

Suffolk SENDIASS Service Development Plan

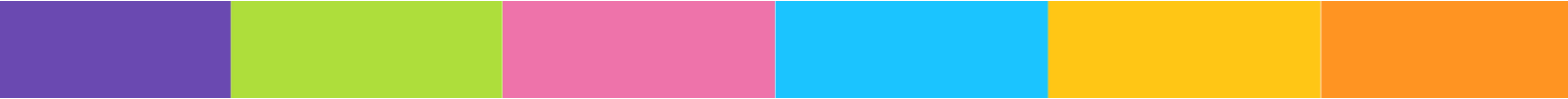
September 2024 to August 2025

| Area of focus | Desired Outcome | How we will achieve this. | Progress/activity |
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| Efficiency | The service is meeting the national Minimum Standards . | <ul style="list-style-type: none"> Flexibility with service delivery (identify areas of the service which could share responsibilities/tasks). Build capacity to explore: <ul style="list-style-type: none"> IT/AI opportunities. An IT interface (web contact forms auto-populate our online database). Explore an alternative solution for the creation of our printed leaflets. | <ul style="list-style-type: none"> Recruitment to 2 vacancies consolidates task ownership. New ways of working being embedded - layered approach - to ensure we support the team and have resources in the right place (at the right time) for families. Wider team involved with events, session hosting and website maintenance. Exploring with sister Eastern Region IAS services what works best in assessing the quality, consistency and accessibility of their information, advice and support. Request raised with IT projects – exploring solutions. Exploring how AI can assist us to analyse data and simplify reporting. SCC intelligence hub to provide guidance. Reached out to database provider to find out how a web contact form interface could be built. Initial contact with 1 x external provider. Request to Business Support to scope out options. Explore printable web content as a solution. |

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| Co-production | Co-production is our usual way of working. | <ul style="list-style-type: none"> • 'Commit to co-pro' – ongoing reviews with Healthwatch Suffolk. • Continue to develop and co-produce information and training which matches the needs of families. (see also 'Quality') • Share regular updates about all co-production projects and expand ways people can contribute. • Maintain co-production webpage. • Continue to find ways to expand our Advisory group. • Scope out information, outreach and training needs of families and practitioners – possibly through a fresh co-produced survey. Involve settings and Healthwatch. • May - request from Co-pro Lead to produce some one-page timeline resources about EHCNA/EHCP/Phase Transfer. • May - request from LA Careers Lead for some practitioner training around supporting young people that have EHCPs. | <ul style="list-style-type: none"> • Carried forward from 2023/24 - request from key partners for some information around specific topics (suspensions for families and EOTAS. Draft EOTAS video shared with families – to be published early summer 2025.) • Carried forward from 2023/24 – create PageTiger to present information which explains how we consult and co-produce. • Finalised 3 further easy-read resources: <ul style="list-style-type: none"> ○ Travel and transport 16+ ○ Getting help in further education ○ Annual-Review-of-your-Education-Health-and-Care-Plan-easy-read.pdf • Following feedback from families and practitioners, finalised videos covering specific aspects of Preparing for Adulthood for young people and parents/carers. • Continued outreach to groups of young people. Have widened reach to other areas in Suffolk and with harder to reach young people. Talks in discussion to widen further afield. |
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| Improving access | Young people with SEND are aware of the service. | <ul style="list-style-type: none"> Continued focus on the findings from our young person survey 2023: <ul style="list-style-type: none"> Develop publicity which appeals to young people, e.g. short animations. Expand groups of young people we can link with. Build on the success of outreach – explore co-producing targeted sessions or workshops around specific topics with groups of YP. Gather feedback from young people about the sessions they attend. Guided by young people, develop online presence. Encourage young people to get involved with our advisory body. | <ul style="list-style-type: none"> Development work recognised nationally by our umbrella body. Read the published Suffolk case study: ‘Welcome children and young people!’ Videos – ongoing project work to develop engaging video content. Service video for YP now complete and on website – following co-production with YP. 3 further animated videos were storyboarded with young people. 2025 - published ‘Feeling different in school or college’ First draft of video around preparing for adulthood shared with groups of YP. Have widened reach to other areas in Suffolk and with harder to reach young people. Getting feedback after each session - to look at topics that young people would like more information about and looking at resources to support these. In contact with setting in Sheffield which offers prep for adulthood sessions for YP. New survey developed - for young people to give feedback about our involvement. (standard questions being developed nationally) Continue to work on ways we could improve the layout, style and navigation of our online content. Have reached out to existing groups of young people and to travel training team who are supporting young people. |
| | Families trust us and feel | <ul style="list-style-type: none"> Continue community outreach to build relationships. | <ul style="list-style-type: none"> Continuing to attend parent support groups, parent evenings and SEN Parent coffee mornings and SEND drop ins. |

