



The SEND local offer

Shropshire SEND Local Offer

Communications and Marketing Framework

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Introduction

This document sets out the framework for delivering the communications and marketing functions that are essential to support the implementation of the Local Offer. The framework covers all marketing activity and communications, internal and external, on and off line.

Where are we now?

In Shropshire, we established our Local Offer website in 2014 with the support of a dedicated council officer and FutureGov, the system provider. A wide range of SEND partners were involved in the initial development, as were parent carers and young people.

In 2017, the LO website was transferred to form part of the main council website to provide better links to related council information, and the directory element of the Local Offer was migrated into the Family Information Service directory.

Following an independent review in 2018, significant developments have taken place with the content, navigation and appearance of the Local Offer. We are now in a good position to promote the new site and to ensure that parent carers and practitioners are aware of the information available to support them.

Overall Aim

Communications will only work when the messages are clear, coordinated and consistent.

The ultimate aim of our communications is: -

- For parent carers and children and young people with SEND to feel informed, listened to and that they have a say
- To reassure parents that there are times in a child's life when all parents need some information, help and support
- To ensure the Local Offer is accessible to all, visible and well used by parent carers
- To ensure resources are being appropriately and effectively accessed
- To help families and communities help themselves by raising awareness of services and support
- To raise awareness of how parents and carers can access the right service at the right time
- For parent carers to know how to feedback about the Local Offer and be involved in its future developments
- To ensure that all partners are informed, engaged and understand the content and benefits of the Local Offer and can proactively promote this to parent carers

- To ensure partners are aware of their role and responsibility in providing regular content which details the specific services and support available to children and young people with SEND
- To gather feedback to inform and enhance future communications development

Key Principles

This framework is based on key principles which will shape the way in which we deliver our communications work. Our principles are: -

- To ensure communication is effective
- To use a common language which is understood by all, free from jargon and easy to understand
- To ensure communication is a two-way process
- To ensure communications are co-ordinated, working with corporate communications teams when appropriate
- To check the aim and objective of our communication is clear from the outset
- To make sure resources are used responsibly, ensuring best value for money
- To have a stakeholder focused approach to build trust and improve satisfaction and reputation
- To use the most appropriate channels of communication to reach our wide variety of stakeholders
- Digital and social delivery will be key to success
- To work with commissioned services and partners to ensure messages are consistent and timely
- To monitor and evaluate communications to ensure they are effective and efficient

Stakeholders

In communicating the Local Offer in Shropshire, we need to understand who our stakeholders are. Stakeholder analyses enables us to identify everyone with a concern or interest in the Local Offer. The more integral the stakeholder is to the Local Offer the more important it is to maintain their involvement and interest.

We acknowledge stakeholders as a whole group but we also need to segment them to understand what different needs there are amongst our stakeholders. We need to review how best to reach our stakeholders, what messages we convey and in what formats stakeholders prefer to receive communications.

Core	Local Authority
<ul style="list-style-type: none"> • Parent carers and families • Children and young people living with SEND 	<ul style="list-style-type: none"> • SEN Team • Disabled Children’s Team • Adult Services • Early Help • Children’s Workforce • FPOC • Commissioned Services
Health	Education
<ul style="list-style-type: none"> • Midwifery • Health Visitors • School Nurses • GP • Community Care Co-ordinators • Specialist Health Services • Children’s Physiotherapy • Podopaediatrics • Hearing, visual and deafblind sensory team • Psychological services • Out patients • Accident and Emergency • Minor injuries • School age immunisation team • IPOPS • Children’s community nursery • Learning disabilities • Speech and language therapy services • Dietetics • Occupational Therapy • Paediatrics • Public health nursing service • Neonatal • PALS • Amputee/Limb fitting • The Movement Centre • Child Development Centre 	<ul style="list-style-type: none"> • Mainstream schools including academies and free schools • Special schools • Further Education colleges • Independent schools • Out of county settings • School governors • Academy and MAT directors • SENCos • Early years and childcare providers • School link SEND governors • Education Psychology Service • Sensory Inclusion Service • Spectra • Portage
Public and Communities	Local support groups
<ul style="list-style-type: none"> • Housing • Local Voluntary Community Sector • Employers • All In providers • Short Breaks Consortium 	<ul style="list-style-type: none"> • PACC • Empathy • Little Rascals Foundation • Shropshire Citizens Advice • Autism West Midlands

<ul style="list-style-type: none"> • Hope House 	<ul style="list-style-type: none"> • IASS • Down Syndrome Shropshire • STACS • Autonomy • Parents Supporting Parents • Marches Family Network • SKID • Shrewsbury Epilepsy support group • Shropshire Disability Network • Shropshire Autistic Society • The Albrighton Trust • Lyneal Trust • NAMPSS • DASH
<p>Strategic Influence</p>	
<ul style="list-style-type: none"> • 0-25 SEND Strategic Board • Elected members • Health and Well-Being Board • Early Help Partnership board • Looked after children council • Autism board • Learning disabilities board • Making it real board • Family carers partnership board • Transforming care partnership 	

Content

The content of the Local Offer communications would include but is not exclusive to the following topics: -

