



Special Educational Needs and Disability, Information, Advice and Support Services (SENDIASS) are a statutory service that provide free confidential and impartial information, advice and support to children and young people up to the age of 25 who have special educational needs and/or disability and their parents and carers. This includes health and social care where it impacts on education.

Annual Report 1st September 2023- 31st August 2024

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“ As always, your advice was very clear, extremely helpful, and much needed. I now feel better prepared to be able to source the right help for my child, in the right way

1. Introduction

The role of Norfolk SENDIASS is to ensure that children and young people with special educational needs and disabilities (SEND) and their parent/carers have access to impartial information, advice, and support so that they can feel empowered to make informed decisions about matters relating to SEND in education and health and social care where it's impacted by education.

2. Statutory Framework

The Children and Families Act 2014 places a duty on Local Authorities (LA) to ensure that children and young people up to age 25 and their parent/carers are provided with free confidential and impartial information, advice and support on matters relating to special educational needs and disabilities (SEND).

Chapter 2 of The SEND Code of Practice 2015 goes into greater detail around the expectations of a SENDIASS Service.

3. Minimum Standards

Every SENDIASS must comply with Minimum Standards, these standards were written by a group of IASS managers, parents, LA reps and the chair of the Information, Advice and Support Project board, in consultation with the DfE. These minimum standards are based on the requirements relating to support that IASS must provide, as set out in the Children and Families Act (CFA) 2014, the SEND Code of Practice and on additional legal advice commissioned by the Information, Advice and Support Service Network.

Norfolk SENDIASS is a statutory 'in house' service jointly funded by Norfolk County Council (NCC) and Norfolk and Waveney Integrated Care Board (ICB). The Service operates at arm's length from all other bodies including the Local Authority and ICB. We maintain our own external database which can only be accessed by SENDIASS staff, ensuring confidentiality and impartiality. We have a dedicated telephone line, social media pages, website and email address. We also have our own branded literature and information resources.

Following an uplift in funding SENDIASS have been able to restructure the service and employ three new members of staff, with this we are now able to be mostly green on our minimum standards.

“This will have a massive impact on my child’s educational experience, and in turn a more harmonious environment both at school, and home. Thanking you, just doesn’t do it justice, your services are invaluable to us.”

4. Joint Commissioning

Section 26 of the Children and Families Act 2014 places a duty on local authorities and their partner commissioning bodies to jointly commission and secure information, advice and support provision for children and young people with special educational needs or disability and their parent/carers. It is a legal requirement that SENDIAS Services are jointly commissioned by Education, Health and Social Care.

The service is currently funded by Norfolk County Council and Norfolk and Waveney ICB.

We do not currently have a funding agreement with Norfolk County Council Adults Social Care.

5. Current Service Structure

September 2023 – January 2024 the Service consisted of:

- 1 x Manager (1 FTE) – Core Funding
- 5 x SENDIASS Advisers (3 x 0.6FTE and 2 x 0.5FTE) – Core/Health funding.
- 1 x Business and Communications Officer (0.8FTE) – core funding
- 1 x Business Support Officer (0.6FTE) – core funding
- 1 x Children and Young Person Officer (0.4FTE) – core funding
- 1 x Mediation and Tribunal Advisor (0.6FTE) – Social Care funding

Total FTE = 6:00

January 2024 – August 2024 the Service consisted of

- 1 x Manager (1 FTE) – Core Funding
- 1 x Senior Advisor (0.8 FTE) – Core Funding
- 5 x SENDIASS Advisers (4 x 0.6 FTE and 1 x 0.4 FTE) – Core and Health Funding
- 1 x Helpline Advisor (1 FTE) – Core Funding
- 3 x Engagement and Advice Worker (2 x 1 FTE and 1 0.6 FTE) – Core Funding
- 1 x Business Support Officer (0.6FTE) – core funding
- 1 x Business and Communications Officer (0.8FTE) – core funding

Total FTE = 9.6



Such a supportive service made me feel so comfortable and supported as a parent.

6. Capacity and Uplift

In 2023 SENDIASS submitted a business proposal to the Local Authority requesting a restructure to the service and an uplift in funding. This proposal was agreed in its entirety and following a recruitment process we were able to proceed with the new structure and new roles from February 2024. These new roles and restructure mean we can now offer more to parent/carers, children, young people and professionals than we have been able to before.

7. Intervention levels

The intervention service levels for referrals are recorded following the IASSN (Information, Advice, and Support Services Network) national guidelines to monitor the demand for different types of support regionally and locally. There are 4 intervention levels.

Level of Intervention 1 –

Signposting, presentations, training and website downloads

Level of Intervention 2 –


Information & Tailored Advice • Booked phone call / virtual meeting, exchange of emails. More complex / high level information shared.

Level of intervention 3 –

Agreement completed, case worker allocated, liaison with other agencies, face to face meetings / home visits, support with forms, giving views, preparing appeals.

Level of intervention 4 –

Intensive Support, any or all of the Level 3, plus representation for parent, child or young person at meetings, appeals (including exclusions) and CETR. Ongoing and intensive casework / advocacy that includes representation.

 *Really supportive and essential helpful service and very understanding, skilled and knowledgeable practitioner*

