engagement between the Local Area SEND partnership and its stakeholders and in particular, families, parents, carers, children, young people, schools, settings and professionals across Birmingham City Council, the NHS and Birmingham Children's Trust. We look to build a new narrative on SEND illustrating the more positive experiences that the service is looking to deliver.

The Local Area SEND partnership has not recently met the standard for effective communication and engagement with its stakeholders. This communications and engagement strategy will engage all stakeholders in a conversation about SEND through updates, feedback and service development. Central to delivering this will be the improvement of the [SEND Local Offer website](#) which is an important platform to enable the engagement of all stakeholders in communications about SEND. Ensuring that the website is improved to meet the required quality standards and those of all who use it, is therefore essential and part of this plan.

6. Communication and Engagement Aims

Aim	Qualitative measure	Quantitative measure
<p>Strengthen and broaden parental/carer engagement & communication ensuring that key messages reach a wide audience and particularly families who need information and resources</p> <p>Ensuring that all stakeholders are aware of the 'green shoots' of improvement and how and where they can be seen/felt.</p>	<p>Face to face feedback regarding parental confidence and awareness of processes available</p> <p>Knowledge of stakeholders regarding SEND Improvement journey updates</p> <p>Systems and services have been co-produced</p> <p>Feedback forms</p> <p>Baseline stakeholder surveys</p>	<p>Website hits Social Media stats</p> <p>Baseline Survey results</p> <p>Feedback forms</p>
<p>Create a 2-way communication process with parents, carers and professionals so they feel heard and informed</p>	<p>Immediate feedback about the communication and engagement process and through the Birmingham Parent Carer Forum etc.</p> <p>Feedback from schools, the Birmingham City Council, Birmingham Children's Trust and NHS teams messages is collated, analysed and acted on.</p> <p>Evidence bank of stakeholder input into the SEND system redesign</p> <p>Baseline survey results</p>	<p>Number of complaints, comments.</p> <p>Consider a newsletter sign up system</p> <p>Baseline Survey results (internal and external)</p>

Communication and Engagement Aims cont/.

Aim	Qualitative measure	Quantitative measure
Increase stakeholder co-production with service development / SEND channels	Face-to-face/online conversations with stakeholders Input from professionals Services and systems that have been coproduced	Engagement on social media Attendees to, webinars and events Engagement of service users in service design, delivery, commissioning and evaluation
Consistent messaging processing that informs and consults stakeholders on improvement and strategic priorities	Anecdotal feedback from professionals, therapists etc. Feedback from engagement events & Parent Carer Forum	Feedback on SEND Local Offer website and surveys
Improve the SEND Local Offer website so that people know about it and it is user friendly	Feedback from engagement events and through the Parent Carer Forum Feedback from professionals across the partnership Feedback on the SEND Local Offer website and surveys/focus groups	Increase in website visits and decrease in 'bounce rates' – website analytics Baseline surveys

7. Key Messages

Based on what we have heard from families, schools, professionals and inspectors, the key messages that we will communicate are as follows:

- We are listening and we know that things have not been good in SEND Services and we are working to strengthen them
- We know we still have a long way to go to get things right, including how we communicate
- We are committed to partnership and co-production ensuring that parents, carers, schools and settings, staff young people children are at the heart of decision making – ‘nothing about us without us’
- We want to demonstrate and communicate change for the better and will focus on newsletters and updates, as well as social media where we can share ‘green shoots’.
- We want schools, education settings, professionals and providers to understand the need for change and what their part is in that
- We are also working with schools, education settings and professionals to improve our SEND offering and how we communicate that
- We are working on a SEND strategy for the city which will bring effective and long-lasting improvements to the system
- We want to create meaningful and two-way dialogue with stakeholders which is accessible, offers useful and relevant information and affords the opportunity to feedback and contribute. We know we have a way to go with that yet.
- We are improving the SEND Local Offer website with parents, carers, schools and educational settings children, young people and professionals so that it is a wholly effective resource
- We are investing £4.5 million over 2 years.

