



Additional Learning Needs and Education Tribunal Wales Act Central South ALN Transformation Project 2019/2020 Rhondda Cynon Taf County Borough Council, Merthyr Tydfil County Borough Council, Bridgend County Borough Council (Cwm Taf Morgannwg University Health Board) ALN Transformation Project Communication Strategy

1. Introduction

1.1 Purpose

To outline the communication strategy for the implementation of the Central South Regional ALN Transformation Implementation Plan 2019/2020 across Rhondda Cynon Taf County Borough Council (RCTCBC), Merthyr Tydfil County Borough Council (MTCBC) and Bridgend County Borough Council (BCBC).

The aims of the communication strategy are to:

- determine objectives and timescales (create timelines, events calendar and prioritise campaigns);
- determine key messages and delivery media;
- identify the ALN Transformation project stakeholders, how to reach them and ensure that the right messages are communicated to the right people at the right time;
- identify key materials to be produced and determine resources required for staff and materials, and assign individual tasks.

The communication plan is flexible and will be reviewed at key points to ensure that any changes to the delivery of actions in the implementation plan, changes in stakeholder perception and changes in partner organisations are reacted to appropriately.

1.2 Intended Audience

- Central South ALN Transformation Project Board
- Local Authority Communication Teams
- Partner Organisations
- Stakeholder Groups

1.3 Background

The Additional Learning Needs and Education Tribunal (Wales) Bill (ALNET Bill) was introduced to the National Assembly for Wales on Monday 12 December 2016. On 12 December 2017, the Bill was passed and later received Royal Assent to become the Additional Learning Needs and Education Tribunal (Wales) Act. The Act has created the legislative framework to improve the planning and delivery of additional learning provision, through a person-centred approach to identifying need early, putting in place effective support and monitoring and adapting interventions to ensure they deliver desired outcomes.

To ensure successful and consistent implementation of the new system, Welsh Government are helping services to prepare for the changes ahead and to develop closer multi-agency and cross-sector working practices. This includes the ALN Transformation Grant to support delivery partners (including Local Authorities, Consortium, FEIs and Local Health Boards) to prepare for transition to the new system. Through this grant, funding has been allocated to the Central South Region to ensure and support the successful delivery of targets, as set by Welsh Government.

The Central South ALN Transformation project board and work streams were formed in September 2018 to complete work outlined in the Central South Implementation Plan 2018/2019 and formed phase one of the Central South ALN Project. Phase two of the project has commenced, and the Central South region has been awarded funding of £949,656 from Welsh Government to implement new targets detailed in the Central South ALN Transformation Implementation plan 2019/2020. An objective detailed in this plan is to: develop a communication plan that informs all stakeholders of the proposed changes, professional development opportunities and raising awareness activities planned for 2019-20

2. Aims and Objectives

The prime Welsh Government policy objective is to create a unified legislative framework to support children and young people aged 0-25 years with ALN in schools and FE through the Additional Learning Needs and Education Tribunal (Wales) Act 2018. It is part of a broader programme to transform support for learners with ALN in Wales.

The adopted communication objectives are therefore:

- To raise awareness of the Additional Learning Needs and Education Tribunal Act through clear, consistent and accurate messages and engagement activities with all stakeholders;
- To ensure stakeholders and the target audience within the Central South Region understand the purpose of the Act and the wider transformation programme through clear messages and targeted communications at key stages;
- To manage expectations, concerns and 'myths' around what the Act means for stakeholders and all those concerned with the new ALN system;
- To support Central South Local Authorities, Further Education Institutions, Health Boards and stakeholders to become ALN Act ready;
- To support stakeholders to take ownership of delivering the transformation by sharing consistent messages and materials with their relevant audiences and clearly explaining any duties or responsibilities that they have under the Act for delivering aspects of the transformed ALN system;
- To ensure stakeholders are aware of the professional development opportunities and raising awareness activities taking place in the region linked to the Central South Implementation Plan 19/20 specifically in relation to RCTCBC, MTCBC and BCBC.

3. Key Messages

- The Act will completely overhaul the system for supporting pupils with ALN, affecting nearly every classroom in Wales
- The Act will place the learner at the heart of that process and will make the system far simpler and less adversarial for those involved, a common complaint of the current system
- The Act is part of a wider programme aimed at transforming the current system to secure successful futures for all learners
- Nearly a quarter of learners in Wales will experience some form of additional learning need during their early years or education
- The current legislative framework for supporting them is based on a model introduced more than 30 years ago, which is widely recognised to no longer be fit for purpose
- Partners within the Central South Region are working regionally and undertaking professional development opportunities and raising awareness activities to support the implementation of the Act