8 How we provide our support

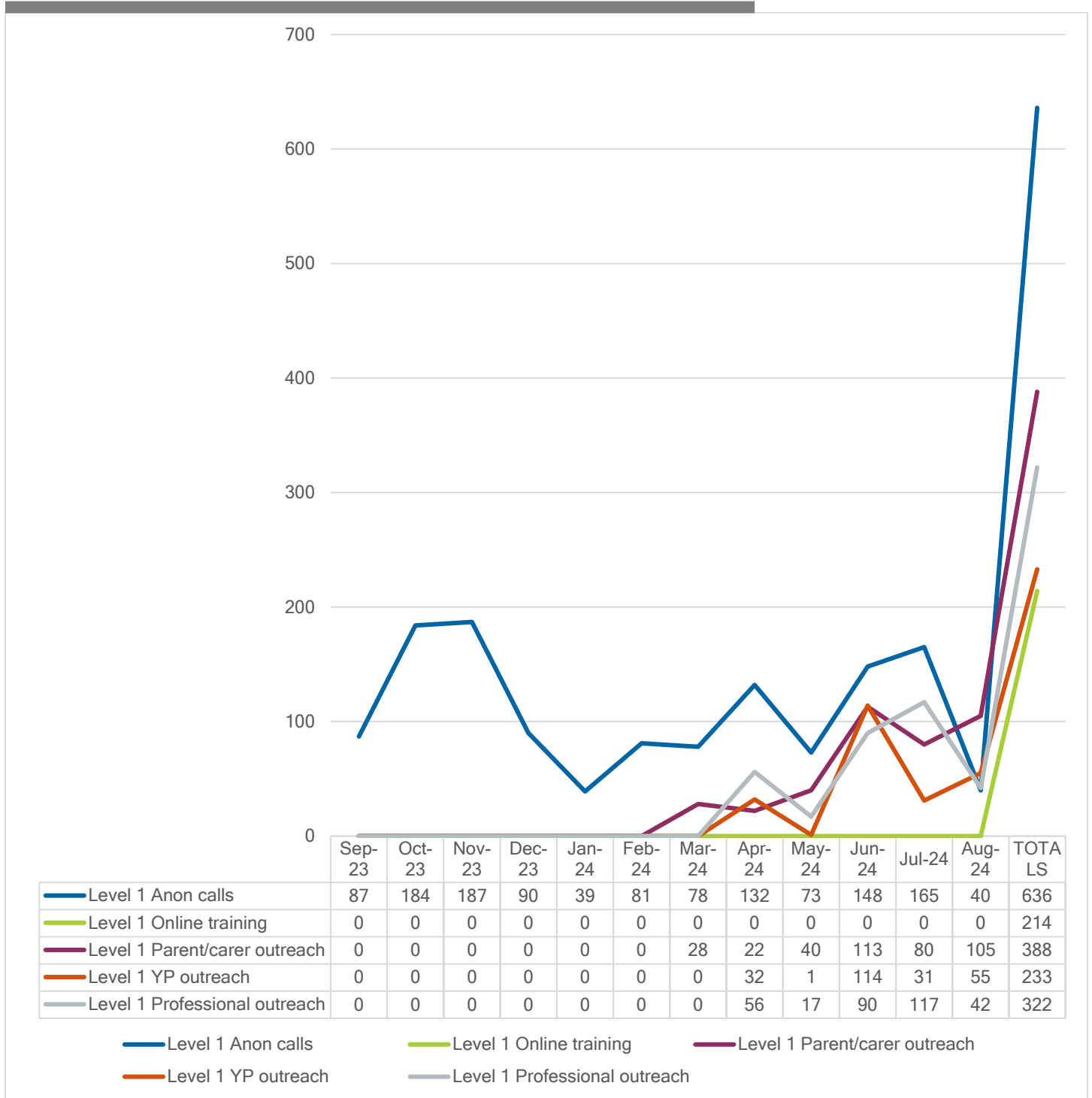
SENDIASS base their work on the Empowerment Model, the main purpose of the service is to support parent/carers, children and young people to understand their rights and empower them to have their views and wishes heard.

We offer support to parent/carers, children, young people and professionals in a range of different ways:

- A helpline open 9am-5pm for 51 weeks of the year with an average of 35 calls a week offered.
- Some parent/carers, children or young people that need it due to their own needs will be offered representation or advocacy through casework.
- One-off support is offered to some parent/carers, children or young people that need help with filling in forms such as an EHC Needs Assessment, support with reading through paperwork such as a draft EHCP or attendance at a one-off school meeting or mediation.
- We provide face-to-face 'drop ins' and booked appointments across Family Hubs and Libraries in Norfolk.
- We attend outreach and events across Norfolk to promote the service and provide information, advice and support.
- Bitesize training, booklets and resources for parent/carers and professionals to self-serve are on our website.
- SENDIASS work locally and nationally to help inform and influence policy and practice.
- Signposting to other services that can help parent/carers, children, young people and professionals with things that we can't help or support with.

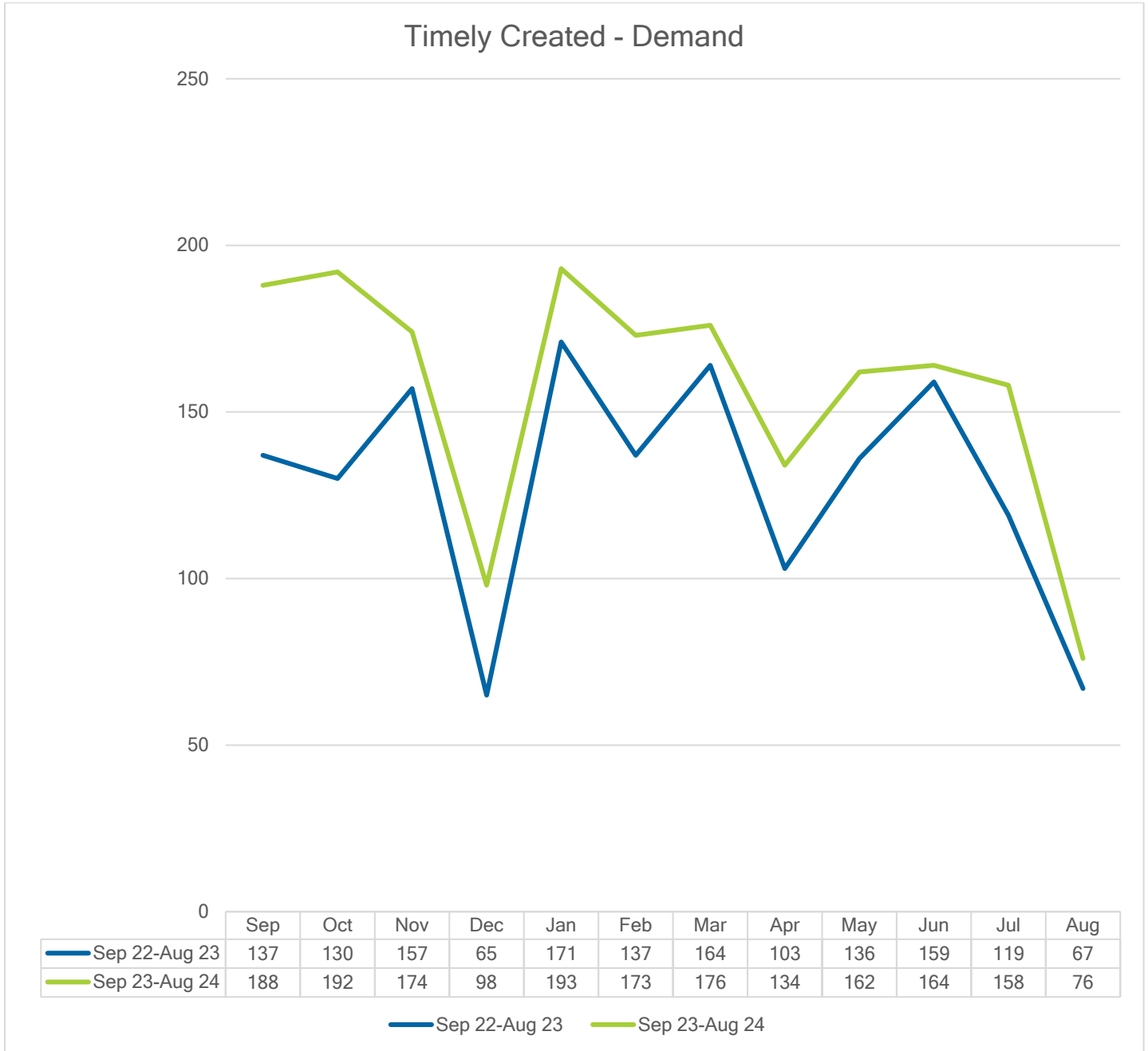
We promote access with Contact who have a National Freephone Helpline, available Monday to Friday during office hours.