Stakeholder Priorities

We have met with parent and carer stakeholders over the past 6 months who have outlined **their priorities for the SEND Communication Strategy**. These are to:

Communicate simply with a wider population of families with children who have Special Educational Needs and Disabilities
Be honest and open – admit when things go wrong and take responsibility
Provide information in an ‘easy to understand’ format that does not use jargon
Embed effective engagement and communication in all of our work
Offer a wide range of regular engagement opportunities for all
Actively listen to and use feedback from parents, children and young people in our work. Listen to families we work with and let them know that they have been heard and their views taken into account.
Feedback to all families about our improvement journey
Improve our communications with schools, educational settings and professionals
Get the basics right, answering the phone and emails in good time
Co-produce with families, children, young people, and school professionals across a much wider range of SEND commissioning, design, delivery, and assessment in our service development
Satisfy families that they are fully involved in their child’s entire SEND journey
<p>SEND Local Offer website</p> <ul style="list-style-type: none"> • Make more people aware of it • Make it easier for visitors to find what they want • Keeping it relevant and up to date • Make it truly useful for families as a ‘111’ service for SEND • Make it useful and appealing for Children and Young People • Take the jargon away • Understand the user experience

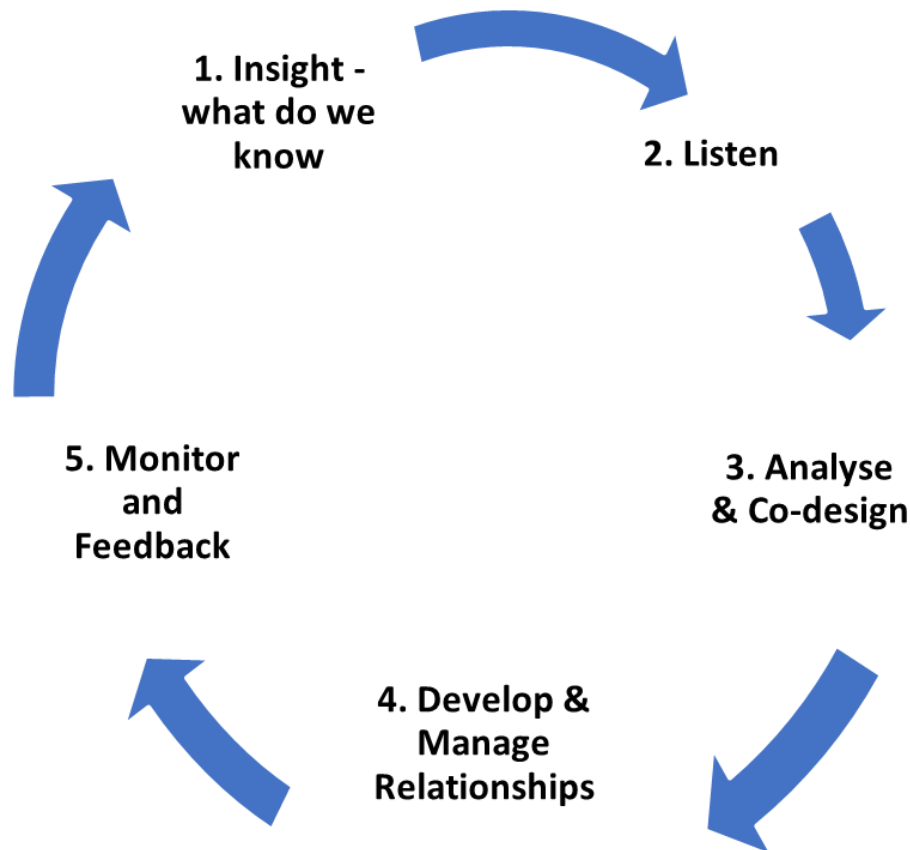
8. How we will measure success

Regular monitoring and assessment of targets will be carried out and reported on. These will include the following broad indicators (precise definitions to be agreed in due course):

- Increased parental/carer, young person and professional stakeholder satisfaction with their engagement with SEND services – measured by surveys
- Assess different forms of communication reaching parents, carers, children and young people – measured by qualitative feedback
- Increase in the number of people visiting + dwell time on the SEND Local Offer website
- Increase in satisfaction of users visiting the SEND Local Offer website measured by surveys
- Consistent messaging processing that will demonstrate improvement – case studies and feedback that proves it is working
- Improved platforms for engagement and co-production opportunities measured by responses

9. The Engagement Process

The diagram describes how we will engage in the SEND system ensuring stakeholders are not only informed, but their voices are heard and there are opportunities to get involved with improving and delivering services. This will be delivered through regular workshops, surveys and focus groups and fed back via communication channels



- Insight – understand what do we already know? Service users and families’ experience, data, feedback compliments and complaints, engagement events, and conversations.
- Listen, analyse and co-produce, work with our stakeholders and communities to understand their needs and involve them in developing and support being part of the solution.
- Influence – behaviours, and perceptions, developing and manage relationships, building trust, and communicatin in the right places at the right time.
- Monitor and feedback – close the loop and tell people how their feed-back has made a difference.
- Create community resilience and support.

