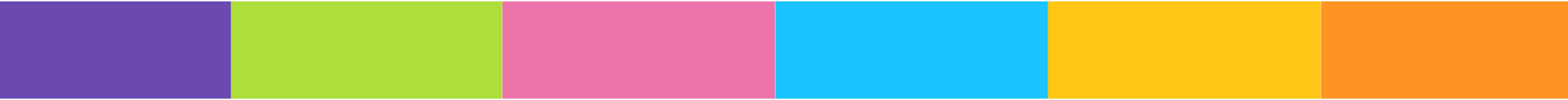


# Suffolk SENDIASS Service Development Plan September 2024 to August 2025

DRAFT

Area of focus	Desired Outcome	How we will achieve this.	Progress/activity
<b>Efficiency</b>	The service is able to meet the <a href="#">national Minimum Standards</a> .	<ul style="list-style-type: none"> <li>• Flexibility with service delivery (identify areas of the service which could share responsibilities/tasks).</li> <li>• Build capacity to explore:               <ul style="list-style-type: none"> <li>○ IT/AI opportunities.</li> <li>○ An IT interface (web contact forms auto-populate our online database).</li> </ul> </li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• Exploring investment opportunities with commissioners.</li> <li>•</li> </ul>
<b>Co-production</b>	Co-production is our usual way of working.	<ul style="list-style-type: none"> <li>• ‘Commit to co-pro’ – ongoing 6-monthly reviews with Healthwatch Suffolk.</li> <li>• Continue to develop and co-produce information and training which matches the needs of families. (see also ‘Core service’)</li> <li>• Share regular updates about all co-production projects and expand ways people can contribute.</li> <li>• Maintain <a href="#">co-production webpage</a>.</li> <li>• Continue to find ways to expand our Advisory group.</li> </ul>	<ul style="list-style-type: none"> <li>• Carried forward from 2023/24 - request from key partners for some information around specific topics (suspensions for families and EOTAS).</li> <li>• Carried forward from 2023/24 – create PageTiger to present <a href="#">information which explains how we consult and co-produce</a>.</li> <li>• Continued development to finalise 2 easy-read resources in progress:               <ul style="list-style-type: none"> <li>○ Travel and transport 16+</li> <li>○ Getting help in college</li> </ul> </li> <li>• Continued development of video content covering specific topics for young people and parents/carers.</li> <li>• Continued outreach to groups of young people.</li> </ul>
<b>Improving access</b>	Young people with SEND are aware of the service.	<ul style="list-style-type: none"> <li>• Continued focus on the findings from our <a href="#">young person survey 2023</a>:               <ul style="list-style-type: none"> <li>○ Develop publicity which appeals to young people, e.g. short animations.</li> <li>○ Expand groups of young people we can link with.</li> <li>○ Develop online presence.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Continue to work on ways we could improve the layout, style and navigation of our online content.</li> <li>• Videos – ongoing project work to develop engaging video content.</li> <li>•</li> </ul>
	Families trust us and feel comfortable to use the service.	<ul style="list-style-type: none"> <li>• Continue community outreach to build relationships.</li> <li>• Explore ways we can increase numbers of people completing our survey.</li> <li>• Service feedback is regularly publicised.</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>



		<ul style="list-style-type: none"><li>• Consider ways we can communicate 'you said, we did' activity.</li><li>• Work with families using the service to create testimonials that we can publicise.</li><li>• Develop information retention and consent policies.</li><li>• Continue to identify training for staff which will increase our understanding, and ability to communicate with children and young people with particular needs.</li></ul>	
	Families find out about us much earlier in their SEND journey.	<ul style="list-style-type: none"><li>• Raise awareness, through publicity to services, GP's, schools and providers, community and voluntary organisations.</li><li>• Continue to present what we do to services and teams, at request.</li><li>• Create publicity for practitioners.</li><li>• Develop social media strategy and expand reach: a forward plan for information items to be shared; explore and develop alternative channels.</li><li>• Ongoing delivery of training to school governors including challenge re information for families.</li></ul>	<ul style="list-style-type: none"><li>• 2 x sets of webinars for school governors including challenging how information about our service is shared with families.</li></ul>

<p><b>Core service</b></p>	<p>Families receive accurate information, advice and support which helps them to understand processes and empowers them to take part in discussions.</p>	<ul style="list-style-type: none"> <li>• Support team members with their induction, training and development.</li> <li>• Develop QA Standards.</li> <li>• Embed 'Talking Mats' communication tool into our direct work with families.</li> <li>• Development of new content to match needs of families (EOTAS/Attendance/Right to Choose (NHS)).</li> <li>• Ongoing delivery and development of information sessions to families addressing key areas from our data and partners.</li> <li>• Ongoing partnership with other services to offer additional training lying outside our expertise which parents request.</li> <li>• Ongoing development of training and content to ensure accessibility.</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• August 2024 - reduced capacity due to resignation.</li> <li>• <a href="#">Service message published.</a></li> <li>• Continuity plan for interim cover.</li> <li>• Developed new training for team members on supporting parents with making an appeal to the SEND tribunal.</li> <li>•</li> </ul>
<p><b>Strategic influence</b></p>	<p>We inform and influence local policy and practice.</p>	<ul style="list-style-type: none"> <li>• Continued sharing of our reports and trends, and ideas we gather from families for how their lived experience might be improved.</li> <li>• Influencing local practice for working with families and supporting them to participate.</li> <li>• Ongoing input to local authority (and partners) strategic work.</li> <li>• Ongoing refinement of data and intelligence.</li> <li>• <a href="#">View our facts, figures and feedback.</a></li> </ul>	<ul style="list-style-type: none"> <li>• Explored options for providing data and trends while at reduced capacity.</li> <li>• <a href="#">View our service activity.</a></li> <li>•</li> </ul>

Progress reviewed by members of the SENDIASS Advisory group (November 2024).