



TELFORD AND WREKIN SENDIASS

Service Sustainability and Strategic Plan 21/22

The plan outlines the areas of service improvements that have been achieved over the two year period in line with the Operational Service Plan 20/21 to meet the compliance as benchmarked by the National IASS Minimum Standards. The plan seeks to build on the strategic work completed over the IASP funding period and includes areas of ongoing service sustainability and specific priorities for future service development.

1. Vision

All children and young people with SEND fulfil their potential, achieve better outcomes and do as well as they can. Their parents and carers and the young people themselves are enabled to take an informed and active role in the decision-making process, successfully navigating Education, Health and Social Care systems.

2. Mission

Telford and Wrekin SENDIASS will provide an impartial, confidential service with access to easy to understand resources, support and information for parents/carers children and young people 0-25 years to increase their confidence, knowledge and understanding on a wide range of SEND processes and enable them to participate fully , make informed decisions, express their views, wishes and feelings. We will increase awareness amongst families, professionals and the community to provide reach as many families as possible.

3. Background

Telford and Wrekin Council for Voluntary Service have delivered the service on behalf of Telford and Wrekin Council since 2000. The original Parent Partnership Service was originally delivered across both Telford and Shropshire until 2015 when following a tender process, the Shropshire PPS element transferred to a new provider. The Telford SENDIASS team are well established, each of them trained to legal level 3. The brand and logo for the service was re developed with the name change to IASS.



4. Local Population

At the time of the 2011 Census the population of Telford and Wrekin was 166,641. Latest estimates indicate that there are in the region of 178,000 people living in the borough (an increase of around 7% from 2011) with around 1 in 3 aged between 0 and 25. The population of the Borough continues to grow at above national rates – driven by the expansion of the local economy and record levels of housing growth. As the population grows, it has continued to change in line with national trends, with the population becoming more diverse and ageing. Although the population is ageing, it is younger than the national structure.

Prevalence of SEND.

In 2019 18.7% of pupils in Telford and Wrekin have SEND. This was significantly higher than the average for England 14.8%.

National data published in 2019, shows that the number of pupils with statements or EHC Plans increased for the third consecutive year with 3.1% of the total pupil population having an EHC Plan. Conversely, whilst Telford & Wrekin has a higher percentage (3.6%) of pupils with EHC Plans than both national and regional levels, 2019 data indicates that this figure reduced by 0.4% from the figure reported in 2018. It should be noted that Telford & Wrekin have, and have had for many years, a statistically higher % of pupils with EHCP's than our statistical neighbours and regional & national figures.

Current Position

- During 2019 we tendered for the contract to deliver Telford SENDIASS which included a financial commitment from Telford and Wrekin CCG. We were awarded a 5 year contract jointly funded by Telford and Wrekin Council and Telford and Wrekin CCG.
- The service went live on 1st October 2019.
- A service review was carried out in 2019 and to implement the conclusions and recommendations we were fortunate to receive funding from IASP for the year 2019/20 and 2020/21. The funding has enabled us to reach our goals and objectives in line with compliance. We were able to make improvements in relation to specific areas of the minimum standards. (See Outcomes achieved)
- The Service has had to adapt and respond to the challenges due to the current Covid-19. This has led to changes in the delivery of service, including increased access to virtual support through use of virtual platforms.
- The Service is currently carrying out a service review due to potential changes to future funding. Sources of Feedback include:
 - Quarterly service user feedback
 - IASS parent/carer, annual Survey – Via Survey Monkey and telephone evaluation to all IASS Service users Distributed via PODS, website, SEND Local Offer
 - Young People – Annual Survey including telephone evaluation, distributed via



website, face book, schools, colleges.

- Members of the IASS Steering Group
- Feedback from colleagues.
- Commissioner input and LA SEND Team
- IASS Reporting
- Staff feedback “Our Achievements”

The Staff feel that their strength continues to be teamwork. They have been able to draw on their achievements through the service developments achieved in 19/21. There have been challenges faced through the Covid-19 period which have allowed the team to respond and adapt and be more creative in their approach.

Achievements:

- Raising awareness of Service through our rebranding and development of website, and newsletters.
- Increasing communications with other professionals, and working with the LA to produce a Tribunal Communication Pathway
- Development of resources to support delivery through website, workshops, children young people.
- Staff feeling supported by having direct line management and regular supervision, support and training opportunities.
- Working with other projects to deliver whole family support.

Weaknesses

- Uncertainty around funding. How to maintain what we have achieved
- Continued development of resources in particular website
- Lack of IT skills and training needed to support virtual service delivery.
- Recruitment of volunteers
- Maintain administrative support.
- Challenges engaging children and young people virtually.

