Appendix 2 Post Consultation Comms Plan

Project details

Project number	TBC
Project name	**Element 3 / Top up Funding**
Project Sponsor	Sophie Maltby
Project Lead	Jabeen Layne

Version	Date	Author	Amendment Details
V 0.1	21/12/2021	JL	

Purpose, aims and objectives

To have a clear plan for communicating to all stakeholders the recommended option for changes to the additional SEND top-up funding for pupils in September 2022.

The communications plan will:

- Share the analysis and recommendations from the mainstream SEND funding review consultation
- Inform stakeholders of the outcomes of the Executive Decision and the agreed changes to the additional SEND funding model
- Promote collaboration between the stakeholder groups and the local authority to ensure mainstream settings understand the impacts of the new funding model and are supported through the change.
- Support schools to plan for the implementation of the new model and minimise the impact of the change on SEND pupils.
- Share key timelines of the different phases of project delivery.

Communication risks and issues

Risks

- Some mainstream settings may be resistant to change and would not accept the new proposals if their school is adversely affected
- We may be subject to judicial review and for example in Waltham Forest, parents sought a judicial review which found in favour of the Local Authority.
- For those schools whose funding changes adversely, further support may be required through the transition period
- Applications for statutory assessments before the changes are implemented may increase
- Mainstream settings may start excluding children from schools on the basis that they can't support them
- Transitional costs increase in the short terms as the new process is implemented
- Relationships with some schools may be impacted if we do not manage the changes effectively
- Implementation timescales are based on a financial year and not the academic year although this should be mitigated by a careful transitional process.

Issues

- Schools already under significant pressures due to the impact of Covid and increasing numbers of SEND pupils in mainstream settings. Changes to the High Needs Budget places additional pressure upon them.

Key messages:

- <mark>Transition:</mark> Support mechanisms will be in place to help schools manage the transition to the new funding model
- A pupil-centred approach to make sure children with SEND support receive well planned targeted interventions
- This proposal will ensure the best possible outcomes for our children by ensuring that there is equality and parity of funding for all pupils in mainstream provision
- The implementation of the new model is about utilising the existing High Needs Block funding more effectively to meet needs and improve outcomes for SEND pupils.
- Confirm key timelines for implementation

Communication methods:

Outlined below mixture of meetings, presentations, email communications and formal consultation with quantitative and qualitative questions to inform recommendations

Stakeholders – to be contact during different phases of the project

Audience	Channel	Approach	Date
Lead Member	LMB and planned meetings	- Initial and ongoing progress checks - Formal report with analysis from the consultation and agreed approach to the new funding model - Executive Briefing for use by Lead Member - Update report following the Executive decision to describe any changes to the implementation	Ongoing Feb 2022 Mar 2022 Apr 2022
City Mayor / Executive Ward Councillors	CMB and planned meetings	Formal report with analysis from the consultation and agreed approach to the new funding model	Feb 2022

Audience	Channel	Approach	Date
		• Formal request for a decision to agree and implement the new funding model • Update report following the Executive decision to describe any changes to the implementation	February 22 March 2022 April 2022
LCC and SCE Staff	Briefing email	SCE newsletter outlining Executive Decision to be briefed by SEND and Social Care Management on consultation	April 2022
Unions	Briefing email	• Formal email confirming outcome of the consultation • Briefings to outline the implementation timelines, and implications • Briefing following the Executive decision to describe any changes to and impact of the implementation	February 2022 March 2022 April 2022
Schools Forum	Meeting & follow- up email Ongoing meetings	• Formal email confirming outcome of the consultation • Briefings to outline the implementation timelines, and implications • Briefing following the Executive decision to describe any changes to and impact of the implementation	February 2022 March 2022 April 2022
Leicester Primary Partnership and Education Improvement Partnership	Briefing email	• Formal email confirming outcome of the consultation • Briefings to outline the implementation timelines, and implications • Briefing following the Executive decision to describe any changes to and impact of the implementation	February 2022 March 2022 April 2022

Audience	Channel	Approach	Date
All Schools	Briefing email Ongoing KiT meetings	• Formal email confirming outcome of the consultation • Briefings to outline the implementation timelines, and implications • Briefing following the Executive decision to describe any changes to and impact of the implementation and • PEO Keeping in Touch meetings (occur weekly) • Schools Extranet	February 2022 March 2022 Jan – April 2022 Jan – April 2022
School Governors	Briefing email	• Formal email confirming outcome of the consultation • Briefings to outline the implementation timelines, and implications • Briefing following the Executive decision to describe any changes to and impact of the implementation	February 2022 March 2022 April 2022
Leicester City Parent Carer Forum	Briefing email	• Formal email confirming outcome of the consultation • Briefings to outline the implementation timelines, and implications	February 2022 March 2022 April 2022
SENDIASS	Briefing email	• Formal email confirming outcome of the consultation • Briefings to outline the implementation timelines, and implications	February 2022 March 2022 April 2022
SEND Improvement Board members/partners	SENDIB agenda	• Progress update from SEND service	January 2022 onwards
Children and Young People with SEND (BMF)	Briefing email	Attendance at virtual meetings prepare easy read presentations	April 2022

Audience	Channel	Approach	Date
Parents/ Carers of mainstream pupils (including those from EHCP audits with contact details given)	Letter via schools	• Communications via schools confirming implementation, transition and next steps	April 2022
Health – CCG – via SENDIB and key contacts	Briefing email	• Briefing confirming implementation, transition and next steps	April 2022
SEND Services	Briefing email	• Formal email confirming outcome of the consultation • Briefings to outline the implementation timelines, and implications Briefing following the Executive decision to describe any changes to and impact of the implementation	January 2022 February 2022 March 2022 April 2022
SENCo Network	Briefing email	• Formal email confirming outcome of the consultation • Briefings to outline the implementation timelines, and implications • Briefing following the Executive decision to describe any changes to and impact of the implementation	February 2022 March 2022 April 2022
MAT CEO	Briefing email	• Formal email confirming outcome of the consultation • Briefings to outline the implementation timelines, and implications • Briefing following the Executive decision to describe any changes to and impact of the implementation	February 2022 March 2022 April 2022

Audience	Channel	Approach	Date
Business Managers	Briefing email	• Formal email confirming outcome of the consultation • Briefings to outline the implementation timelines, and implications • Briefing following the Executive decision to describe any changes to and impact of the implementation	February 2022 March 2022 April 2022
Local Offer	Local offer update	• Briefing information to be shared on Local offer	April 2022

Timelines and activities

Phase	Time	Activity	Lead
Consultation/ Governance	January 2021 January 2021 January 2021 February 2021	• Complete analysis of data • Create briefing for Schools/SENCo's to consultation findings • Create Scrutiny Report for DTM • Create briefing for Lead Members and City Mayor	Jabeen Layne Sophie Maltby
Delivery	March 2022 April 2022	• Submit report and recommendations to Lead Member • Recommendations and changes communicated to: Unions, EiP/LPP/ Schools Forum/ Schools/ Governors/ Parents & Carers	Sophie Maltby
Closure	March 2022 September 2022 October 2022	• Implementation / Intention notice • Implement recommendations and changes • Lessons learnt and project closure	Jabeen Layne