- The Act will:
 - replace the terms ‘special educational needs’ (SEN) and ‘learning difficulties and/or disabilities’ (LDD) with the new term ‘additional learning needs’
 - create a single legislative system to support children and young people aged 0 to 25 who have ALN, instead of the two separate systems currently operating
 - do away with the system of statementing and create a single plan (the individual development plan (IDP) to replace the existing range of statutory and non-statutory SEN/LDD plans for learners, ensuring equity of rights regardless of the learner’s level of need or the education setting they attend.
 - If a child or young person needs additional learning provision (ALP) in Welsh, this must be documented in the IDP and ‘all reasonable steps’ must be taken to secure the provision in Welsh.
 - ensure the views of learners and parents are always considered throughout the planning process to ensure all parties view it as something which is done with them rather than to them and that the child or young person is at the centre of everything,
 - encourage better collaboration between agencies, so that needs are identified early and the right support is put in place.

4. Stakeholders

Below is a list of audiences:

- Assembly members/politicians
- Education profession
- Broader education system (consortia, Education Workforce Council etc.)
- Unions – including teaching unions
- Local Government
- Third sector, including charities, lobby and special interest groups
- Social Services
- Health professionals
- Legal sector
- Partners organisation staff
- Young people aged 0-25 with ALN Needs in early years, schools and further education.
- Parents/carers of young people with ALN needs up to the age of 25

5. Approach

As part of the objectives identified in the Central South ALN Transformation implementation plan 2019/2020 all Local Authorities, Health Boards and Further Education Institutions have been tasked with producing communication plans specific to their organisations. The milestones and actions detailing in the regional implementation plan have been used to inform these plans. The plans will be used as a basis for providing proactive communications to stakeholders regarding the activity taking place in the region.

6. Communication Channels

This is not an exhaustive list, but main channels include:

| Channel | Notes |
|------------------------------------|--|
| Workshops and events | Presentations and workshops at existing and specific events/ forums will allow the dissemination of consistent messages. Organise specific ALN regional events and meetings with target audiences |
| Web | Local Authority and partner organisation websites |
| Social Media | To raise awareness within the region Local Authority and partner organisation Twitter and Facebook accounts can be used to provide messages regarding activity taking place within the Central South region and any success stories. Promotion of the hashtag #ALNACTREADY |
| Resources | Including videos, social media content, publications |
| Newsletters | Use established Welsh Government and stakeholder channels to communicate with schools, teachers and education practitioners. |
| Written and oral statements | Released at key milestones |
| Blogs | Use blogs aimed at education practitioners and health/ social services to raise awareness/ stimulate discussion |

7. Timescales

This communication strategy will be delivered in line with the Central South implementation plan for the financial year 2019/2020 (01st April 2019 – 31st March 2020).

8. Budget and Resources

Welsh Government have awarded funding to the Central South Region in relation to Additional Learning Needs Transformation Grant 2019/20.

In April 2019, £949,656 was awarded to the central south region to ensure the delivery of the targets Welsh Government have set and relate to the period 01st April 2019 to 31st March 2020.

Local Authorities, Health Boards and Further Education Institutions are responsible for the delivery of their individual organisational communications plan. The successful delivery of these plans will be monitored by the Central South Additional Learning Needs Transformation Lead and the Central South ALN Project Officer.

9. Measuring and Evaluation

An evaluation will be carried out at the end of the financial year 19/20 to inform future work.

- Social media – Total number of engagements and reach
- On-line resources and publications – analytics
- Number of stakeholders sharing resources and messages

10. Communication Timetable

Please refer to Appendices 1-3 for individual LA's communication timetable.

Appendix 1- Merthyr Tydfil County Borough Council

| Deliverable Info (What) | Message (What) | Recipient(s) (Who) | Training | Provisional Schedule/ Frequency/ Delivery Date (When) | Proposed Delivery Method(s) (How) |
|--|---|--|---|--|---|
| Early Years Practitioners Training Information | Where and when the training events are scheduled, the value of attending and how to book onto the training courses Communicate the success of the training courses | Early Years Practitioners Health Local Authority Representatives FE Institutions School All | Implementation of the Code | Spring 2020 | Workshops and events Web Social Media Resources Written and Oral Statements |
| | | | Early identification and prevention of ALN | Autumn 2019 | |
| | | | Person-Centred-Practice Whole school approaches | Autumn 2019 | |
| | | | IDP training, writing and reviewing | Spring 2020 | |
| | | | Mediation and resolution | Spring 2020 | |
| | Effective transition | Spring 2020 | | | |
| | The scheduling of parent/carer early years training sessions and resources available | Parents/Carers | Raising Awareness | Spring 2020 | |
| Early Years Job Description | Availability of the Central South Early Years Job Description | Local Authorities | x | Summer 2019 | Email |
| Social Care Training Information | Where and when the training events are scheduled, the value of attending and how to book onto the training courses | Social Services Staff | Implications of the Act | Summer 2019 | Email Local Authority internal communication tools |
| | | | Person-centred practice approaches | Autumn 2019 | |
| | | | Generic awareness raising (Eleisha) | Spring 2020 | |
| Inclusion Staff Training Information | Where and when the training events are scheduled, the value of attending and how to book onto the training courses | Local Authority Inclusion Staff | Wider curriculum reforms | Summer 2019 | Email Local Authority internal communication tools |
| | | | The role of the Inclusion officers in supporting effective school self-evaluation for ALN | Autumn 2019 | |
| | | | Developments in Schools | Spring 2020 | |
| School Improvement Training Information | Where and when the training events are scheduled, the value of attending and how to book onto the training courses | School Improvement Teams | Evaluating the quality of ALN Leadership and provision in schools | Spring 2020 | Email Local Authority internal communication tools |
| | | | Person-centred practice whole-school approaches | Summer 2019 | |

