

# All Different, All Equal: A strategy to SEND us forward

Filmed live at Himley Hall, Thursday 30 September  
10:30 am – 1:30 pm



# Welcome & Introductions

**Councillor Nicolas Barlow**  
**Cabinet Member for Adult Social Care**



# Today

- 10:35 Guest Speaker - Carrie Grant (video)
- 11:00 What does SEND mean to us & the journey we have been on.
  - Dudley Parent Carer Forum Chairs: Jenny Jones & Claire Powers
  - Director for Children's Service, Dudley Council: Catherine Driscoll
  - Dudley Managing Director, Black Country and West Birmingham CCG Neill Bucktin
- 11:25 My Story: Mohammed Lukemann interview with Lori Arthurs, Local Offer and Participation Officer
- 11:35 Break
- 11:40 Summary of SEND Strategy key points...our ambitions and aspirations
  - Strategy Summary and Inclusion Charter Helen Ellis, Service Director, Early Help, Schools and SEND & Dawn Goodall, Principal Psychologist
- 12:00 Guest Speaker – 'Blind Dave' Heeley
- 12.30 Break
- 12:35 FAQs
- 12:50 Our stories: Samanpreet Kaur's poem and Poppie-Mai Crampton's inclusion song (video)
- 13.00 Marketplace instructions and close: Cllr Nicolas Barlow, Cabinet Member for Adult Social Care
- 13:05 Close



# Introducing the hosts

- Mohammed Lukemann aka 'Lukemann'
- Samanpreet Kaur





**CD** CARRIE+DAVID

**LEADING COLLABORATION**  
WITH DR CARRIE GRANT MBE (HC)

# Collaboration - The 10 Marks of Good Collaboration

1. All stakeholders are present – nothing about us without us
2. All are valued and of equal status
3. Everyone understands the language
4. Everyone has a chance to speak
5. Everyone is heard
6. We can all sit with discomfort
7. New ideas are welcome
8. Good ideas can come from anywhere
9. Everyone understands what they have to do moving forward
10. Ideas are followed up – failure is allowed – work till it works

# L.I.C.E

**L – LEARN FROM ONE ANOTHER**

**I – INNOVATE TOGETHER**

**C – COMMUNICATE WITH ONE ANOTHER**

**E – ENCOURAGE ONE ANOTHER**

# What does SEND mean to us?

The journey we have been on .....





# Dudley Parent Carer Forum

Chairs:

