

SEND Home to School - Travel Policy Communications Plan v1

Audience	Channel	Promotion approach/content	Target Date	Date completed	Second round comms target date	Second round date completed
Lead Members for Social Care and for Education	Virtual Meeting	LMB meeting, report and briefing	Completed August 2021	Completed August 2021		
Children Young People and Education Scrutiny Commission	Virtual meeting	To provide briefing to members on launch of the consultation	22 October	22 October		
Media/press team	Email/internal correspondence	Providing information in relation to consultation to anticipate any enquiries	22 October	22 October		
Staff working in services	Email promotion	Employers encouraged to share with staff as part of their organisational response. SEND services staff to be briefed by management team.	w/c 25 th October	25 October	w/c 27 November	27 November
Unions	Email promotion	Providing information in relation to consultation to anticipate any enquiries	w/c 25 th October	25 October	w/c 27 November	27 November
MPs	Email promotion	Providing information in relation to consultation to anticipate any enquiries	w/c 25 th October	26 October	w/c 27 November	27 November
Big Mouth Forum (children)	Virtual Meeting	Attendance at meeting (virtual) and presentation	November			

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and young people)						
Parent Carer Forum	Virtual meeting	Email to notify details of the consultation Attendance at meeting (virtual) and presentation	10 th November	10 November	15 December	15 December
SCE Newsletter	Email promotion	Providing information in relation to consultation to anticipate any enquiries	17 th November	17 November		
Special Schools	Email	Information in schools bulletin and link to consultation site. Attendance at meeting of special schools.	w/c 25 October	18 November	3 December	3 December
Mainstream Schools	Schools news bulletin	Information in schools bulletin and link to consultation site	18 th November	18 November	3 December	3 December
Early years settings	Email consultation	Early years setting supporting children with SEND to be targeted with email outlining consultation. Also include in SENCO newsletter. Primary, secondary and SEND special schools newsletters	18 th November	18 November	3 December	3 December
SEND Improvement Board	Email consultation	To brief the board and share consultation links	w/c 25 th October	26 October	27 November	27 November
Schools Forum	Email consultation	Potential meeting to present to schools' group.	w/c 25 th October	26 October	27 November	27 November

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Children's residential homes	Email consultation	Email survey to our current providers	w/c 25 October	26 October	27 November	27 November
Members of the public	Social Media, council website	Information with overview on SM and on website family pages	Ongoing through consultation via consultation page			
Letter to transport using families	Letter	Providing information in relation to consultation to anticipate any enquiries	w/c 25 October	29 October		