Anonymous calls/Outreach and online training - Intervention Level 1



Following the uplift in funding and the recruitment of new staff members we have been able to offer more training and more attendance at outreach than we've ever been able to in the past.

Telephone helpline – Intervention Level 2

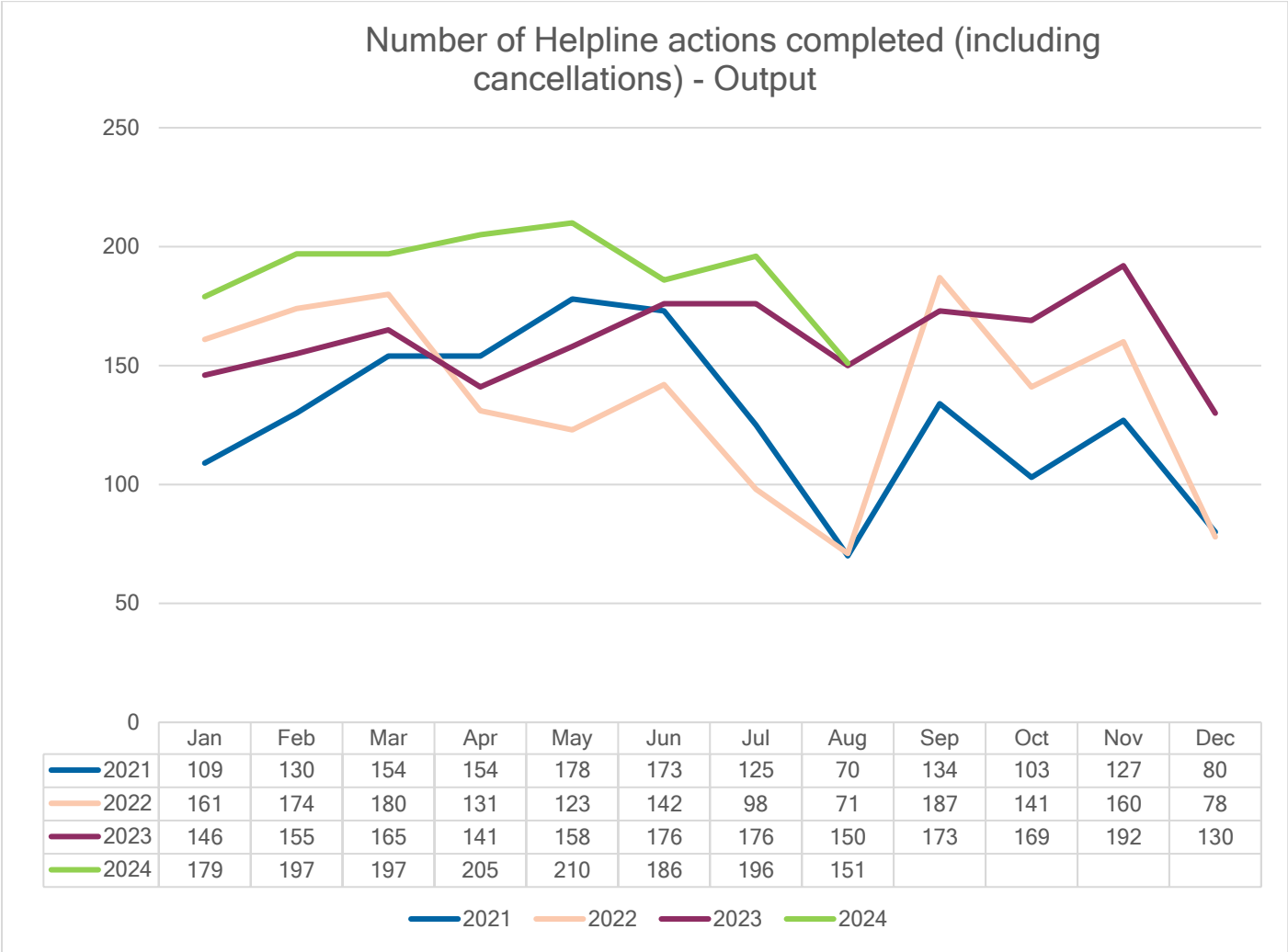


Totals

2022-2023 – 1545

2023-2024 – 1888

There has been a **22.2% increase** from 22/23 to 23/24 in people booking appointments with us.