Opportunities

- Use of the triage system, to enable families through Information Sessions.
- Identifying areas of the service that can be changed to create efficiency of delivery.
- Developing further opportunities to work alongside other organisations to deliver support, and additional funding to work alongside other CVS projects.

The current Service Sustainability and Strategic Plan 21/22 will focus on sustaining achievements made and highlights specific development to support future sustainability.

Implementation of changes in line with our funding arrangements to continue to provide an equitable service and improve outcomes for families, and to support efficiency of resources available via current staff team.



The Service has utilised the funding from the IAS Programme to implement the 2 Year Operational Plan. We were able to identify areas of development to meet the compliance set out in the IASS Minimum Standards. Objectives were set to support these areas of improvement as follows:

Objective 1: Increase Awareness of the IASS to publicise the service in the wider community.

Minimum standards:

1.6 LA and IASS ensure that Head teachers, FE principals, SENCOs, SEND Teams, children's and adult social care, health commissioners and providers are made aware of the IASS, its remit and who the service is for),

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 – (a) parents (b) young people (c) children 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

3.3 The IASS has a stand-alone website that is accessible to all service users. The website includes.)

3.6 The IASS offers training to local education, health and social care professionals, parents, young people and children to increase knowledge of SEND law, guidance, local policy, issues and participation.

Outcomes achieved

The service has Increased the reach to parents, carers and young people through the 'Pass It On' campaign, producing service user videos/information stories/pieces which are now regularly shared on social media the newly formed IASS website, and through regular sharing of stories of young people and parents' experiences.

The service has captured the views of young people and delivered workshops within the local community to access information, via young people groups, school/college drop- in sessions.

The service has developed an enhanced social media presence and through the development of an improved website. The Service has monitored an increase in people accessing our improved online resources and in particular a zone for young people and early years information.

The Service has increased awareness of the service to early years providers via a Survey distributed across the local area. Increasing the reach to Early Years Professionals to support earlier signposting of families. IASS have increased participation through SEND Strategic Development of Early Years Local Strategy.



Increased awareness of children and young person role to identification of families and young people requiring support, through the takeout of sessions to community venues to enable access for families and YP closer to where they live.

The Service has Increased working with schools, through SENCOs, Heads teachers and Governors. Promotion through School coffee Morning Sessions and quarterly Newsletters.

Objective 2: Increase working with local partners, including local parent and young people forums to inform and influence policy and practice in the local area.

Minimum Standards:

2.3 The IASS works with local partners to influence policy and practice in the local area. (Rated red)

3.6 The IASS offers training to local education, health and social care professionals, parents, young people and children to increase knowledge of SEND law, guidance, local policy, issues and participation.

Outcomes achieved.

Increased awareness of PODS parent and carer forum through priority signposting from service at first point of contact. More families are aware of service.

Regular communications are in place with parent carer forum through weekly communication meetings with IASS, regular exchanging of information and development of closer working relationship.

Further development of joint working with other organisations through joint Transition events for parents/carers, children and young people, creative arts sessions and wellbeing sessions.

The Service has sustained support for children and young people via the SOS Group forum and individual Wellbeing of children and young people have been a priority during the Covid-19. Increased opportunities for joint working through creative arts sessions and wellbeing sessions. further development of support through, individual support, joint training session to support increased confidence in knowledge of SEND and support participation of young people.

Regular communications with key stakeholders from education, health and social care through development of the IASS Steering Group and increased presence at strategic meetings. Increased opportunities for future joint working across social care and health professionals.



Objective 3: Increase strategic leadership.

Minimum Standards:

2.1 Each IASS has a manager based solely within the service, without additional LA/CCG or host body responsibilities or roles. They have responsibility for strategic planning, service management and delivery, and quality assurance.

2.2 The IASS engages with regional and national strategic planning and training and demonstrates working with Other IASSs to inform service development.

Outcomes achieved.

The appointment of a Service Manager in April 2019 has contributed to the over-all strategic planning and development of the IASS Service.

The Service has regular representation at a strategic level and participates in both local and national strategic developments. Participation in the development of the Local SEND Strategy including developing relationships with key stakeholders across education, health and social care.

Participation in regional developments through attendance at National IASS events. Sharing of information and resources alongside a range of IASS Services to support service development.

IASS Steering Group firmly established with 25 members, continuing increase of parental membership, to support governance and service development.

Objective 4: increase operational efficiency and effectiveness.

Minimum standards:

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.

4.3 All IASS staff and volunteers have ongoing supervision and CPD.



Outcomes achieved

The Service supports a Young Person volunteer who contributes to the development of the children and young people development and production of resources. An additional administrative volunteer to support the current administrative post. Contribution to the website development, promotion through social media and development of resources.

Extended support has enabled processes and systems to be developed to provide a clear and equitable access to the service through a tier system.

Staff have access to regular training and development opportunities through individual staff performance reviews and supervision.

