**Norfolk SENDIASS Service Development Plan September 2024 to August 2025**

Context

Norfolk SENDIASS is a statutory, arms-length, impartial, confidential information, advice and support service for children and young people 0-25 with SEND and their parent/carers as well as professionals.

To ensure that SENDIASS were able to meet their minimum standards and successfully recruit and retain staff, the 2023 Business Proposal was agreed by Norfolk County Council Senior Leadership Team to increase the capacity within the SENDIASS service. The SENDIASS structure was overhauled, and new positions were created.

The new structure started for Norfolk SENDIASS in February 2024, the restructure has now had time to embed itself and this development plan will be focussing now on areas we need to continue to improve upon.

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| **Area of focus** | **Desired outcome** | **Minimum standard relating to** | **How we will achieve this** | **Review 2025** |
| **Children and Young People** | The influence of Young People on the Service has increased, ensuring their voice weaves through what we do.  SENDIASS have linked with other youth and participation groups (as well as the SEND Youth Forum) to hear their views, wishes and opinions of young people for SENDIASS to feedback and inform local policy and procedure.  Bespoke training is offered to young people year 9+ to help them understand their rights in education, how to provide their views and wishes and what words/phrases mean.  Bespoke and accessible resources for children and young people have been created to help them understand their rights in education.  SENDIASS have increased their links with High Schools and Post 16+ providers and use these as a vessel to work with young people.  Virtual or face to face ‘drop ins’ for young people are set up to provide them with information, advice and support and to also seek their voice about what is/isn’t working.  SENDIASS and FYI are working together to ensure young people know how to access SENDIASS and all it’s offers.  More young people are speaking with SENDIASS via booked appointments and supported through casework. Parent/Carers feel confident for us to speak with their young people.  More children & young people are aware of who we are and how we can help.  Increased reach of the Norfolk SEND Youth Forum with more young people having their voices heard. This might be via satellite Youth Forums.  Easy read versions of our most popular booklets for children/young people and parent/carers so there is equity of access.  A newly designed newsletter for young people that provides them with information about training, articles related to their rights, promotion of the SEND Youth Forum and how to have their voices heard. | 1.2 The IASS is designed and commissioned with children, young people and parents, and has the capacity and resources to meet these Minimum Standards and local need. For smaller LAs this may involve commissioning across local areas.  2.3 The IASS works with local partners, including local parent and young people forums to inform and influence policy and practice in the local area.  3.1 The IASS provides; impartial information, advice and support (IAS) on the full range of education, health and social care as defined in the SEND Code of Practice to the following service users – children, young people and parents. This support is offered in a range of ways which includes face to face, a telephone helpline, email, website and social media.  3.4 The IASS provides advocacy support for individual children, young people and parents that empowers them to express their views and wishes and helps them to understand and exercise their rights in matters including exclusion, complaints, SEND Processes and SEND Appeals.  3.5 The IASS provides information, advice and support before, during and following a SEND Tribunal appeal in a range of different ways, dependent on the needs of the parent or the young person. This will include representation during the hearing if the parent or young person is unable to do so.  3.6 The IASS offers training to local education, health and social care professionals, children, young people and parents to increase knowledge of SEND law, guidance, local policy, issues and participation.  4.2 The service routinely requests feedback from service users and others and uses this to further develop the work and practices of the service. | By creating direct positive links with Post 16+ Providers and High Schools, we will do this by offering support to them in the form of attendance at parent’s evenings, SEND Café’s etc. Once we have those positive relationships with the schools we will start to build relationships with their SEND cohort of Young People. Once there is established trust with these young people, we will then start to work with them through co-production to influence SENDIASS, inform and influence local policy and practice and help to create training, resources and newsletter.  Once the links have been created with schools, Post 16+ and the young people in those settings we can start to offer ‘drop-ins’ based on what the young people are telling us is important to them.  We will build upon relationships already created with Youth Groups across Norfolk to set up ‘satellite’ youth forums.  A meeting will be set up with the leads of FYI to discuss how we can work together to ensure young people that access FYI are signposted to SENDIASS. |  |
| **Ways we are providing support** | We are continuing to provide one-off support to parent/carers, this is reducing the escalation of situations.  We have reduced the wait times for a helpline appointment by employing a new fixed term Helpline Advisor. Wait times are now no more than 5 days.  We have targeted more seldom heard parent/carers and children/young people. These are people that wouldn’t normally access or be able to access our service. | 1.2 The IASS is designed and commissioned with children, young people and parents, and has the capacity and resources to meet these Minimum Standards and local need. For smaller LAs this may involve commissioning across local areas.  3.1 The IASS provides; impartial information, advice and support (IAS) on the full range of education, health and social care as defined in the SEND Code of Practice to the following service users – children, young people and parents. This support is offered in a range of ways which includes face to face, a telephone helpline, email, website and social media.  3.4 The IASS provides advocacy support for individual children, young people and parents that empowers them to express their views and wishes and helps them to understand and exercise their rights in matters including exclusion, complaints, SEND Processes and SEND Appeals.  3.5 The IASS provides information, advice and support before, during and following a SEND Tribunal appeal in a range of different ways, dependent on the needs of the parent or the young person. This will include representation during the hearing if the parent or young person is unable to do so. | We are continuing our one-off support model and this is continuing to have a positive impact.  A business case will be submitted to CSLT asking to use IASP funding to pay for a fixed term, part-time Helpline Advisor. We will then go out to recruit and with this additional person our wait times will reduce to around 5 working days.  Engagement and Advice Workers will start to build connections with teams across NCC that work with and support families that are seldom heard such as YOT, Looked after and previously looked after children, Ukraine support team, Alternative Provision team, Elective Home Education Team amongst others. |  |