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|--|---|-------------------------------------|---|-------------|--|
| | | | Supporting schools in developing middle leadership for ALN | Autumn 2019 | |
| | | | Supporting schools to prepare for the Act | Summer 2019 | |
| Challenge Advisor Training Information | Where and when the training events are scheduled, the value of attending and how to book onto the training courses | Challenge Advisors | Appropriate support and challenge for schools | Spring 2020 | Email |
| Health Training Information | Health training events communicated | Health Board Staff | General awareness raising | Summer 2019 | Email Training booking systems |
| | | | Dispute resolution training | Summer 2019 | |
| | | | Person-centred practice approaches | Autumn 2019 | |
| | | | IDP training | Spring 2020 | |
| FE Training Information | FEI training events communicated | Further Education Institution Staff | ALNET Awareness raising (Eleisha) | Spring 2020 | Emails Training booking systems |
| | | | Person-centred practice | Summer 2019 | |
| | | | IDP writing and reviewing | Autumn 2019 | |
| | | | High incident low complexity ALN | Summer 2019 | |
| | | | Avoiding disputes and dispute resolution | Summer 2019 | |
| | | | Effective interventions | Spring 2020 | |
| Schools Training Information | Availability of school training courses: The regional training and resources available for ALN Cluster Lead programme. Cluster Leads to disseminate information to ALNCo's following ALN Cluster Leads attending training sessions with Central South ALN Transformation Lead | Schools Local Authorities | Defining ALN | Spring 2020 | ALNCo Forums Regional Head Teacher Meetings School inset days/ school meetings Workshops and events |
| | | | Additional Learning Provision | Spring 2020 | |
| | | | Provision Mapping | Autumn 2019 | |
| | | | IDP training, writing an reviewing | Autumn 2019 | |
| | | | Mediation and dispute resolution – train the trainer resource | Autumn 2019 | |
| | | | Dispute Resolution training | Spring 2020 | |
| | | | Person-centred-practice whole-school approaches | Summer 2019 | |
| | | | Rights of appeal | Autumn 2019 | |
| | | | Leadership development for ALNCoS | Autumn 2019 | |
| | | | Legal Advice | Spring 2020 | |
| | | | Awareness raising for mainstream staff (Eleisha) | Spring 2020 | |
| | | | Head Teacher briefing sessions | Spring 2020 | |
| Governors | Promote the CSC governor training | Governors | Providing strategic direction for ALN | Autumn 2019 | Emails |

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|--------------------------|--|---|-------------------------------------|-------------|---|
| Training Information | programme | | leadership and provision | | Central South booking system |
| | | | Training for names ALN governor | Spring 2020 | |
| | | | General awareness raising (Eleisha) | Spring 2020 | |
| Parent/Carer Information | Availability of parent/carers guides | Parents/Carers Local Authorities | X | Autumn 2019 | Workshops and events Web Social Media Resources Written and Oral Statements Emails |
| | Availability of general raising awareness opportunities for parents/carers | Parents/Carers | The ALN System | Spring 2020 | |
| Sensory Training | Availability of training courses for sensory staff | Schools Local Authorities | BSL, Braille, HI/VI | Summer 2019 | Emails |
| Advice and Guidance | Advice, guidance and advocacy information available on Local Authority Websites | Parents/Carers Local Authorities | X | Spring 2020 | Webpages Leaflets Reports |
| | The availability of advice and guidance leaflets | Health Boards Further Education Institutions Schools | X | Spring 2020 | |
| | The availability of standardised paperwork | | X | Spring 2020 | |
| Welsh Medium | Communicate the availability of directory of Welsh Medium training events | Schools Local Authorities | X | Autumn 2019 | Autumn 2019 |
| | Shared document detailing all welsh medium resources available across the region | | | | Autumn 2019 |