10. Key Stakeholder Groups – who we wish to engage with

Families, Parents, Carers, Children and Young People

Need to hear messages and act on them	Children and Young People with additional needs – targeted to needs
	Parents and Carers of Children and Young People with Additional Needs
	Parents and Carers of Children and Young People with Additional Needs where English is not their first language
	Parents and Carers of Children and Young People with Additional Needs who are not online
	Parents and Carers with SEND
	Home to School Transport users
	Post 16 young people with SEND - note variety of needs from those seeking work and further education to those looking to live independently
	Post 18 young people with SEND – note variety of needs from those seeking work and higher education to those looking to live independently or supported living
	Young People in Birmingham Youth SEND Groups
Need to be informed	SEND Local Offer website users
	SEND Social Media and other Parent Support Groups
	Families new to Birmingham or in transit
	Families who are out of the school system
Need to be aware of SEND Comms	Families in mainstream education whose Children and Young People do not have additional needs.

Key Stakeholder Groups

Staff and Professionals working in SEND in Birmingham

Need to hear messages and act on them	SEND Improvement Team Staff
	Special Schools and settings Staff
	Special Educational Needs Co-coordinators in school and education settings
	Birmingham Children's Trust Staff – frontline and office based
	Schools and settings (primary and secondary, nurseries and colleges) teachers/headteachers/governors
	Safeguarding teams
	SEND Early Years Staff
	SEND Post 16 Staff & Professionals
	SEND PFA Staff & Professionals
	SEND Staff – frontline and office based
	Clinical Commissioning Group Staff – frontline and office based
	Hospital Trust Staff – frontline and office based
	Special Educational Needs and Disabilities Information and Advice Support Service (SENDIASS)
Need to be informed	Birmingham City Council - Children and Families Staff
	Children and Families leadership team
	Elected Members and Politicians such as local MPs
	Voluntary Community Sector Staff
	Third sector private, independent and voluntary organisations, Staff and volunteers - Community Connector Staff
	Birmingham City Council staff in general + Corporate Comms
	Early Help Staff Local
Need to be aware of SEND Comms	The Media

11. Communication channels (strategic and operational)

The communications tactical plan will explain how each of the communication channels will be used to reach our goal. We need to more fully engage schools and settings who are best able to reach our parent and carer community in order to help us to deliver our messaging through their operational communications with parents/carers. However we need to work toward a place where we can communicate directly with stakeholders and not rely on 3rd parties. That will produce far more effective communication and engaged stakeholders.

We need to fully embed the information and updates about SEND improvement, ways of working, co-production and expected levels of service in internal communications across all partnership organisations to ensure that all staff are aware of and working to improved standards and ways of working in SEND.

Channel	Description
SEND newsletters	Regular updates are produced and circulated amongst partners, and schools to send to families. They are also published on the SEND Local Offer website and include the half termly SEND Partnership Newsletter, the termly SEND Improvement Update and the monthly SEND Needs Assessment and Review (SENAR) Service update. Ask schools to include SEND information in their own newsletters too.
Social media	Promotion of service, updates, events through the BCC and partner channels. To consider a SEND specific account for Twitter, Facebook, Instagram and Tik Tok. Consider paid targeted advertising.
Feedback mechanisms	Such as surveys for families, CYP and schools to monitor progress and gather opinion
Face to Face interactions	Frontline staff e.g. therapists, SENCOs, SENAR staff, etc. to signpost families to the SEND Local Offer website.
SEND website	The SEND Local Offer website hosts up to date information and advice, alongside more in depth case studies, videos etc. Continue to improve SEO, search and monitor analytics
Partner websites and newsletters	Host up to date information and link to SEND website. Plus utilise partnership sites, specialist, third sector and school websites to point to help and support
Partner Apps	Utilise existing Apps in order to promote SEND support

Channels cont/.