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| | comfortable to use the service. | <ul style="list-style-type: none"> • Explore ways we can increase numbers of people completing our survey. • Service feedback is regularly publicised. • Consider ways we can communicate ‘you said, we did’ activity. • Work with families using the service to create testimonials that we can publicise. • Develop information retention and consent policies. • Continue to identify training for staff which will increase our understanding, and ability to communicate with children and young people with particular needs. • Embed ‘Talking Mats’ communication tool into our direct work with families. • Request to offer a SENDIASS information session for families - hosted by Suffolk Parent Carer Forum. | <ul style="list-style-type: none"> • Linking with professional networking events to share updates and information on our service. • Service feedback reviewed and published each month. • 7 published testimonials on our Service Feedback page and shared on Facebook. • QA & Development Lead undertook Plain English training with view to include key aspects in staff induction. • Talking Mats training in induction schedule for new staff members with refresher training for whole team planned for autumn 2025. • Planned for autumn term |
| | Families find out about us much earlier in their SEND journey. | <ul style="list-style-type: none"> • Raise awareness, through publicity to services, GP’s, schools and providers, community and voluntary organisations. • Continue to present what we do to services and teams, at request. • Publicise to practitioners. • Develop social media strategy and expand reach: a forward plan for information items to be shared; explore and develop alternative channels. | <ul style="list-style-type: none"> • Linked with NHS around reaching GP surgeries. • Linking in with early years settings and groups to inform families of our service. • Ongoing weekly email news circulation. • Attended regular Family Services induction sessions for new staff. • New networking links, e.g. Transforming Care and local NDD providers. • Termly social media promotion schedule developed to coincide with key dates and common issues. |



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| | | <ul style="list-style-type: none">Ongoing delivery of training to school governors including challenge re information for families. | <ul style="list-style-type: none">2 x sets of webinars for school governors including challenging how information about our service is shared with families and encouraging including in their website info. Live sessions delivered Oct 2024 and June 2025 on behalf of Schools Choice. |
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| Quality | <p>Families receive accurate and timely 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"> • Support team members with their induction, training and development. • Develop Quality Assurance Standards and workflow planning tools. • Development of new content to match needs of families (EOTAS/Attendance/Right to Choose (NHS) and annual reviews). • Ongoing delivery and development of information sessions to families addressing key areas from our data and partners. • Ongoing partnership with other services to offer additional training lying outside our expertise which parents request. • Ongoing development of training and content to ensure accessibility. • Maintain website (broken links and required fixes) to improve accessibility. | <ul style="list-style-type: none"> • Service message published (interim changes due to capacity). • Continuity plan for interim cover. • Developed and delivered new training for team members on supporting parents with making an appeal to the SEND tribunal. • New draft appeals resources shared with team May 2025 to support them with their work with families. • Induction schedule created for new G5s including training and opportunities for shadowing and informal learning. • Induction training for G5s updated and delivered May and June 2025. • Recruitment to new post - Quality and Development Lead. • New ways of working being embedded - layered approach - to ensure we support the team and have resources in the right place (at the right time) for families. • Outreach to other SENDIAS services to explore best practice (operational and quality assurance). • New QA tools in development. • Begun developing information around the annual review form (tips for completing) for families. EOTAS draft video already shared for feedback – aiming to publish by early summer. • Fewer live sessions offered in this year, due to capacity issues. Plan to build in more in autumn 2025 whilst inducting new Seniors, with aim of full offer by spring 2026. • Continued hosting live sessions for families in collaboration with other services. • Whole team broken links training due end of July 2025. • Staff accessibility training planned, beginning with Plain English principles for whole team by autumn 2025. |
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| | | <ul style="list-style-type: none"> • Actions from November 2024 Advisory Body meeting (consider targeting info at primary school age; EHCPs that are ceased before 25 as a successful outcome; leaflet explaining all the post-16 support services; Preparing for Adulthood – becoming independent/needing more time and/or support from SC). • Actions from latest annual report (feedback and trends identified). Explaining service and what people can expect, managing email responses, quality of IAS. • Info request Jan 25 (online info - tab/ option called something like looking after yourself. • Review existing/co-produce Suffolk-specific Service Feedback questions. • SENDIASS Outcomes – keep under review and explore co-producing 'i' statements. | <ul style="list-style-type: none"> • Receiving and acting on weekly SiteImprove report (broken links etc.) • New survey developed - for young people to give feedback about our involvement. (standard questions being developed nationally). • See earlier actions on development of animated videos to engage more CYP (including primary-aged) and ongoing development of prep for adulthood videos. • Reached out to database provider - to explore features to help us plan how we meet the current and ongoing needs of families using the service. • Begun to develop management information. • Layer of Senior SEND IAS Workers – recruit to vacant posts. Will embed Quality Assurance tools and new processes currently under development. |
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| Strategic influence | We inform and influence local policy and practice. | <ul style="list-style-type: none"> • Continued sharing of our reports and trends, and ideas we gather from families for how their lived experience might be improved. • Influencing local practice for working with families and supporting them to participate. • Ongoing input to local authority (and partners) strategic work. • Ongoing refinement of data and intelligence. • View our facts, figures and feedback. | <ul style="list-style-type: none"> • Explored options for providing data and trends while at reduced capacity. See also, efficiency. • Reached out to Designated Clinical Officer's for the 2 x ICB's in Suffolk (Right to Choose and the register for LD Annual Health Checks). • Annual Review timescales – raised reviewing compliance with the specific legal duties (decision within 4 weeks of the review meeting and issuing the final amended plan within 8 weeks of notice to amend). • EHCP audit process - request for auditing to look at social care advice (EHCNA and annual review) for children and young people not currently receiving social care provision. Highlighted importance of advice identifying social care needs (and the link to preparing for adulthood). • Personal Budgets – reached out to LA to discuss their policy in relation to law and national guidance. • Highlighted legal threshold for a decision by the local authority to carry out an EHC needs assessment (s36.8 Children and Families Act 2014) (importance of not conflating with graduated approach – assess, plan, do, review cycle). • Continued suggestion of using mediation and Tribunal outcomes to inform policy and practice. • Shared general experience of families we talk to about anxiety/attendance and their difficulties having conversations about support needs. • View our service activity. |
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Reviewed by members of the SENDIASS Advisory group March 2025 (progress/activity updated June 2025)