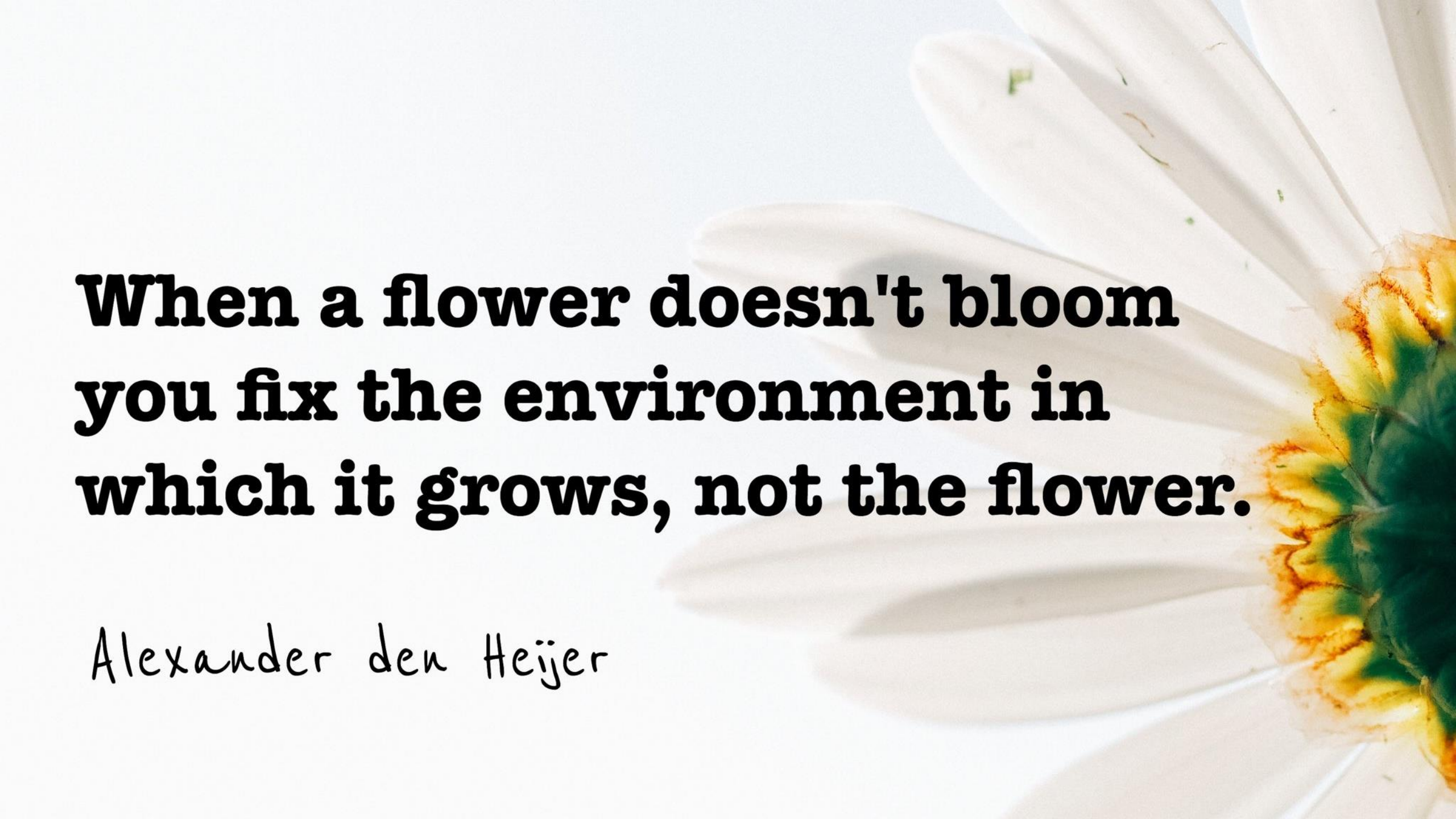
Jenny Jones & Claire Powers



Aiming for Brighter Futures



Dudley Parent Carer Forum



**When a flower doesn't bloom  
you fix the environment in  
which it grows, not the flower.**

Alexander den Heijer

# Dudley Children's Services

The council's perspective:

Catherine Driscoll, Director for Children's Services



# Our commitment

- Every child and young person in the borough to be supported to meet full potential
- Involving and engaging with children, young people and parents/carers
- Collaboration – education, health, social care and other services to ensure high quality provision is available



# Our approach

- Child focused
  - different nurturing interventions based on need
- Focus on outcomes
  - participation in learning and making progress
- Inclusive
- Targeted based on need
- Preparation for adulthood
- Reviewing and involving



# Black Country and West Birmingham Clinical Commissioning Group (CCG)

The health perspective:

Neill Bucktin, Dudley Managing Director



# Changing population

- More complex and challenging needs.
- The impact of COVID – 19 – emergent health issues.
- The sharp relief of inequality.
- Access to services.
- Continuity of care.
- Co-ordination of care





# Integrated working

- One size does not fit all.
- The needs of individuals do not and should not respect organisational boundaries that suit managers.
- Access, continuity and co-ordination require a response from all sectors – education, health, social care, voluntary and independent sectors. Working together to create individual solutions to individual problems.



# Personalisation

- Co-design of solutions.
- Patient at the centre.
- Providing opportunities, giving more choice, enabling more control.
- Innovation – personal health budgets



# Key initiatives

- Building on effective partnerships.
- Creating high quality education, health and care plans that reflect and support individual needs.
- Designated Medical Officer (DMO) and Clinical Medical Officer (CMO).
- Improving access to services.
- Intervening early to ensure the most appropriate response.
- Supporting people to navigate the system – health passports, Local Offer



# Integrating care

- Bringing our services together in one organisation – Dudley Integrated Health and Care NHS Trust.
- School health advisers, health visitors, therapists and other physical health services.
- Access to emotional health and wellbeing services.
- Single team supporting children, young people and families.
- Access, continuity and co-ordination – outcome focussed.
- Addressing changing needs, reducing inequalities.