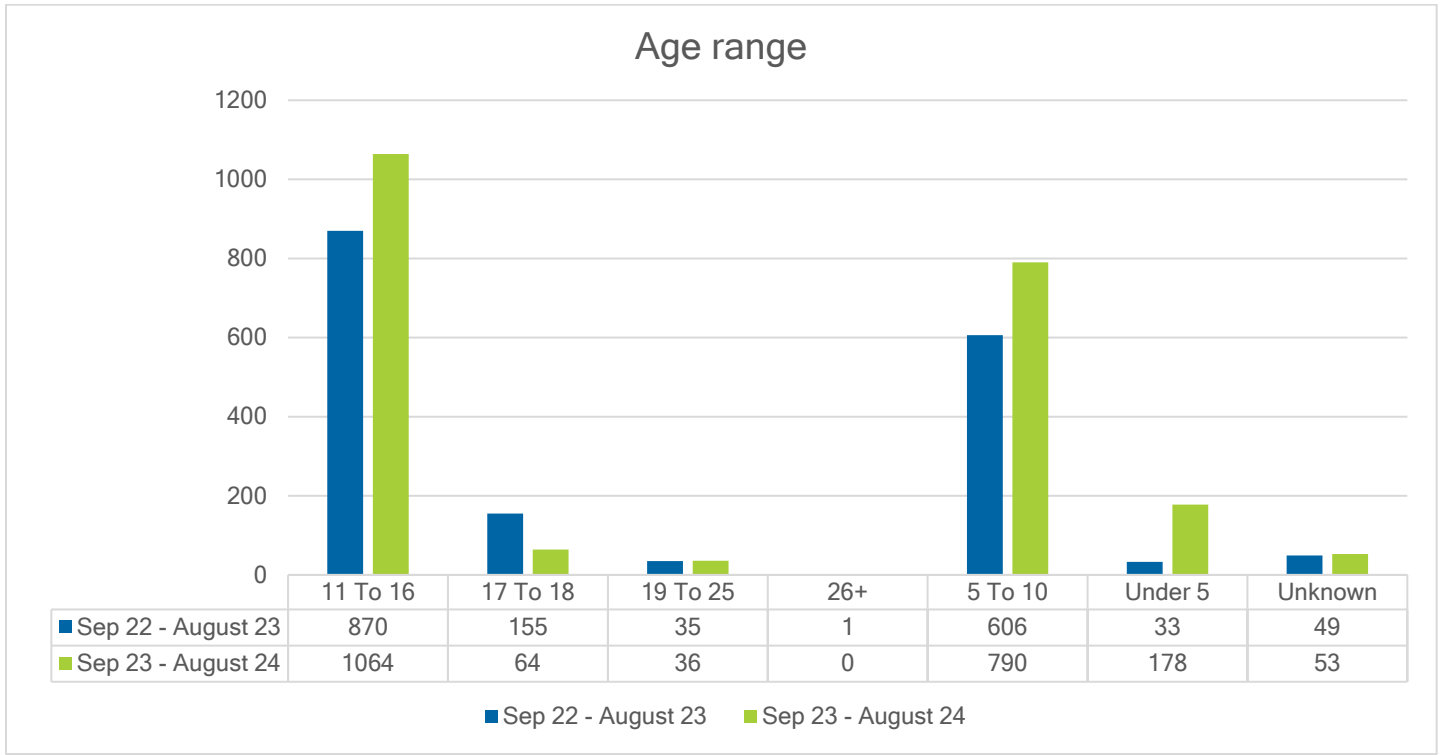


Totals (from Sept – August)

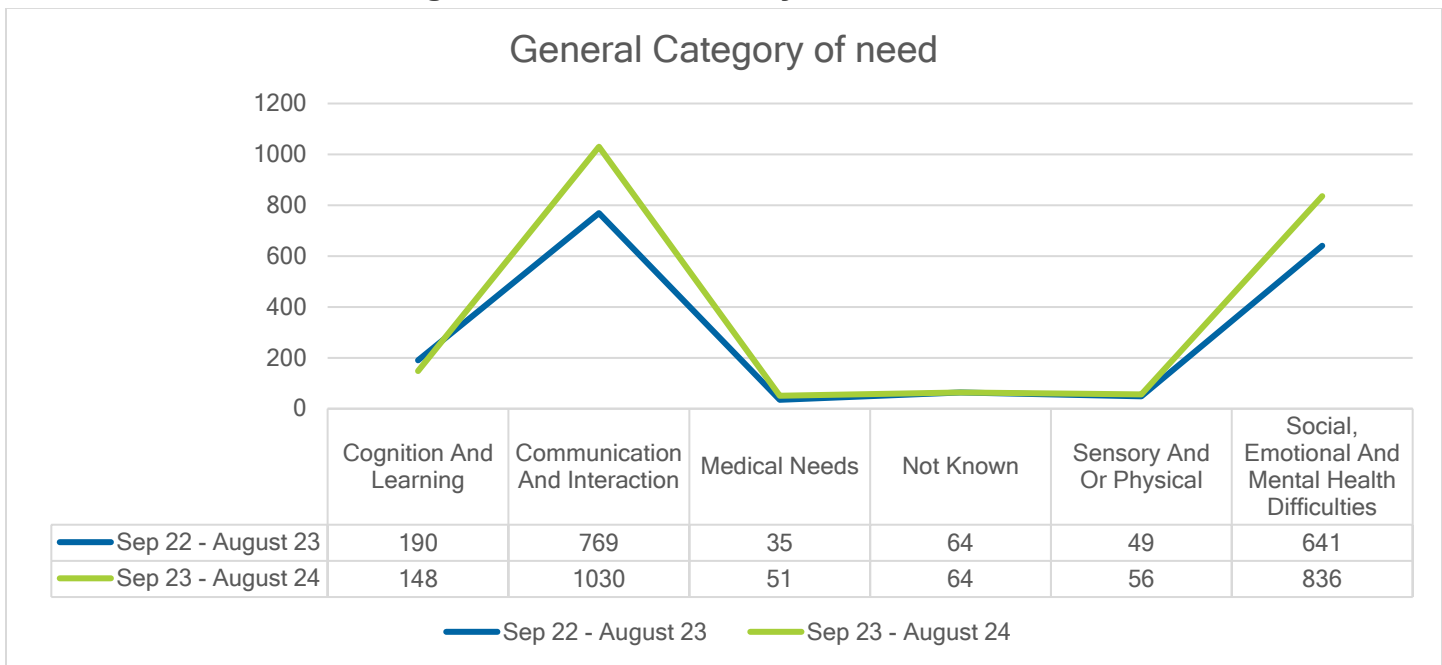
2021-2022 - 1524
 2022-2023 1833
 2023 -2024– 2185

There has been a **19.2% increase** between 22/23 and 23/24 on the number of helpline calls that have been completed across the year.