Videos and webinars	Support and information videos from Parentlink and other partners on the SEND Local Offer website and social media
Press releases	Keep the media informed of service improvements and changes
Engagement events	To reach a wider range of population, provide updates, promote services and share messages. Also meetings and conferences to gather feedback from all stakeholders
Posters / leaflets / postcards	For community settings, GP surgeries and providers
Schools, providers, SEND Services	Sharing messages with professionals who are involved in the service and regularly communicate with parents via newsletters, school portal or email
SMS from schools and GPs	Utilise existing mobile messaging services to promote SEND support
Regular schools' networks, consortia and governor meetings	Also to include SENCO termly meetings
Extraordinary schools' meetings	DLP, Improving Outcomes, SSOS and Inclusion conference opportunities
Local Area Partnership internal comms and briefings for	To keep partners abreast of latest developments and improvements in SEND.
Councillor meetings and briefings	To keep Members abreast of latest developments and improvements in SEND.
Surveys	Surveys (Parent Carers and Young People) Each year complete 1) a Birmingham-wide survey for Parent-Carers requiring SEND/Additional Needs services for their family and 2) Young People requiring SEND Services for their family, in order to understand satisfaction and experiences and understand whether is improving over time.
Officer forum events	(e.g. Parent Carer Forum and RISE Youth Forum) To foster ever improving communication with parents, carers and young people.
Email for parents/carers on an individual and case by case basis	Using email contact effectively to keep families up to date with their own case, answering emails in a timely way and offering clear information

12. Outcomes - By July 2023, we will have achieved the following priorities:

Re-launched the SEND Local Offer Website alongside Information and Advice

- Continued to communicate avenues of support, advice, help and resources for SEND families and professionals so that they know where to go for help, and where to point families to for help
- Continued to improve the SEND Local Offer website with stakeholders and following their recommendations
- Overhauled of the SEND Local Offer Website to provide a more intuitive visitor experience
- Vigorously promoted the SEND Local Offer website to ensure that families/parents/carers/YP know about it
- Train and encourage SEND staff to promote areas of support, help and advice to foster a 'self-help first' approach to get SEND families effective help, quickly

Measurement = SEND Local Offer website statistics + % Parent Carers reporting having used the Local Offer Website on annual/bi-annual surveys.
% Parent Carers using the Local Offer describing it as "useful" or "very useful"

Have clearer communication channels with stakeholders

- Better engaged schools to understand the improvement journey and support communication with parents/carers and young people
- Continued to communicate changes and improvements in SEND services in Birmingham to a wide range of stakeholders, assessing and measuring the success of this work, to ensure that all affected parties are aware of the changes and improvements

Measurement = Surveys & Focus Groups - % Parent Carer feeling they are "kept updated and informed" about SEND Services in 2022. % Parent Carers feeling they are able to give feedback, %Parent Carers feeling they are able to influence change

Outcomes - By July 2023, we will have achieved the following priorities:

Have improved Parent/Carer communications

- Use plain language and removed/explained jargon and use channels where families already are, so that all messages are clear and reach their target audience
- Use Facebook, Twitter, Instagram and Tik Tok, partnership channels to engage with SEND families and promote messaging

Measurement = Focus Groups, visits to Local Offer website, engagement on Social Media, anecdotal feedback from services

Further Embedded Co-Production with Parents, Carers and Families in Communications

- Widened and strengthened parent/carers engagement and participation in the SEND improvement journey and beyond, demonstrating that we are listening and that change is taking place as a result
- Continued to offer opportunities for families, parents, carers, schools, settings and CYP to be involved in discussions/meetings/feedback about SEND services across the partnership. Encourage them to get involved, making it as easy and accessible as possible for all.
- Embedded co-production in the partnership and its work on SEND improvement with partners signing up to the co-production pledge
- Used the co-production champions to foster and promote this area of communications
- Continued to actively listen to families, parents, carers, schools and CYP and reflect their views in our SEND partnership offering

Measurement = Focus Groups to research into how parents and carers are involved in co-production

Outcomes - By July 2023, we will have achieved the following priorities:

Building on existing efforts, further improved communications between Stakeholder professionals will have:

- Have ensured that all partnership staff are aware of improvements in the SEND Local Area offering and they are able to work to improved service standards
- Have agreed processes and procedures, including agreeing on clearer roles and responsibilities and how to access assessments and support where required
- Have ensured that all relevant organisations have signed up to the Co-Production Framework and Partnership Agreement as a way of working, understand it, and are practically championing it
- Be contributing to and updating their sections of the SEND Local Offer Website on a regular basis
- Will continue to attend and engage in SEND improvement service events
- Will assist with the dissemination and communication of key SEND communications via the networks, channels, and websites
- Be aware of or involved in various strands of the APP improvement work such as Developing Local Provision, Improved Pathways, the SEND Strategy etc.