# My Story: An interview with 'Lukeman'

*Interviewed by Lori Arthurs, Local Offer & Participation Officer*



**Break – 5 minutes**

**Coming up .....**

- **Summary of SEND Strategy key points...our ambitions and aspirations & inclusion charter : Helen Ellis & Dawn Goodall**
- **Guest Speaker – ‘Blind Dave’ Healey**



# Dudley SEND Strategy: Key points



Helen Ellis, Service Director,  
Early Help, Schools and SEND



# SEND Strategy 2021-2024

- We have revised the current SEND Strategy with an innovative and ambitious three year strategy for Dudley from 2021-2024.
- Children and families are at the heart of the strategy and it covers the 0-25-year age range and will align closely with the early help strategy and the preparing for adulthood strategy.
- We set up a robust governance structure in order to provide oversight of the process, approval of the revised strategy and co-ordination of its sign off and launch. At the heart of this was the SEND strategy governance group which had representatives from partners, parents/carers and other stakeholders.





# SEND Strategy 2021-2024

- Co-production has been at the heart of the strategy development
- Representatives from the Parent Carer Forum (PCF), health, social care, early years providers, schools, post 16 providers and other stakeholders were asked to join **four themed working groups** which developed the strategy content.



*Image created by Samanpreet Kaur*



# Four themed working groups

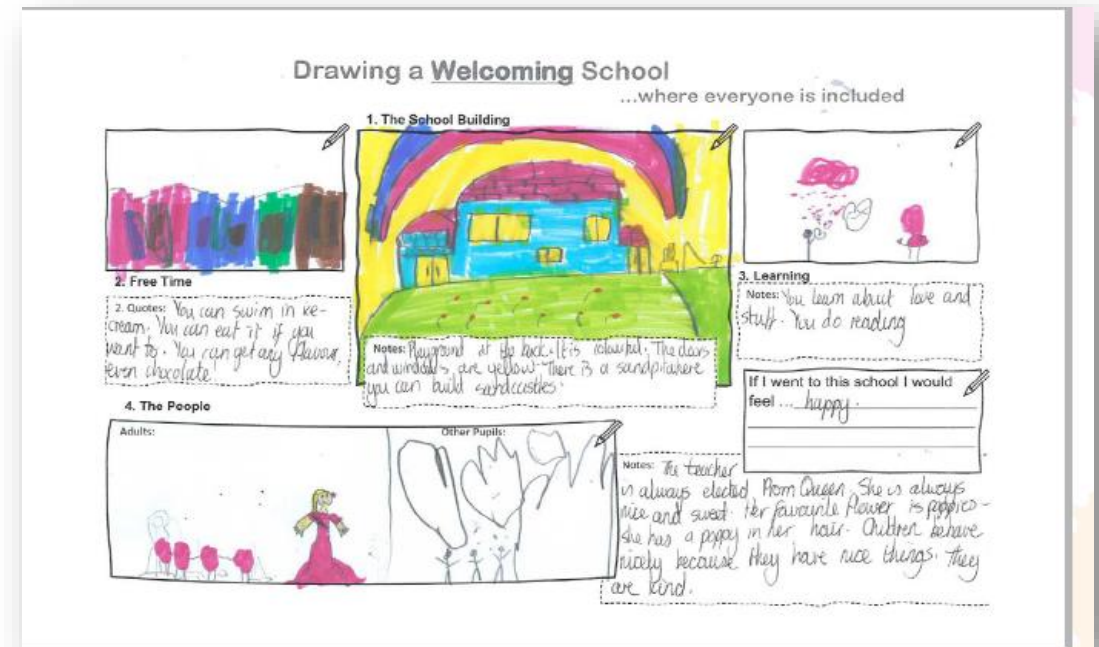
The four themes were focused on:

- Improving Joint Commissioning and engagement arrangements
  - Improving the quality of EHCPs and related processes
  - Improving the SEND support offer made by Dudley's schools
  - Developing specialist provision and related approaches
- 
- Each group was tasked with examining a theme, identifying opportunities to develop arrangements around the theme and reporting back to the governance group with a set of proposals.



# Pupil voice

- Pupil voice is central to the SEND Strategy
- Research was undertaken by Dudley Educational Psychology Service, to gain pupil's views about "inclusion" within imaginary school settings.
- These views informed the SEND Strategy and contributed to Dudley's Education Inclusion Charter.