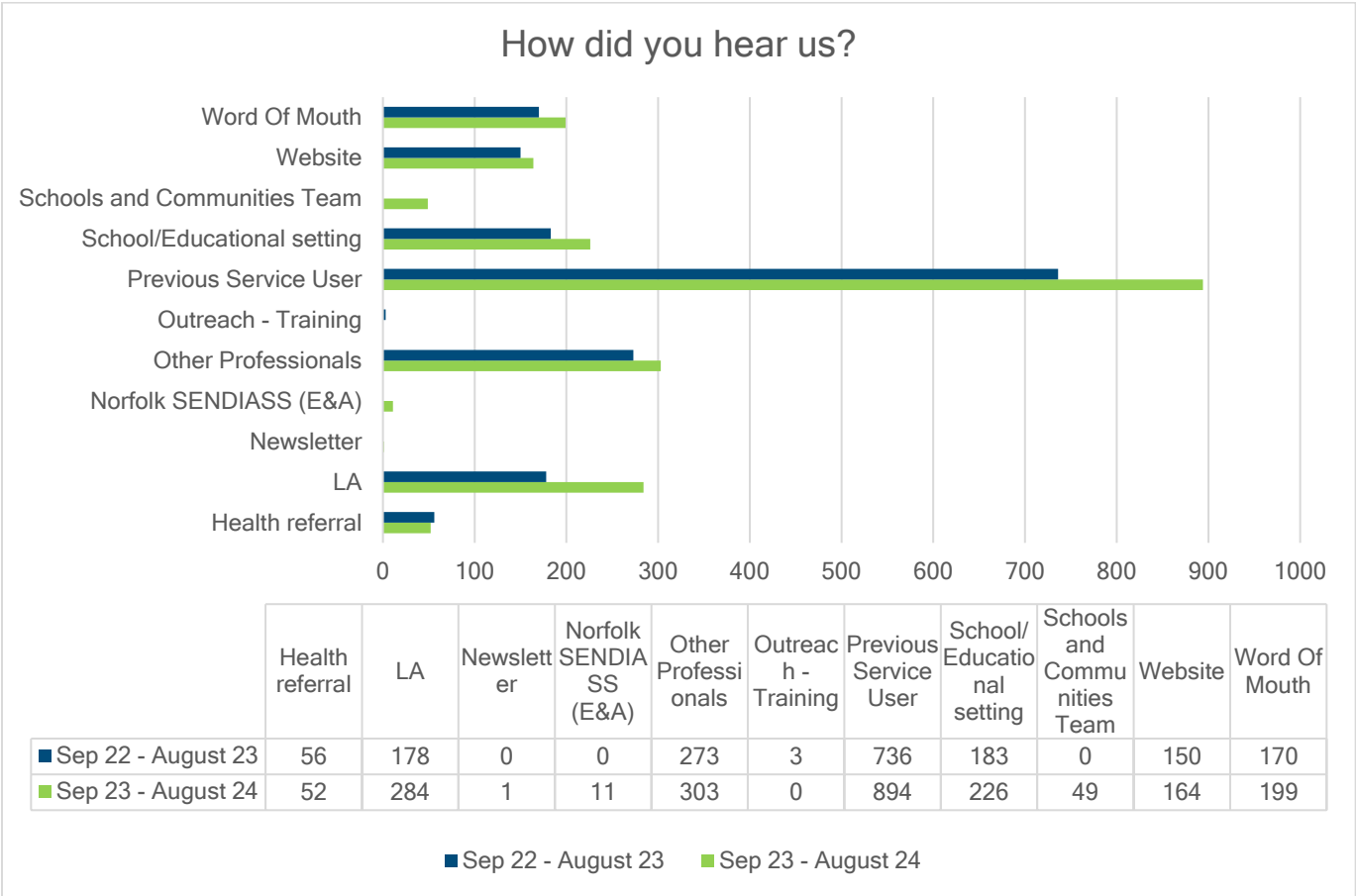
*The figures in this annual report are slightly different to the 2023 report as we have now changed how we record referrals and gather the data from them. Moving forward this is a more accurate representation.



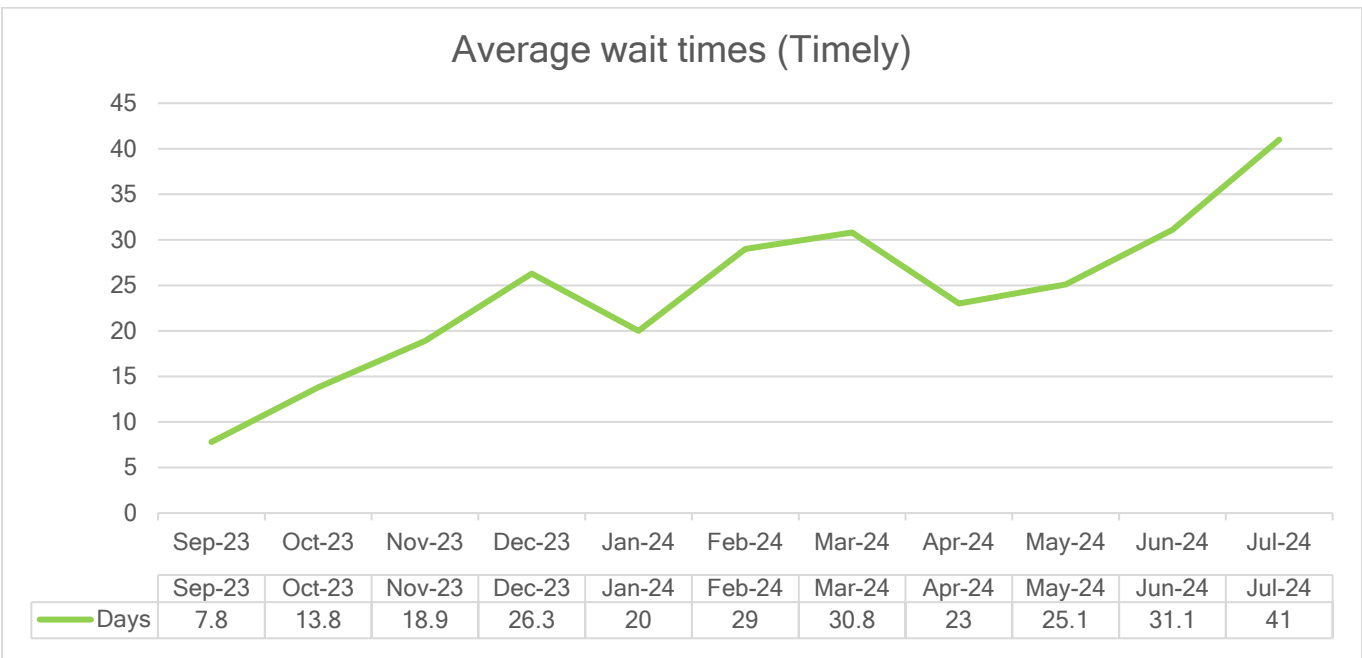
We record within 5 categories of need set by the National IASS.