Measurement = Focus Groups/Surveys to research into levels of staff engagement and understanding

13. Milestones Completed

Milestone	Impact	Date
Establish newsletters <ul style="list-style-type: none"> • APP Newsletters Termly • SEND Update Quarterly • SENAR Update Half-Termly 	Ensuring all stakeholders, especially parents and carers are kept up to date and informed about changes and developments relating to SEND Services and Improvements and know where to go for help and support and how to get involved if they would like to do so.	28 February 2022
Hold Parent Carer Events and Report	The events engaged 93 parent carers over 8 events. Feedback report produced to reflect views alongside 'You Said We Did' monitoring which shows what we are doing in Birmingham to improve SEND as a response to parent/carer 'asks'.	31 March 2022
Local Offer Focus Group Established and Inputting into improvements – meeting regularly	This has ensured we understand what website users think about the site and how it can be improved. As a result of this work from this group, the Local Offer website will be refreshed and re-launched, making it easier to use and promoting the site so more people know about what it can offer.	31 March 2022
Co-production mapping and focus group research (Mapping Options to Embed Co-Production in Birmingham)	This research assessed the current state of co-production in Birmingham, and with the support of focus groups identified various options by which to support its embedding as standard practice.	31 May 2022
Parent Carer Survey completed and findings published	This was a survey and report to understand how parents and carers feel about SEND services and what they want to see improved. It also ascertained how much they felt informed, listened to and involved. It has developed a baseline of parent carer views and if the survey is repeated, progress can be measured and monitored over time to see if experiences are improving.	30 June 2022
Series of briefing on SEND at termly SENCO meetings	The Communications and Engagement Officer updated SENCOs on SEND improvements so that they are better able to inform families about the support available and how to get involved.	30 June 2022

Milestones Completed

Milestone	Impact	Date
Co-Production events with all stakeholders for SEND and Inclusion strategies.	Intelligence gathered and views taken to inform and develop the content, style and production of both the SEND and Inclusion strategies.	31 July 2022
Inclusion conferences held	These conferences updated Headteachers on SEND Improvement so that they are better able to inform families about the support available and to start discussions on how to improve inclusion in schools for children and young people with SEND.	31 July 2022
Publication of Partnership Communications Strategy and Plan	Published Strategy as blueprint to improve SEND communication in the city and deliver information that parents, carers, CYP and families need in a way that is easy for them to access.	31 July 2022
Publication of Co-Production Framework & Charter (with plain English flyer to follow)	This will mean that families, CYP, parents and carers have a blueprint for creating a more meaningful say in creating the services that they use and holding part-	31 July 2022

Planned Milestones

Milestone	Impact	Date
Publication of Young Person's Survey Findings	Survey Baseline and report to understand how CYP feel about SEND services in Birmingham so our improvement strategy is better informed.	30 September 2022
SEND Social Media launched across the partnership	Facebook channel launched to improve communication in SEND in Birmingham giving stakeholders information and updates where they are—sending communication to them rather than asking them to go to a website. Other channels planned for 2023 if FB is a success.	30 September 2022
Stakeholder SEND survey	Survey to find out if families are seeing any real change to services. Partnership to make adjustments to strategy and practice if changes are not being felt.	31 October 2022
Communications of the SENAR reforms in place	Once completed the communication of the SENAR service changes with processes that are clearer, swift and transparent which will help families to understand, track and clarify decisions about their children. A parent carer guide to the new processes will be published on the SEND Local Offer website.	30 November 2022

Planned Milestones

Milestone	Impact	Date
Recruitment of SEND Local Offer website/Digital Content Apprentice	Better managed content and support for stakeholders promoting services on the Birmingham SEND Local Offer website resulting in more accurate and up to date, comprehensive information for parents and carers on the SEND Local Offer website.	30 November 22
Publication of Draft SEND strategy	Launch of SEND strategy showing the way ahead for SEND in Birmingham which should lead to permanent improvement. Visibility of plans for stakeholders and a document which can be used to track and monitor progress, holding partners to account.	30 November 2022
Publication of Draft Inclusion Strategy	Launch of SEND strategy outlining plan for inclusion the city. This will demonstrate how Birmingham is going to ensure that every child has 'right place right time' applied to their individual case. TBD	30 November 2022
Refreshed SEND Local Offer website	New site launch having created a more user friendly and useful site which will help all stakeholders to find the resources, information and support that they need. Site also to be better promoted so that more people who need help can find it easily and are satisfied with their experience.	30 November 2022