# SEND Strategy Vision and Key Principles

## We are committing to the principles that:

- We will always have our SEND children and young people at the heart of all our improvements.
- SEND Improvements are a Dudley Partnership wide responsibility.
- Co-Production is the default start position for all initiatives.
- We will have in place a skilled, motivated and effective SEND Team at the council.
- We will ensure that we have accurate and timely data on which to base effective decisions.
- We will increase the quality and effectiveness of our SEND Support Offer.
- We will increase the number of our SEND children and young people within mainstream settings.
- We will ensure all SEND Improvements are incorporated into our everyday operations..
- We will deliver a Sustainable SEND Service and System.



# SEND Strategy Ambitions & Aspirations

**As a partnership, we guarantee that we will:**

- Do what we say
- Move with purpose and energy
- Treat people as we would like to be treated
- Be the best we can



**In Dudley we will strive to:**

- Plan and work together to ensure we have a more joined up approach.
- Increase the sharing of ideas, resources and supporting innovation.
- Develop strong partnerships in the local area.
- Effectively identify and assess the needs of Dudley's young people.
- Ensure that there is a sufficient graduated range of high quality local provision.



# SEND Strategy Measures of Success

**We will have a set of agreed measures that we will track and monitor over the period of the strategy and we will update you regularly on our progress.**

- These measures will include:
  - education outcome and attainment across all key stages
  - exclusion rates
  - absence rates
  - NEET (Not in Education Employment or Training) figures
- Additionally an annual report will be provided reflecting on progress during the previous year and how the strategy will be taken forward in the following year.



**Finally, a big thank you to all those involved.....**



# Inclusion Charter for our Dudley Schools

Dawn Goodall, Principal Educational Psychologist, Dudley Council





# Defining Inclusion

- ***Inclusion is a broad topic, and this can make an easy definition difficult to come by but essentially is based on the belief that all people in society are entitled to the same benefits and resources.***

Dudley for Everyone, Director of Public Health Annual Report 2019/20

- ***Inclusion is about socialising, doing things and being together, it's about friendships and being a part of something. Inclusion is involvement, it's about everyone, and it's an interaction.***