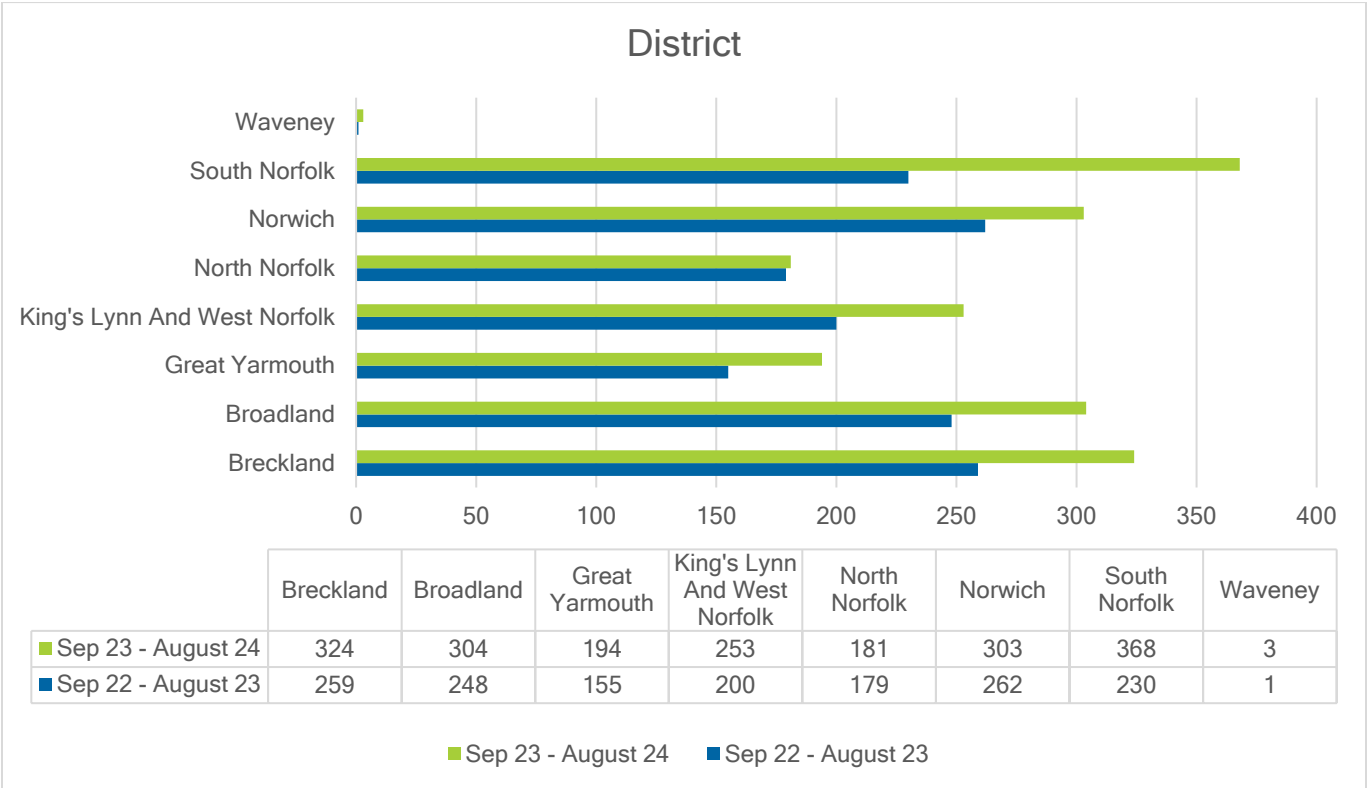


There has been a **33.9% increase** in communication and interaction and **30.4% increase** in SEMH from 22/23 to 23/24 with a **22.1% decrease** in cognition and learning.



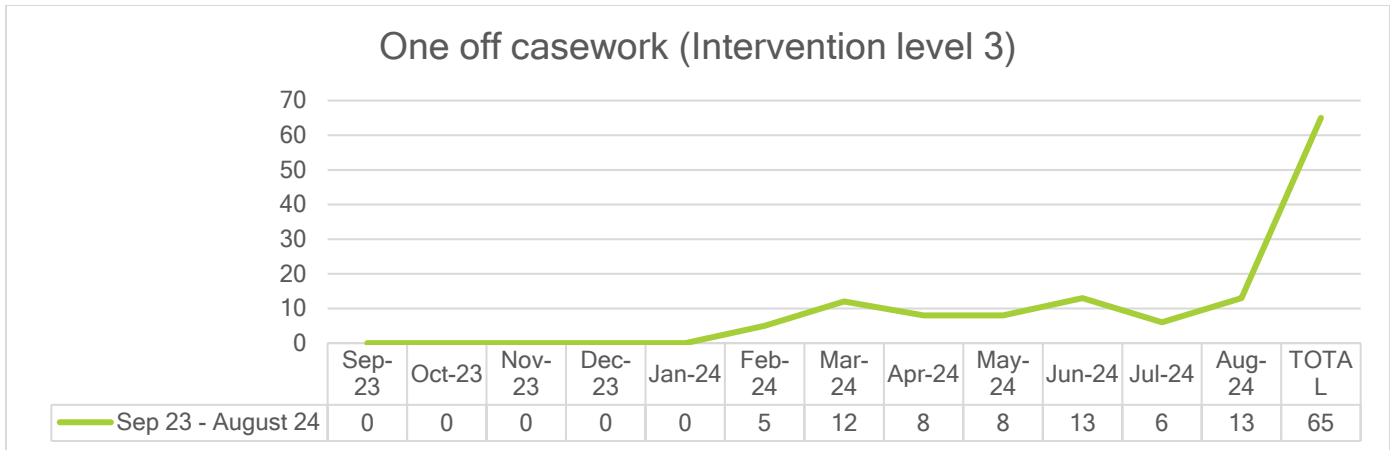
There has been a **59.5% increase** in parent/carers hearing about us through the Local Authority, **23.4% increase** in the place of learning signposting parent/carers to SENDIASS and a **17% increase** in parent/carers hearing about us through word of mouth. 41% of SENDIASS overall contacts are previous service users and 59% are new service users, compared to last year it's a **1% increase** in new service users.