Feedback gained termly from parents/carers, children and young to monitor and evaluate service offer.

Annual Survey distributed to parents/carers via IASS database, PODS, website and Newsletters to ensure levels of satisfaction are reported back through quarterly contract reporting to funders.

Future Areas of Sustainability and Development 21/22

Objective 1: Development of operational and strategic functions of Service through governance structure. The IASS Steering Group to include a wide representation of service user groups and key stakeholders.

Minimum Standards:

1:7 The Governance arrangements outline a clear management structure, encompassing a strategic manager within the IASS and a steering group or advisory body which includes representatives from service user groups and key stakeholders from education, health and social care.

1:8 The IASS has a development plan reviewed annually with the steering group/advisory body, which includes specific actions and improvement targets.

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.



We will:

- Build on the IASS Steering Group development, to ensure continued governance and management arrangements in compliance with National Minimum Standards.
- The Steering Group maintains wide representation from education, health and social care organisations 0-25 years.
- Increase awareness of IASS and the Steering Group to a wider range of parents/carers and young people., through access to membership via, website, newsletters, ongoing evaluation.
- Membership from a Young Person/Ambassador from the young person forum to ensure consultation from young people and views are expressed through the IASS Service development.
- The IASS Service Development plan is reviewed annually with the Steering Group members and includes specific actions and improvement targets.

Outcomes

- Opportunities for 3 young people to become Ambassadors and represent their voice on the IASS Steering Group
- Increase participation of parents/carers to Steering Group by recruiting a further 8 parents ranging from early years and post 16 to represent a wider membership.
- Parents attending the group will have participated in working on specific tasks as identified in the Action Planning document.
- Opportunities to increase representation from health and social care



Objective 2: IASS provides impartial information, advice and support to parents, children and young people on a full range of education, health and social care, and offered in a range of ways.

Minimum Standards:

3:1 The IASS provides impartial (IAS) on a full range of education, health and social care as defined in the SEND Code of Practice to children, young people, parents. 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 exclusions, complaints, SEND processes and SEND appeals.

We will:

- Staff to further develop IT and tech skills to deliver a range of virtual interactive workshops including live events and webinars to young people on a range of SEND related topics.
- Young people to feel confident to access IAS through a range of interactive sessions, to support their emotional wellbeing.
- IASS to further develop opportunities for children and young people to express their views and participate in the development of the IASS Service for children and young people.
- Increase range of information available to parents, young people through maintaining website development.
- Increase membership of young people to the Shout Out for SEND young people forum.
- Increase networking with other organisations to deliver joint sessions to parents, young people. Developing a range of resources to support a range of workshop delivery.

Quotes from Feedback

“IASS is a very helpful service that can boost young people’s confidence, it has helped me”.

“Helped me to make that one decision to improve things and taught me to believe in myself”.

“Always worked well with the staff from IASS, both helping students and schools” (Professional)

Staff “We have adapted well to the change and responding to Covid has brought some positive changes”.

Staff “We are thinking more flexibly, using different approaches and thinking “outside of the box”.



“I find the virtual world amazing; I get to talk about how I am feeling. Isolation is something that Young people hate, so it is good that I get chance to talk about my views, wishes, feelings and my wellbeing”.

“I Have grown in confidence since I have been attending the SOS group”.

Been able to show positive outcomes by use of triage and telephone supports Staff

Staff “More training for staff to help deliver different virtual events is needed”.

Outcomes

- Increased opportunities for young people to access virtual interactive SEND information group sessions. The Workshops will be made available on the IASS Website to reach a wider audience.
- Staff will increase their skills through accessing a range of tech training opportunities to develop confidence to offer alternative approaches.
- Continue to provide regular opportunities for young people to share their views .
- There will be a further 8 young people views shared on the IASS website and young people will participate in the development of the Young Person Zone.
- Further development of our consultation group for young people SOS (Shout Out for SEND),
- participation in awareness raising by our Young People Ambassadors. There will be an increase of a further 8 young people attending the group on a regular basis.
- Parents and Young people will be integral to the continued development of the IASS website. Feedback will be gained to ensure a range of resources are available.
- There will be 4 opportunities to work in partnership with other organisations to provide information, advice and support through interactive workshop sessions. Strengthening community relationships and further raising awareness of service.



Objective 3: IASS Service Lead engages with regional and national strategic planning, service management and delivery, and works with local partners to inform and influence SEND Strategic development.

Minimum Standards:

2.1 Each IASS has a manager based solely within the service, without additional LA/CCG or host body roles. They have responsibility for strategic planning, service management and delivery and quality assurance.

2.2 The IASS works with local partners, including local parent and young people forums to inform and influence policy and practice in the local area.