Young Person's Inclusion Group, 2019

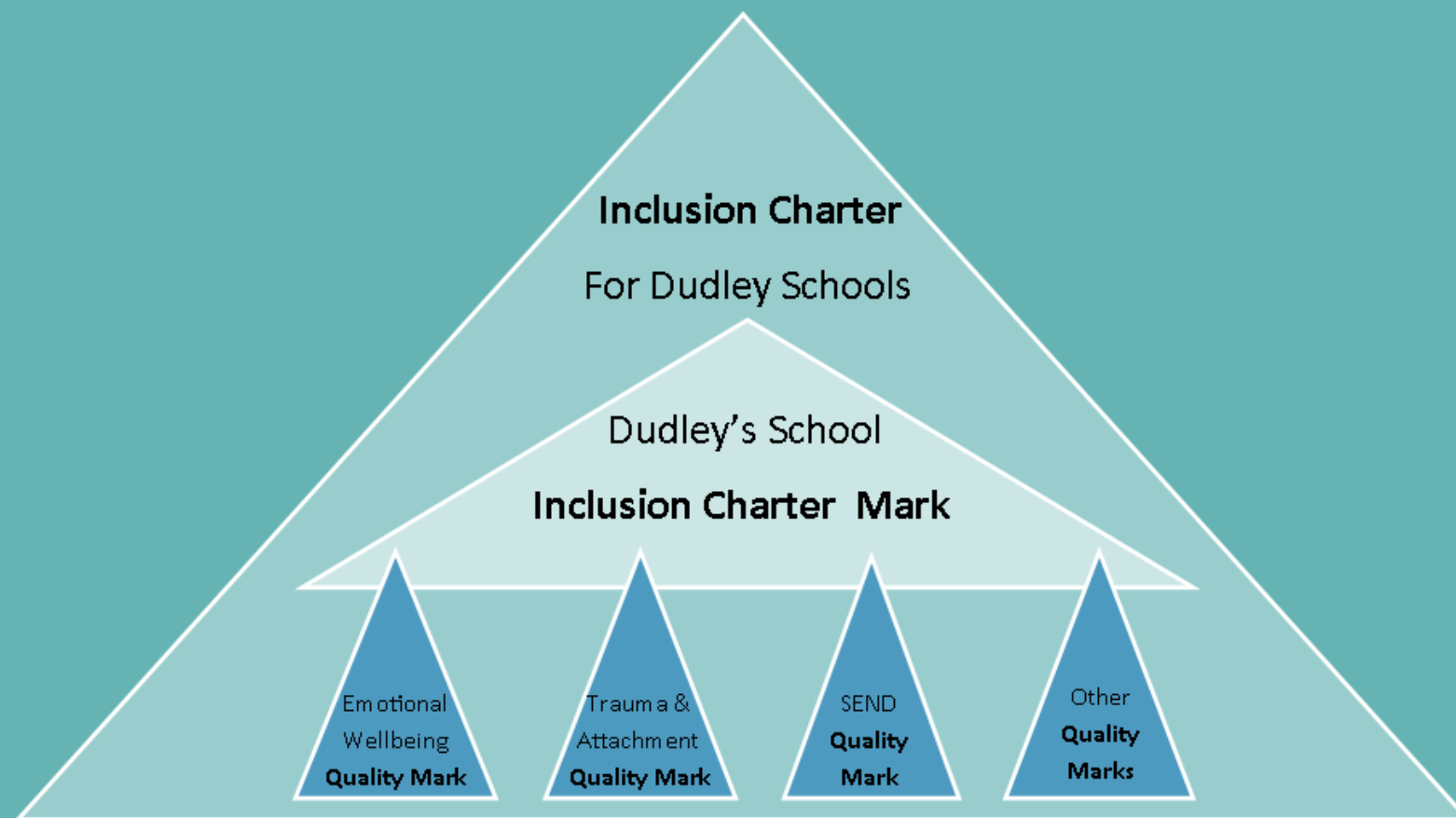


# Developing an Inclusion Charter for Dudley

The aim is that the Charter will give children, young people and parents confidence and trust in all educational settings to overcome the barriers to meaningful and positive participation in all aspects of education, and create equity while valuing diversity in our educational settings - over time, reducing the potential isolation of those with additional needs.



# Dudley for Everyone: Community Inclusion



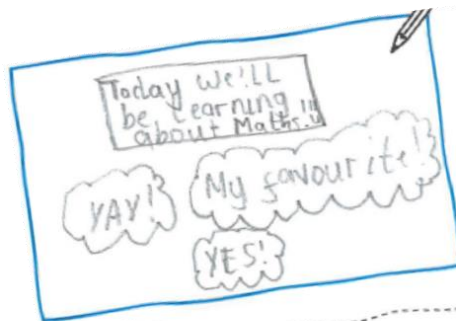
# The voice of the children and young people of Dudley is at the heart of this Inclusion Charter

Special thanks to:

Blanford Mere Primary; Crestwood Primary; Fairhaven Primary; Gigmill ASD Base; HobGreen Language Base; Jessons Primary; Northfield Road Primary; Pens Meadow Special School; Priory Primary; St James' CoE Primary; Sycamore Short-stay; The Brier Special School; Wrens Nest Primary