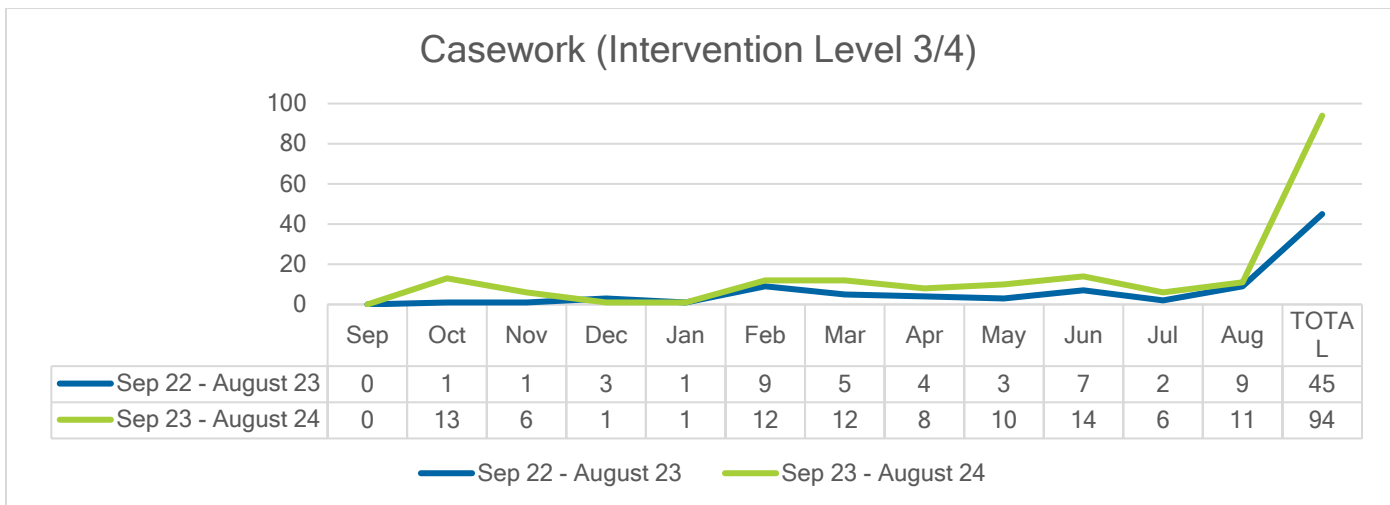


There has been an increase across all districts compared to last year, the biggest increase is in South Norfolk with 60% more referrals coming from this area compared to 2022-2023.

One off support and Casework – Level of Intervention 3/4



Across 7 months we have supported 65 families with one-off casework such as filling in EHC needs assessment forms, looking through draft plans and attending mediations, governor and SEN support meetings.



There has been a **108% increase** in cases taken in 23/24 compared to 22/23, this is due to the new service model which started in February 2024.

Advice clinics/Face to face drop-in sessions in the Family Hubs

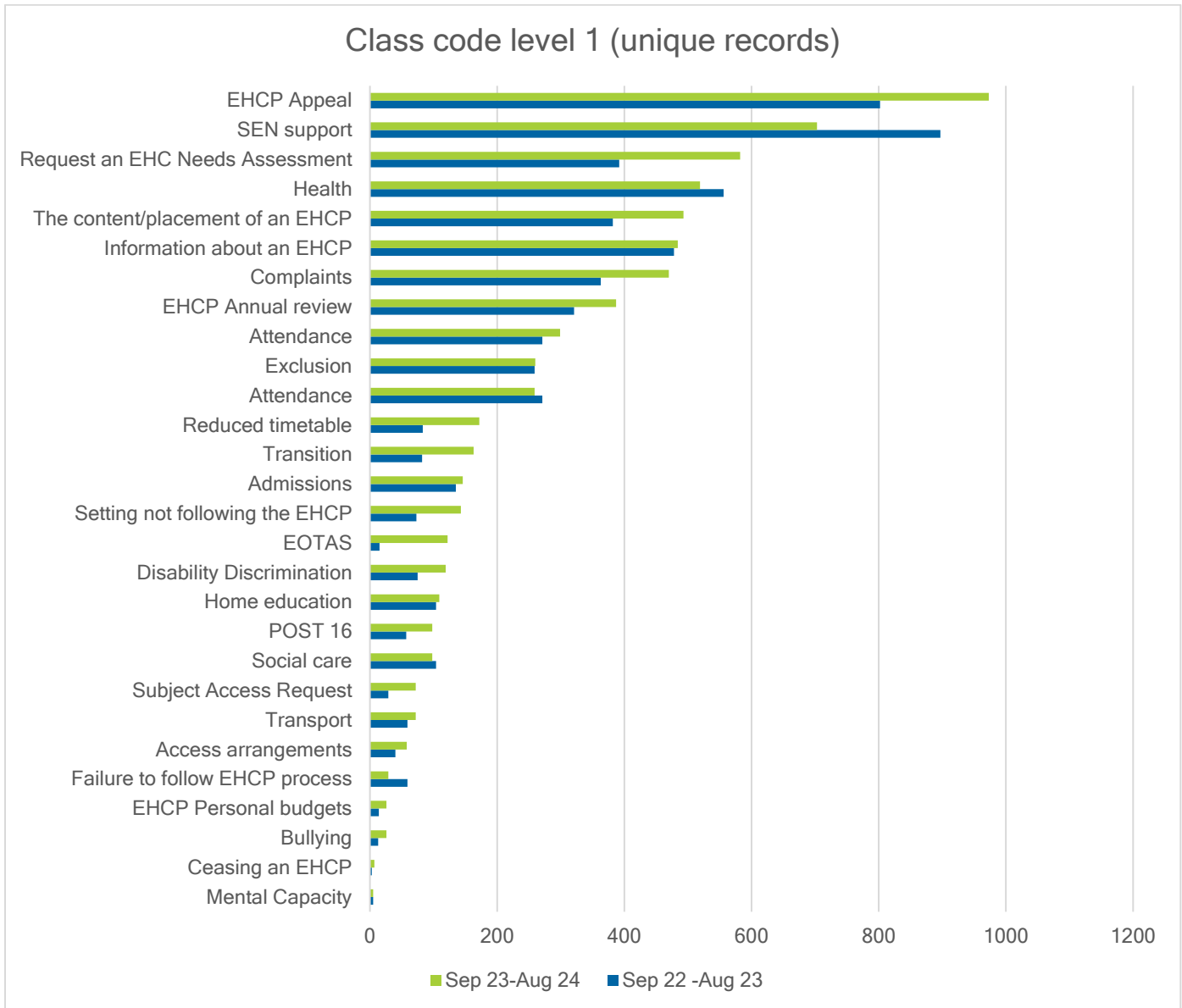
We began running our face-to-face advice clinics to review SEND paperwork with parent/carers from February 2023.