Planned Milestones

Milestone	Impact	Date
Co-Production and Publication of Youth Participation Strategy	This will help lay out a roadmap by which to better engage and increase the participation of Children and Young People with additional needed to improve services and support them overcome barriers and achieve their life goals.	December 2022 (TBC)
Parent/Carer Survey repeated	Survey repeat shows parent/carer satisfaction or other, engagement and evidence of co-production being embedded. Monitoring parent/carer experience will give us feedback we need to measure the success of SEND improvements. The survey will seek to find out if families are seeing any real change and making improvements to strategy and practice.	31 March 2023
Participation and Co-production officer to be recruited	Co-production is embedded in Birmingham which will enable families, CYP, parents and carers have a more meaningful say in creating the services that they use. A tool kit for use in embedding co-production as 'business as usual' will also be developed to help stakeholders to improve and expand co-production	31 December 2022
Publication of data dashboard including comparative data between years.	Better motivated workforce, support and challenge with parents and schools, performance management of teams, published on Local Offer so self-service and Freedom of Information requests can be more easily addressed.	March 2023 (sooner if possible)

14. Outline Communications and Engagement Schedule 2022

Date	April	May	June	July	August	September
All Stakeholders	Improvements to the SEND Local Offer website	Improvements to the SEND Local Offer website	Improvements to the SEND Local Offer website	Improvements to the SEND Local Offer website	Improvements to the SEND Local Offer website	Improvements to the SEND Local Offer website
	Newsletters	Newsletters	Newsletters	Newsletters	Newsletters	Newsletters
	Social media	Social media	Social media	Social media	Social media	Social media
	Face to face appointments with professionals	Face to face appointments with professionals	Face to face appointments with professionals	Face to face appointments with professionals	Face to face appointments with professionals	Face to face appointments with professionals
	Representation on the Task & Finish Groups	Representation on the Task & Finish Groups	Representation on the Task & Finish Groups	Representation on the Task & Finish Groups	Co-production charter	Co-production charter
	Co-production charter	Co-production charter	Co-production charter	Co-production charter		

Date	April	May	June	July	August	September
Parents/Carers	<p>Termly SEND Improvement update</p> <p>Half termly Partnership Newsletter</p> <p>Parent/carer webinars on the LO</p> <p>SENAR updates</p> <p>Parent Carer Forum</p>	<p>Half termly Partnership Newsletter</p> <p>Parent/carer webinars on the LO</p> <p>SENAR updates</p> <p>Parent Carer Forum</p>	<p>Termly SEND Improvement update</p> <p>Parent/carer webinars on the LO</p> <p>SENAR updates</p> <p>Parent Carer Forum</p>	<p>Half termly Partnership Newsletter</p> <p>Parent/carer webinars on the LO</p> <p>SENAR updates</p> <p>Parent Carer Forum</p>	<p>Parent Carer Forum</p>	<p>Half termly Partnership Newsletter</p> <p>Invitations to more engagement events</p> <p>Parent/carer webinars on the LO</p> <p>SENAR updates</p> <p>Parent Carer Forum</p>
Children/YP	<p>RISE Youth Forum/ YES Forum and other engagement opportunities with CYP</p> <p>Involvement in the LO improvement</p>	<p>RISE Youth Forum/ YES Forum and other engagement opportunities with CYP</p> <p>CYP engagement strategy completed</p>	<p>RISE Youth Forum/ YES Forum and other engagement opportunities with CYP</p> <p>Improvement of the LO website including a Youth Zone</p>	<p>RISE Youth Forum/ YES Forum and other engagement opportunities with CYP</p> <p>Children and Young Person SEND 'meet up' planned</p>		<p>RISE Youth Forum</p>

Date	April	May	June	July	August	September
Parent Carer Forum	Monthly meetings Frequent email Planning and involvement in T&F groups Contribution to newsletters	Monthly meetings Frequent email Planning and involvement in T&F groups Contribution to newsletters	Monthly meetings Frequent email Planning and involvement in T&F groups	Monthly meetings Frequent email Contribution to newsletters		Monthly meetings Regular email Contribution to newsletters
Schools and settings	SENAR updates Updates via School Noticeboard (BCC) Primary Schools Consortia Meetings Secondary Schools Network Meetings	SENAR updates Updates via School Noticeboard (BCC) Primary Schools Consortia Meetings Secondary Schools Network Meetings	SENAR updates Updates via School Noticeboard (BCC)	SENAR updates Updates via School Noticeboard (BCC) Primary Schools Consortia Meetings Secondary Schools Network Meetings		SENAR updates Updates via School Noticeboard (BCC) Primary Schools Consortia Meetings Secondary Schools Network Meetings

