

Appendix 1 Pre-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	14/06/21	JL	

Purpose, aims and objectives

To have a clear plan for consulting all stakeholders on changes to additional SEND top-up funding for pupils in September 2022.

The communications plan will:

- Inform mainstream settings of the proposed changes to the additional SEND funding model and share the rationale behind the new proposal.
- Encourage key stakeholder groups to provide feedback on the new proposal and shape the final solution.
- 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, there may be a challenge to buy into the proposals for change
- 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:

- A pupil-centred approach to make sure children with SEND support receive well planned targeted interventions
- Leicester City has faced unprecedented challenges around provision for children and young people with SEND. 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.
- New Quality Improvement services will support mainstream settings in the use of the BERA (Best Endeavors and Reasonable Adjustments) framework and use of quality first teaching
- Confirm that there will be the support mechanisms to help schools manage the transition to the new funding model
- Confirm key timelines for consultation, review and 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	<ul style="list-style-type: none"> • Initial and ongoing progress checks • Formal report with proposed approach to consultation • Executive Briefing for use by Lead Member • Update report following consultation activity to describe any changes to consultation 	May onwards July 2021 July 2021 January 2022

Audience	Channel	Approach	Date
City Mayor / Executive Ward Councillors	Briefing email	<ul style="list-style-type: none"> • Formal report with proposed approach to consultation • LMB note – members bulletin • Update report following consultation activity to describe any changes to consultation 	Aug 2021 January 2022
LCC and SCE Staff	Briefing email/ meeting attendance	SCE newsletter outlining consultation To be briefed by SEND and Social Care Management on consultation	Sept 2021
Unions	Meeting & follow- up email	<ul style="list-style-type: none"> • Formal email confirming consultation launch • Briefings to outline consultation proposal, timelines, and implications • Outcomes and recommendations following decision by Lead Member 	Sept 2021 January 2022
Schools Forum	Meeting & follow- up email Ongoing meetings	<ul style="list-style-type: none"> • Briefing/awareness • Formal email confirming consultation launch • Briefings to outline consultation proposal, timelines, and implications • Outcomes and recommendations following decision by Lead Member 	Sept 8 th /Nov
Leicester Primary Partnership and Education Improvement Partnership	Meeting & follow- up emails Ongoing meetings	<ul style="list-style-type: none"> • Formal email confirming consultation launch • Briefings to outline consultation proposal, timelines, and implications • Outcomes and recommendations following decision by Lead Member 	Sept 2021

Audience	Channel	Approach	Date
All Schools	Direct email – follow-up meeting with identified schools Ongoing KiT meetings	<ul style="list-style-type: none"> • Formal email confirming consultation launch • E-briefings to outline consultation proposal, timelines, and implications • PEO Keeping in Touch meetings (occur weekly) • Outcomes and recommendations following decision by Lead Member • Schools Extranet 	Sept 2021
School Governors	Email and virtual meeting as required Termly Chair of Governors briefing	<ul style="list-style-type: none"> • Formal email confirming consultation launch • Potentially deliver governor training session on budget expectation and use of funds for SEND provision • Outcomes and recommendations following decision by Lead Member 	Sept 2021 January 2022
Leicester City Parent Carer Forum	Meeting & follow- up email	<ul style="list-style-type: none"> • Update and launch of formal consultation • Attendance at PCF meeting – Use easy read presentation and resources for parents to understand proposals 	Sept 2021
SENDIASS	Meeting & follow- up email	<ul style="list-style-type: none"> • Formal meeting at launch of consultation. • Briefing information to be shared on social media website • Outcomes and recommendations following decision by Lead Member 	Sept 2021
SEND Improvement Board members/partners	SENDIB agenda	<ul style="list-style-type: none"> • Progress update from SEND service 	July onwards
Children and Young People with SEND (BMF)	Virtual meeting	Attendance at virtual meetings prepare easy read presentations	Sept 2021

Audience	Channel	Approach	Date
Parents/ Carers of mainstream pupils (including those from EHCP audits with contact details given)	Letter via schools	<ul style="list-style-type: none"> Communications via schools confirming plans, consultation launch and next steps 	Sept 2021
Health – CCG – via SENDIB and key contacts	Direct email	<p>Launch of formal consultation</p> <p>Outcomes and recommendations following decision by Lead Member</p>	Sept 2021
SEND Services	Meeting & follow- up email	<ul style="list-style-type: none"> Formal meeting at launch of consultation. Briefing information to be shared on social media website <p>Outcomes and recommendations following decision by Lead Member</p>	Sept 2021 January 2021
SENCo Network	Meeting & follow- up email	<ul style="list-style-type: none"> Formal meeting at launch of consultation. Briefing information to be shared on social media website Outcomes and recommendations shared following decision by Lead Member Confirmation email for Go Live 	Sept 2021 January 2021 April 2021
MAT CEO		<ul style="list-style-type: none"> Meetings 	
Business Managers	Meeting & follow- up email	<ul style="list-style-type: none"> Formal meeting at launch of consultation. Briefing information to be shared on social media website Outcomes and recommendations shared following decision by Lead Member Confirmation email for Go Live 	Sept 2021 January 2021 April 2021
Local Offer	Local offer	<ul style="list-style-type: none"> Briefing information to be shared on Local offer 	Sept 21

Consultation timeline and activities

Phase	Time	Activity	Lead
Start - up/ Feasibility	June 2021	<ul style="list-style-type: none"> • Complete analysis of data • Document consultation proposal • Create Scrutiny Report for LTM/LMB • Create briefing for Lead Members and City Mayor • Create briefing for Schools/SENCo's to share engagement findings 	Sophie Maltby
Planning and Design	July 2021	Preparation of formal launch <ul style="list-style-type: none"> • Online consultation platform • Presentation materials • Briefing notes • Consultation meetings and events to be confirmed 	Jabeen Layne
Delivery	August 2021 September 2021 December 2021 January 2022 February 2022	<ul style="list-style-type: none"> • Briefing to LMB/CMB and Scrutiny • Formal launch of Consultation • Consultation formally closes • Submit report and recommendations to Lead Member • Recommendations and changes communicated to: <ul style="list-style-type: none"> • Unions, EiP/LPP/ Schools Forum/ Schools/ Governors/ Parents & Carers 	Sophie Maltby
Closure	March 2022 September 2022 October 2022	<ul style="list-style-type: none"> • Implementation / Intention notice • Implement recommendations and changes • Lessons learnt and project closure 	Jabeen Layne