

Appendix Six: Draft Comms Plan

Project: SEND Bandings and Top-Ups Consultation 2023

*Public facing title options / ideas:

- Have your say: defining how children with SEND receive support.
- Help us improve support descriptions for children with SEND
- Improving support descriptions for children with SEND – have your say!
- Clearer support descriptions for children with SEND – have your say!
- Improving how we describe support for children with SEND – have your say!

<p>Background Project detail, who, what, when how?</p>	<p>We aim to raise awareness of the SEND Bandings and Top-Up consultation and encourage participation to successfully co-produce and finalise banding descriptors for children with SEND.</p> <p>The council aims to update and revise the allocation of top-up funding allocated to all pupils aged 0-19 with an Education Health Care Plan (EHCP) who attend Haringey mainstream schools, academies, special schools or require SEND support in the Early Years.</p> <p>The amount of additional funding, known as 'top-up' funding, depends on specific descriptions of children's needs, referred to as 'Banding Descriptors.' These descriptors determine the level of financial support allocated to each child or young person, supplementing the existing funding provided to their school.</p> <p>We've worked together with parents, carers, schools, health professionals, and psychologists to create new descriptions. To make sure they're accurate, practical, and fair, we're inviting members of the community to review and confirm their validity.</p> <p>Focus:</p> <ul style="list-style-type: none"> • We want to know your opinion on the descriptors – do they accurately represent the different support needs of children? We aim to agree on the language used in these descriptors and use it to determine the appropriate funding levels based on our collective agreement. • Through this consultation, we aim to come to a shared understanding of the descriptions and the funding process. We want your input to ensure any proposed changes result from collaboration among parents, carers, schools, health professionals, and psychologists. • We aim to ensure everyone who has a stake in this process can contribute. We encourage widespread participation to shape the final language for these descriptors. <p>Launch date: 5 October 2023 Timeline: The consultation is 8 weeks.</p>
<p>Public-facing messaging</p>	<ul style="list-style-type: none"> • We're working with health services and schools to improve support for children with SEND. We've partnered with parents, carers and partners to create new descriptions to help us better understand children's needs and provide the right support. Improving these descriptions will create a common language for everyone and help staff understand parents' descriptions of their children's needs. We are hosting several events to discuss these changes; places can be booked here: • Haringey Council aims to update and revise the language used to describe the needs of children with SEND. This language helps determine the funding allocated

	<p>to all pupils with an Education Health Care Plan (EHCP) who attend mainstream schools, academies, and special schools in Haringey or require SEND support in the early years. Visit our web pages for detailed information on the consultation and how to get involved:</p> <ul style="list-style-type: none"> • Help us create a common language for SEND Banding descriptors. This language is used to determine how funding is allocated to children and young people with an Education, Health and Care Plan (EHCP). We've co-produced new descriptors with parents, carers, schools, health professionals, and psychologists and this is the last call to have your say. • Share your thoughts on the language we use to describe children's needs. Help us ensure that the right support is allocated based on our collective agreement. • Share your perspective to ensure children with SEND receive the right support. Your input shapes the language and funding that make a real difference in their lives. Learn more about our in-person consultations:
<p>Co-production</p>	<ul style="list-style-type: none"> • It's essential to be clear that this work has been co-produced from start to finish with parents, carers, partners, and schools. Every step has involved collaboration with stakeholders. • Timeline of co-production since September 2022 with parents, carers, partners, and schools: co-production timeline
<p>Objective</p>	<ul style="list-style-type: none"> • For this consultation to be fair, open, transparent and widely publicised • Ensure everyone who needs to have a say can participate • Ensure we get this right, so we don't open ourselves to challenges via a judicial review. • Goal for responses: 200 • Goal for attendees for in-persona and virtual events: 100
<p>Target Audience Who are they? What do we know about them?</p>	<ul style="list-style-type: none"> • Main target audience: parents and carers • Parents and carers of children + young people with an EHCP • Young people + SEND Forum • Teachers • SENDCOs • Health professionals • Partners, e.g., Markfield, SEND Power
<p>Tactics What comms tools and tactics will best achieve my objective to my specific target audience?</p>	<p>COMMS:</p> <ul style="list-style-type: none"> • Dedicated email: sendcomms@haringey.gov.uk • Local Offer dedicated page: with overview, link to consultation form and dates of in-person events • Video: with Head of Service, Head of inclusion, Cllr Brabazon • FAQ: to be added to main consultation webpage as consultation develops / updated weekly • Consultation form: will be created by Brendan with hard copies and translations available upon request • Immersive reader and translation guidance: published on the consultation page to ensure accessibility for word documents and the consultation form. • Standard email: high-level overview email to be sent to partners, schools, and voluntary sector list (per Brendan), and EHCP email addresses • Eventbrite: events created for in-person and virtual consultations

- **Web form for consultation feedback:** for those who cannot attend in-person event
- **Consultation slides:** overview presentation for all in-person and virtual events / meetings
- **Web banner:** across SEND webpages

EVENTS

Week of October 16:

- Evening session at Markfield: **Thursday, 19 October** 6:30-8 pm
- Daytime session at Markfield: **Friday, 20 October** 11:30am-1pm
- Evening session at SEND Power, PCF: TBD
- Daytime session at SEND Power, PCF: TBD
- 2 virtual forums via Teams: TBD

Week of November 20:

- Evening session at Markfield: **Thursday, 23 November** 6:30-8 pm
- Daytime session at Markfield: **Friday, 24 November** 11:30am-1pm
- Evening session at SEND Power, PCF: TBD
- Daytime session at SEND Power, PCF: TBD
- 2 virtual forums via Teams: TBD

In-person forum west of the borough: TBD

EXTERNAL COMMS

- Haringey People Extra
- Schools bulletin
- SEND Newsletter
- Home zone (this goes out to all tenants)
- Member's briefing
- Clear Channel- out of home on street advertising. (29 locations across the borough)
- Haringey.gov.uk (local offer)
- Hard copy letter sent to parents/carers who don't have an email address
- Briefing to Special School Heads, during upcoming meetings
- In person briefing events with parents and carers in special schools
- Paper copies will be made available in libraries with translations available
- Email for caseworkers to send to parents/carers
- Markfield community / mailing list
- SEND Power community / mailing list
- Voluntary sector list (per Brendan)

Social media posts:

- [SEND Twitter](#)
- [SEND Instagram](#)
- [Send Facebook](#)
- [Haringey \(@haringeycouncil\) / Twitter](#)
- [Haringey Council | Facebook](#)

Internal communications:

- Yammer

Barriers and ways to

- Language: ensure translations of top 5 languages spoken in Haringey
- Visibility: put money towards advertising

overcome them	<ul style="list-style-type: none">• Communities most affected: Utilising Markfield, their community and Turkish-speaking parent group.• Somali cohort: event with the Somali community, perhaps on a Saturday• Addressing any additional barriers to consultation: multiple locations and times to join in-person and virtual events, hard copies available to those w/ out access to digital tools, translations available, easy-reads, utilising partners and voluntary sector list to target faith groups and hard to reach groups.
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Imagery examples: TBD