Date	April	May	June	July	August	September
SENCOs	<p>SENAR updates</p> <p>Contact with the CAT/SSPS staff</p> <p>BCC School notice-board</p>	<p>SENAR updates</p> <p>Contact with the CAT/SSPS staff</p> <p>BCC School notice-board</p>	<p>SENAR updates</p> <p>Contact with the CAT/SSPS staff</p> <p>BCC School notice-board</p> <p>SENCO briefings</p>	<p>SENAR updates</p> <p>Contact with the CAT/SSPS staff</p> <p>BCC School notice-board</p>		<p>SENAR updates</p> <p>Contact with the CAT/SSPS staff</p> <p>BCC School notice-board</p>
Partnership Staff/ Professionals	<p>Internal briefings, newsletters, LO website</p>	<p>Internal briefings, newsletters, LO website</p>	<p>Internal briefings, newsletters, LO website</p> <p>Training to improve communication with families, promoting positive messaging and avenues of support</p>	<p>Internal briefings, newsletters, LO website</p> <p>Training to improve communication with families, promoting positive messaging and avenues of support</p>	<p>Internal briefings, newsletters, LO website</p>	<p>Internal briefings, newsletters, LO website</p> <p>Training to improve communication with families, promoting positive messaging and avenues of support</p>

Date	April	May	June	July	August	September
Councillors & Politicians	Cabinet member on the SEND improvement board Newsletters, Local Offer website, social media and briefings	Newsletters, Local Offer website, social media and briefings	Newsletters, Local Offer website, social media and briefings	Newsletters, Local Offer website, social media and briefings		Newsletters, Local Offer website, social media and briefings
VSC/Early Help teams	Task and Finish Groups Interaction with SEND partnership staff and SEND improvement board	Task and Finish Groups Interaction with SEND partnership staff	Task and Finish Groups Interaction with SEND partnership staff	Interaction with SEND partnership staff	Interaction with SEND partnership staff	Interaction with SEND partnership staff

Much of this work can be seen in the Working Together Well (Ob 3) and System Leadership (Ob 1) operational communications plans

15. Branding

For the SEND Local Offer website and this communications strategy to be successful, it is important that our key stakeholders, particularly children and young people and their parents and carers recognise the brand and feel an ownership of it. To enable this, it is recommended that we co-produce a distinct brand for the Birmingham SEND Local Offer and Co-Production.

The branding will be developed and agreed through co-production with stakeholders to make sure that it is appropriate and relevant to their needs and preference whenever possible (while recognising that views are subjective).

It will meet nationally recognised accessibility standards for people with disabilities. For the SEND Local Offer website we will follow the GOV.UK design principles, including writing for a reading age of nine years old.

NB – a new Integrated Care Systems (the new term for Clinical Commissioning Group) brand is in development and will be launched shortly. This must be taken into consideration when positioning SEND branding.

16. Headline Recommendations

- Seek to improve trust by building a consistent reputation for SEND services, based on reliability and quality improving the reputation of the service and building a new narrative about SEND, with case studies and a positive profile in media and social media channels.
- More work should be done to better engage schools and settings in the SEND improvement journey and involve them in creating regular and effective communication with parents and carers
- All SEND partnership staff be made aware of and understand improvements in SEND via staff briefings, newsletters etc.
- Staff must then adopt and embody the improved ways of working and communicate the improvements to colleagues, stakeholders, parents and carers during face to face and online interactions
- The SEND strategy be shared widely and all stakeholders are aware of the vision and direction of improvements
- The SEND Local Offer website be improved and relaunched as a comprehensive hub of SEND support and information for all stakeholders
- Co-production and partnership working is authentically embedded in all SEND activity ensuring that children, young people, parents and carers are at the heart of decision-making, in a spirit of 'nothing about us without us.'
- A SEND brand is developed in order to make the service instantly recognisable and easier for stakeholders to identify where help and support may be found
- SEND Partnership Social Media channels be created to reach our audiences where they are