- Services and organisations of support
- National campaigns and awareness days/weeks
- Events
- Things to do and places to go
- All In Short Breaks
- Feedback from users and our actions
- Content/page updates
- News
- Changes and Developments
- Guidance Materials
- Process Information
- Training and Development
- Reports

Channels

Depending on the stakeholder and the content of the message, the communication channel will vary. It is also important to recognise that the same message may be communicated via several channels and adapted to meet the needs of the intended stakeholder. Some of the key routes include: -

For parent carers	For staff	For partners
<ul style="list-style-type: none"> • Local Offer information section • Local Offer Directory section • Social media • Through partners and existing networks • Press • Information within the community • Video/animation • Events • Community groups and organisations • Information and resource portfolio • All In registration 	<ul style="list-style-type: none"> • Local Offer information section • Local Offer Directory section • Team meetings • Manager updates • Newsletters and e-briefing • Training and development • Staff events • Partner events and meetings • Information and resource portfolio • Reports and strategies 	<ul style="list-style-type: none"> • Local Offer information section • Local Offer Directory section • Newsletters and e-briefings • Training and development • Events and meetings • Information and resource portfolio • Reports and strategies • Contracts and commissioning agreements

Frequency

The frequency of communication will depend on the message and the intended stakeholder. The use of digital channels will enable messages to be communicated quickly and with several channels, direct to the intended recipient.

Evaluation

A number of methods will be used to evaluate the effectiveness of communications. These include: -

- Messages to the intended recipient are received directly
- Stakeholders are actively engaged
- Using analytics from social media sites
- Using website analytics
- Using analytics from newsletters
- Results from service user's surveys
- Inspections and peer reviews

Local Offer Action plan

Actions	Audience	Responsibility	Costs	Timeframe
Develop promotional information portfolio. To include: - <ul style="list-style-type: none"> • Flyers • Posters • Business cards • Postcards • Case studies • Presentations • Gov Delivery newsletters • School admissions booklet • Pop up stands 	Parent carers Partners	ER/KB	Waiting costing information	January 2020
Develop and distribute a Local Offer promotional pack for partners. To include: - <ul style="list-style-type: none"> • Covering Letter • Articles for website • Articles for newsletters • Facebook Post • Twitter Post • PowerPoint presentation for reception areas • Flyers • Posters • Email to staff • Offer to attend staff team meeting 	Education Health services Local Authority Public and Community Support Group	ER/KB	Staff time Postage Printing costs	January 2020

<p>Social media</p> <ul style="list-style-type: none"> • Develop regular posts, including page updates and feedback • Develop calendar of campaigns • Develop quotes/memes/images • Improve use of tagging and hashtagging • Working with partners to request sharing/posting • Report on social media engagement and reach 	<p>Parent carers Partners</p>	<p>KB/ER/ST</p>	<p>Staff time</p>	
<p>Develop library of visuals</p> <ul style="list-style-type: none"> • Photos • Videos • Animation • Graphics 	<p>Parent carers Partners</p>	<p>KB/ER Design team DASH</p>	<p>Staff time Travel costs</p>	<p>April 2020</p>
<p>Local Offer Newsletters</p> <ul style="list-style-type: none"> • Drip campaigns • One off information and events • Campaign newsletters 	<p>Parent carers</p>	<p>KB/ER</p>	<p>Staff time</p>	<p>Ongoing</p>
<p>Partner Newsletters</p> <p>Write regular articles for partner newsletters, including: -</p> <ul style="list-style-type: none"> • SENCO spotlight • Health and Wellbeing • Early Help 	<p>Partners</p>	<p>KB/ER</p>	<p>Staff time</p>	<p>Ongoing</p>

<ul style="list-style-type: none"> • Early Years • Elected Members • PACC • AWM • IASS 				
<p>Mail Out to public places, including: -</p> <ul style="list-style-type: none"> • Libraries • Village halls • Sports centres • Childcare providers • Young clubs • Dentists • Doctors • Hospitals • Job Centres • Parish Council • Employers 	<p>Parent carers Public and communities Partners</p>	ER	<p>Staff time Postage Printing costs</p>	February 2020
<p>Develop and deliver presentations to team meetings, including: -</p> <ul style="list-style-type: none"> • Senco Network • Teaching Assistant network • Disabled Children’s Team • Severndale School • Woodlands Outreach • Child Development Centre 	Partners	KB/ER	<p>Staff time Travel costs</p>	From January 2020

<ul style="list-style-type: none"> • Severndale at Mary Webb • TMBS 				
Internal <ul style="list-style-type: none"> • Develop computer screen saver • Regular posts on the intranet • Regular posts on Yammer 	SC employees	ER Design Team	Staff time	January 2020
Events Attend parent events including <ul style="list-style-type: none"> • AWM coffee mornings • Preparing for adulthood • AWM annual conference • Empathy sessions • PACC conferences 	Parent carers	KB/ER	Travel costs Staff time Printing costs	From 2020
Prepare evaluation reports on the impact of communications and marketing	Project Group SEND Board	KB	Staff time	6 months

December 2019