| **Digital Offer & Training** | Bitesize training videos and resources have been uploaded onto our website to encourage professionals and parent/carers to self-serve. This has helped to reduce our wait times.  We have bi-monthly ‘Focus weeks’ on different subjects to shine a spotlight on something that might occur at that time of the year.  We have a new accessible and easier to navigate website. All professionals are directed to self-serve on our website before contacting us. | 3.3. The IASS has a stand-alone service website that is accessible to all users. The website will include; contact details of the service, opening hours, response times, information on a range of SEND topics, signposting to other useful groups including parent groups, youth forums and national helplines, signposting to the Local Offer and key policies including complaints procedures.  1.5 The IASS is, and is seen by service users to be, an arm’s length, confidential, dedicated and easily identifiable service, separate from the LA, Integrated Care Board and/or host organisation.  3.1 The IASS provides; impartial information, advice and support (IAS) on the full range of education, health and social care as defined in the SEND Code of Practice to the following service users – children, young people and parents. This support is offered in a range of ways which includes face to face, a telephone helpline, email, website and social media.  3.2 The IASS provides branded information and promotional materials in a range of accessible formats  3.6 The IASS offers training to local education, health and social care professionals, children, young people and parents to increase knowledge of SEND law, guidance, local policy, issues and participation. | A suite of bitesize training videos have been created and will be uploaded to the SENDIASS website by the end of September.  A plan will be developed that details what bi-monthly focus weeks we will have. These will link to certain trends at that time of the year e.g. phase transfer.  Big Fork our website provider will put together a proposal on how our website can look that makes it easier to navigate and accessible. This will include a new section for the resources and training videos. |  |
| **Impact** | We have streamlined the Steering Group statistics. This will help the Steering Group to focus on what support or challenge they can offer SENDIASS.  We are monitoring and gathering more data than ever that shows the impact the service is having on parent/carers, children and young people across Norfolk. This data is held by Norfolk SENDIASS and provided to colleagues across Norfolk as needed to help them understand trends coming through the service.  Qualitative data is gathered monthly via case studies and evaluation feedback to help SENDIASS understand the impact they are having on parent/carers, children and young people. | .  1.5 The IASS is, and is seen by service users to be, an arm’s length, confidential, dedicated and easily identifiable service, separate from the LA, Integrated Care Board and/or host organisation.  1.7 The Governance arrangement outline a clear management structure, encompassing a strategic manager within the IASS and a steering group or advisory body which includes representative from service user groups and key stakeholders from education, social care and health.  2.1 Each IASS has a manager based solely within the service, without additional LA/ICB or host body roles. They have responsibility for strategic planning, service management, delivery and quality assurance.  4.2 The service routinely requests feedback from service users and others and uses this to further develop the work and practices of the service. | A meeting will take place between the manager, business and communication officer and Chair of the Steering Group to decide what data is necessary and what data can be sidelined. At this meeting it will also be decided how and what stats/data we gather to show the breadth in the different ways we now work.  Evaluations will continue to be sent to parent/carers and professionals after Helpline. We will work to encourage more parent/carers to complete evaluation forms following casework/one off support. We will create feedback forms for young people training to see their views on what worked and what could be improved upon. All Advisors will continue to be encouraged to complete monthly case studies. | . |
| **Comms and Promotion** | Education providers (SENCO’s, Headteachers and Teachers) have a greater understanding of who we are and how we can help them, parent/carers and CYP. They signpost to us and come to us to ask questions.  A comms plan has been created to signpost professionals to the website resources and bitesize videos for information and advice in the first instance.  The comms plan will detail how we promote ourselves to others across Norfolk by using the SEND Bulletin, Parent/Carer Forums, Local Offer, Just One Norfolk, internal NCC bulletins and Communities of Practice.  Engagement and Advice Workers will start to engage and create relationships with the voluntary sector/charities that engage with seldom heard families so we can start to target more people that may not know us or be able to access us for whatever reason. | 1.6 LA and IASS ensure that potential service users, head teachers, FE principals, SENCos, SEND teams, children's and adults social care, health commissioners and providers are made aware of the IASS, its remit and who the service is for.  1.5 The IASS is, and is seen by service users to be, an arm’s length, confidential, dedicated and easily identifiable service, separate from the LA, Integrated Care Board and/or host organisation. | SENDIASS will present at NASSH to explain who we are to help with special schools having a better understanding of who we are and how we can help.  SENDIASS will be present at SENCo Forums and present at SENDCo Now and SENDCO EY to promote the service.  SENDIASS will present at the Inspiration Trust conference to promote the service.  The Service Manager and Business and Communication Officer will meet to create a Comms Plan that will span the year.  Relationships will continue to be created and built upon with the voluntary and charity sector to target more seldom heard families. |  |
| **Commissioning, governance and management arrangements** | There is now a formal joint written agreement in place across education, health and social care.  We have successful joint commissioning with Adult Social Care. | 1.1 The IASS is jointly commissioned by education, health and social care in accordance with CFA 2014. A formal agreement is set out in writing which refers directly to these Minimum Standards, whilst also considering the need for continuity and stability of the service. | Meetings will take place with representatives from health, education and social care to discuss a service level agreement that includes finance agreements.  An email will be sent to Rachel Gates Social Care commissioner to start discussions to seek joint funding with Adult Social Care. |  |