We will:

- IASS Service lead will continue to build on effective communication pathways with partners across Telford and Wrekin, specifically supporting the Tribunal Communications Pathway.
- Regular communication meetings with key stakeholders across education, health and social care.
- Participation at a strategic level to contribute to local SEND Strategy through participation at Aiming High Board.
- IASS to further participate in specific areas of local SEND development including Early Years Strategic Planning and Preparing for Adulthood, as highlighted through Telford and Wrekin Joint Strategic Needs Assessment Review.
- Continue to strengthen relationships with local parent carer and young people forum to support areas of partnership working to raise awareness of service.
- IASS will continue to widen our reach to parents/carers, children and young people across Telford and Wrekin.
- Continue to develop relationships with wider community organisations including Strengthening Families, Future Focus, Early Years Teams, to promote partnership working to deliver joint awareness raising sessions.

Quotes from Feedback

“It is beneficial to have IASS participating in the Local Authority Communication and Engagement meetings and has really helped joint partnerships with the local authority. It has also helped to increase more effective working relationships with local parent and carer forums. IASS are now asked to contribute to strategic developments in a way that was previously lacking”.



Outcomes

- Increased opportunities for parents and young people to express their views prior to, during and following the tribunal process, through continued engagement of key stakeholders supporting the Tribunal Communication Pathway.
- Opportunities for earlier resolution to avoid parental appeal, and an increase in parental confidence in SEND processes.
- Feedback will be gained from parents and young people to promote continued positive communication pathways across education, health and social care.
- Maintaining regular communications with parent/carer forum to develop 3 further opportunities to work together to broaden reach to parents/carers across Telford, to include an Early Years Transition event in the Spring 21.
- Continuing SENDIASS representation at strategic meetings with any issues fed to the LA at appropriate levels to influence local practices and policy.
- SENDIASS participation in specific areas of development of local SEND Strategy, contributing to Early Years Strategic Development and participation of development of pathways for PFA
- Continue to contribute to local and regional developments, to share good practice and inform service development.
- Continue to strengthen our work with other partners by our participation in the Aiming High Board and maintaining a strategic profile.
- Continue to work on appropriate and meaningful service development opportunities by the IASS Steering Group.
- Increase the equitableness of the SENDIASS through prioritisation of work areas.

5. Measures of Success

We will measure successes in a variety of ways:

- Feedback from service users
- Quarterly evaluation through telephone p/c, young people
- Numbers responding
- Feedback from staff
- Feedback from partners – PODS, IASS Steering Group members, Shout Out for SEND
- Early Years Partners
- Social Care Partners
- Attendance at Y/P drop ins.
- Attendance at information sessions, workshops, Coffee Mornings



- social media sites, website
- Engagement with schools, colleges Early Years Providers.
- Contacts through Attendance at Events
- Increase in our Engagement with young people.
- Numbers on database
- Increase of partnership working.
- Attendance at regional, national activities.
- Continued Staff motivation through regular supervision, performance review monitoring and opportunities for training and development.

6. Project Resources required

To reach our outcomes we will need the following resources:

- Strategic Manager
- Administrator
- Resources for workshop delivery.
- Continued updating of website, resources, calendar of events, signposting.
- Volunteers
- Video, website expertise
- Database expertise
- Adapting service systems, processes to promote efficiency.
- Service leaflets, pop up stands, access to different languages leaflet for online accessibility.
- Production and circulation of termly newsletter
- Team resources. Staff training to support interactive virtual approaches, skills to design leaflets.
- Digital inclusion for all-access to wifi and appropriate IT kit for families
- Resources to support young people, activities for SOS Group. Support increase in knowledge and confidence to access digital platforms.
- Coordination of IASS Steering Group – action planning, recruitment, supporting members, distribution of minutes, working groups.



7. Dependencies and interdependencies

Telford SENDIASS recognises our dependencies and interdependencies as:

- Parents/carers and young people seeking support
- Key stakeholders from education, health and social care
- Voluntary sector colleagues
- Statutory sector colleagues
- Schools and FE placements
- Volunteer placements and transition services
- Wellbeing Community Café
- Telford and Wrekin CVS Board of Trustees
- Telford and Wrekin CVS other managed projects
- Telford and Wrekin CVS fundraiser
- Local media
- Local organisations for events
- Parents/carers and young people
- Colleges, schools and early years providers
- Those unknown to current service provision
- Public Health -COVID-19

8. Constraints

Potential constraints could be described as:

- COVID-19 (health and wellbeing of staff team, location of office base, impact of national lockdown, lack of community outreach, lack of face to face support)
- Partner co-operation/collaboration
- Possible loss of key partners due to restructure and relocation of services
- Recruiting, maintaining motivated staff team
- Personal development of staff
- Demand on service provision
- IT and telephony disaster (DR plan in place)
- Telford ad Wrekin CVS Governance