![A black and white penguin

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**Increasing awareness of our local offer**

**Newcastle’s local offer marketing plan**

**September 2023**

**Introduction**

Newcastle’s [SEND Local Offer](https://www.newcastlesupportdirectory.org.uk/send-local-offer) website is the “go to” place where information about the local services and information and advice to children and young people with SEND and their families can be accessed.

The Children and Families Act (2014) sets out that the Special Educational Needs and Disabilities (SEND) Local Offer should:

* Provide clear, comprehensive, accessible and up-to-date information about the available provision and how to access it, and
* Make provision more responsive to local needs and aspirations by directly involving children and young people with SEND, their parents and carers, and providers in its development and review (co-production).

This document is our work plan that shows how we will develop and raise awareness about the Local Offer website.

This document has been produced by the Local Offer Champions and the Local Offer steering group.

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**Recap**

Following a review of the content of the local offer which involved parents/carers and children and young people the LO website was transferred to form part of the main council website. We held a formal relaunch of the new local offer website in November 2021. Take a look at our promotional video: <https://vimeo.com/reddoorfilmandmedia/review/644028206/527cfdb47a>

**SEND Strategy 2023/2028**

Continue to raise awareness about the Local Offer website to ensure parents and carers know how to access support is a key priority in our SEND strategy. When we are successful parents and carers will tell us that they are aware of the Local Offer website and know how to access support.​

**Aim**

* For parent carers and children and young people with SEND to feel informed, listened to and that they have a say.
* To ensure the Local Offer is accessible to all, visible and well used by parent/carers, children, young people and SEND professionals.
* 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.
* 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 .
* For parent carers to know how to feedback about the Local Offer and be involved in its future developments

**Number of page views per week 03 July – 10 September – SEND Services**



**The plan**

|  |  |  |  |
| --- | --- | --- | --- |
| **Promotional materials** | | | |
| **Action** | **Priority H/M/L** | **Who** | **When** |
| Flyers |  |  |  |
| Posters |  |  |  |
| Postcards |  |  |  |
| School admissions booklet |  |  |  |
| Pop up stands |  |  |  |
| LO newsletter |  |  |  |
|  | | | |
| **Social media** | | | |
| **Action** | **Priority H/M/L** | **Who** | **When** |
| Regular reminders on council’s Facebook page |  |  |  |
| PCF Facebook/ pass it on parents |  |  |  |
| Sharing good news stories SI / ITT |  |  |  |
| Tap into national campaigns awareness days |  |  |  |
| **Promoting through existing networks** | | | |
| **Action** | **Priority H/M/L** | **Who** | **When** |
| Local offer on all SEND services email addresses |  |  |  |
| Identify all partner newsletters and include an article |  |  |  |
| Schools - send publicity information to be put up in schools |  |  |  |
| Early years |  |  |  |
| Post 16 |  |  |  |
| Raise awareness with voice and influence team and other send services. |  |  |  |
| Childrens services newsletter. |  |  |  |
| City life |  |  |  |
| All SEND letters to include details of the LO website.  e.g., complaints responses to include info on local offer. |  |  |  |
| Local Offer information to be referred to in correspondence to families from therapies services |  |  |  |
| Local Offer information to be accessible in GPs practices |  |  |  |
| Leisure centres |  |  |  |
| Walk in and A&E |  |  |  |
| Head teachers and governors briefing |  |  |  |
| Reminder to SEND sub group |  |  |  |
| Posters to be displayed in school receptions |  |  |  |
| Publicity in all family hubs |  |  |  |
| Libraries |  |  |  |
| Referenced in all SEND workstream agendas and papers |  |  |  |
| SENDIAS network |  |  |  |
| SENCO network |  |  |  |
| Early years network |  |  |  |
| Ask Healthwatch to promote |  |  |  |
| Promote through short breaks – Bedeburn |  |  |  |
| Autism hubs |  |  |  |
| Briefing to senior management in children ed and skills |  |  |  |
| Children with disabilities team |  |  |  |
| Bus/metro stations |  |  |  |
| Travel trainers |  |  |  |
| City life |  |  |  |
| Town centre billboards |  |  |  |
| **Promotion of LO at events** | | | |
| **Action** | **Priority H/M/L** | **Who** | **When** |
| **Action** | **Priority H/M/L** | **Who** | **When** |
| Services for schools event | H | Ann/Ben | September |
| Open day for Tree House | H | Ann/Ben | September |
| Attendance at schools events |  |  |  |
| **Parents and CYP groups** | | | |
| **Action** | **Priority H/M/L** | **Who** | **When** |
| Drop-in sessions virtual |  |  |  |
| Presentations at PC events |  |  |  |
| Pass it on parents network |  |  |  |
| Promotion on PC newsletters |  |  |  |
| School coffee mornings |  |  |  |
| CYP groups – school networks |  |  |  |
| **Local offer network of champions** | | | |
| **Action** | **Priority H/M/L** | **Who** | **When** |
| Reinstate regular network meetings with all LO champions |  |  |  |
| **Action** | **Priority H/M/L** | **Who** | **When** |
| **Local offer steering group** | | | |
| Local offer steering group. Include:   * caseworker representatives * participation officer * health * social care * post 16 providers, * Young people * Parents/carers |  |  |  |
| **Survey** | | | |
| **Action** | **Priority H/M/L** | **Who** | **When** |
| Online survey for feedback and suggestions  And competition penguin name Local offer quiz to encourage parents to make their way through local offer: [Local Offer Quiz | Middlesbrough](https://fis.middlesbrough.gov.uk/kb5/middlesbrough/fsd/service.page?id=ZHtGVyPUB2A&familychannelnew=8). |  |  |  |
| **Training** |  |  |  |
| **Action** | **Priority H/M/L** | **Who** | **When** |
| Produce a video Learn to Use the Local Offer and offer free training session for parents/carers developed in conjunction with parents/carers. |  |  | Ben |
| **Action** | **Priority H/M/L** | **Who** | **When** |
| **Evaluation** | | | |
| Fully evaluate impact of the marketing strategy through feedback and number of hits on the website. |  |  |  |