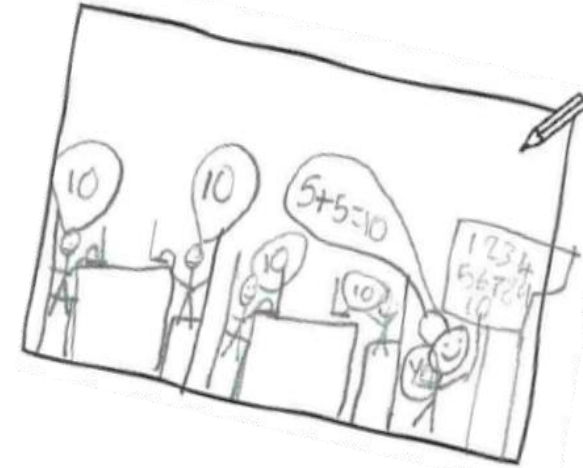


# Ideal inclusive school research

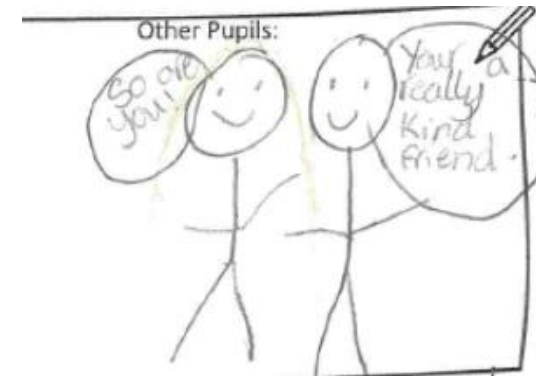
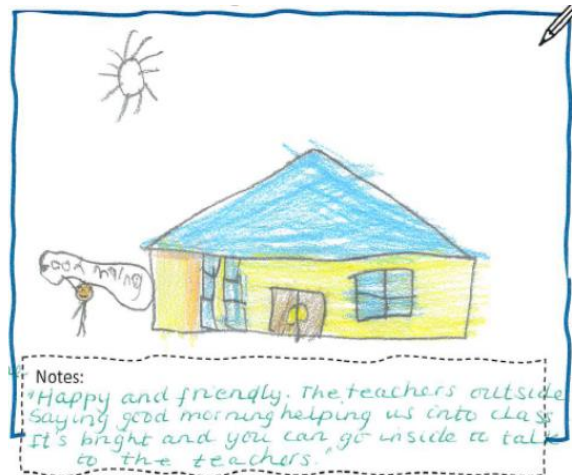
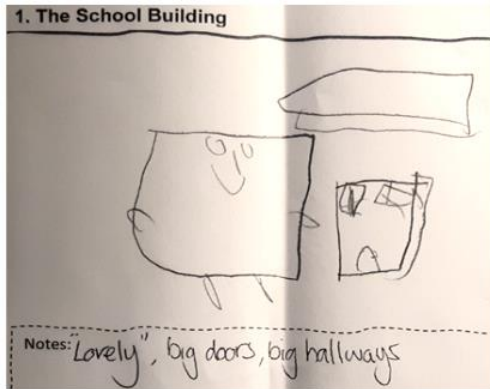


### 3. Learning

Notes: At learning time everyone is engaged in the work and the teacher is helping everyone.



### 1. The School Building



children kind  
opportunities social  
learning equal strengths  
excited loved laugh  
happy friendly staff  
protected clean diverse supported  
safe  
valued  
supported  
success  
belong  
secure  
fun  
smart  
welcome  
friends  
playground  
teachers  
understanding



Being an inclusive Dudley school means we meet the needs of our children and young people, regardless of their background, skills or life experiences’:

*All **welcomed***

*All **valued***

*All **safe***

*All **happy***

*All **learning***



Inclusion video <https://youtu.be/W3-9MMzoPYc>





# Guest Speaker: 'Blind Dave' Heeley



**Break – 5 minutes**

**Coming up .....**

- **Questions raised**
- **Our stories: Samanpreet Kaur's poem and Poppie-Mai Crampton's original song**
- **Market place and thankyou's**



# Questions

- How does this strategy affect the funding my son's school receives?
- How does the council and NHS plan to work better together to improve provision of speech and language therapy in Dudley?
- I am a parent of a child with SEND and I have lots that I want to say about SEND in Dudley, how can I get my views heard?
- Where can I find out more information on what's on offer in Dudley for my child with additional needs?
- How are children and young peoples voices being captured in things like this strategy?



# Our stories: Samanpreet Kaur

## Inclusion Poem



# Our stories: Poppie-Mai Crampton' Song

You tube link <https://youtu.be/3r0fZkX3Dok>



# Marketplace & more information

Councillor Nicolas Barlow, Cabinet  
Member for Adult Social Care



# Thank you for attending

- **Marketplace**  
<https://www.dudleyhealthandwellbeing.org.uk/sendstrategy>
- **Dudley Local Offer**  
<https://dudleyci.co.uk/send-local-offer>
- **SENDIASS**  
<http://www.dudleysendiass.org.uk/>
- **Dudley Parent Carers Forum**  
[www.dudleyparentcarerforum.co.uk](http://www.dudleyparentcarerforum.co.uk)