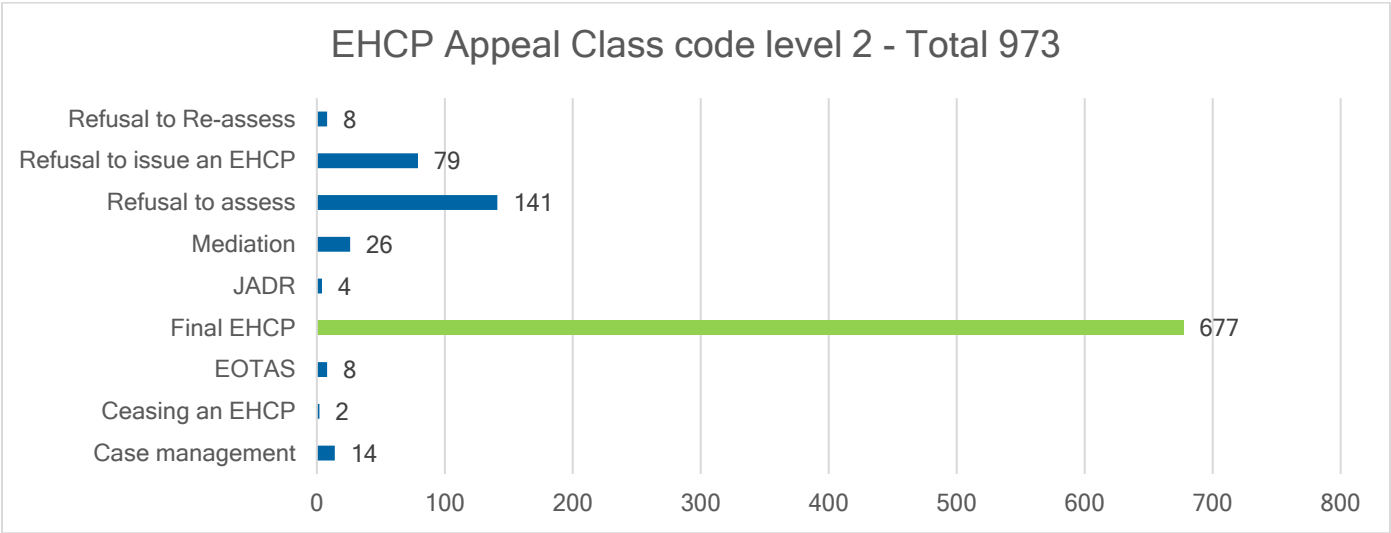
	Advice clinic	Face to face drop in
Sep-23	12	0
Oct-23	9	0
Nov-23	10	0
Dec-23	12	0
Jan-24	10	0
Feb-24	11	0
Mar-24	10	0
Apr-24	7	0
May-24	7	0
Jun-24	0	0
Jul-24	0	0
Aug-24	0	10

Following agreement from the SENDIASS Steering Group we have suspended Advice Clinics due to poor uptake and non-attendance. We have now replaced these with drop in's which were hosted at the Family Hubs but moving forward will be hosted in local libraries. We will continue to monitor the drop ins to see if these are more effective than advice clinics.

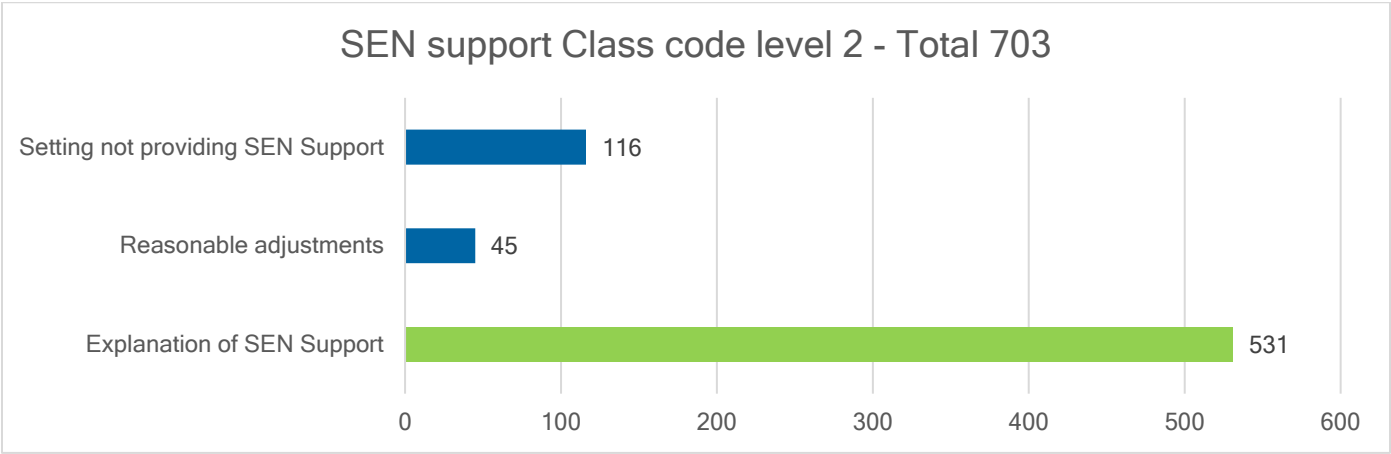
9. Classification codes (reason for contact)

The classification codes have been set by Norfolk SENDIASS. Classification codes are recorded against each referral and multiple codes (subjects) can be recorded against each referral.

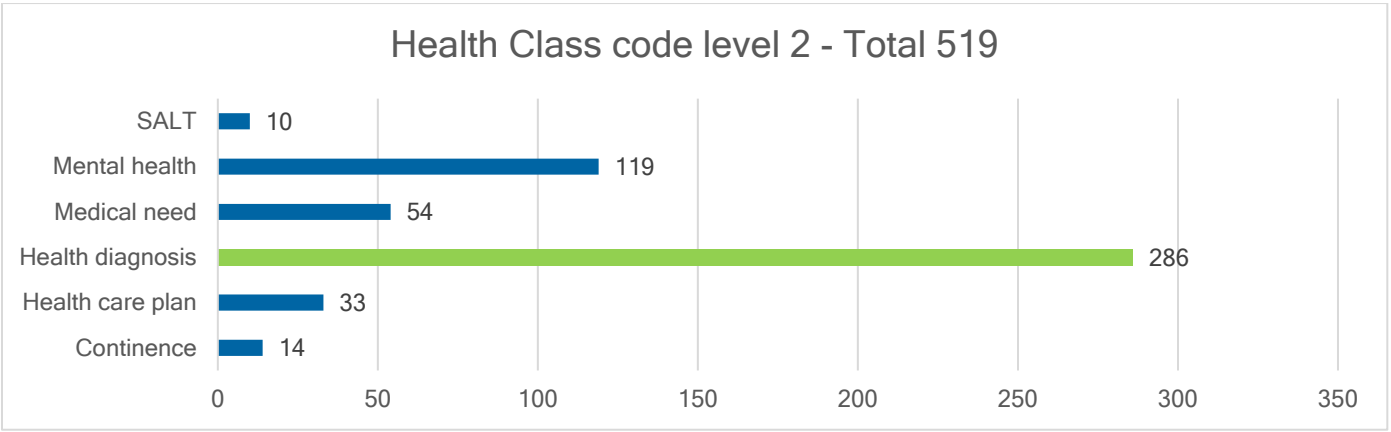




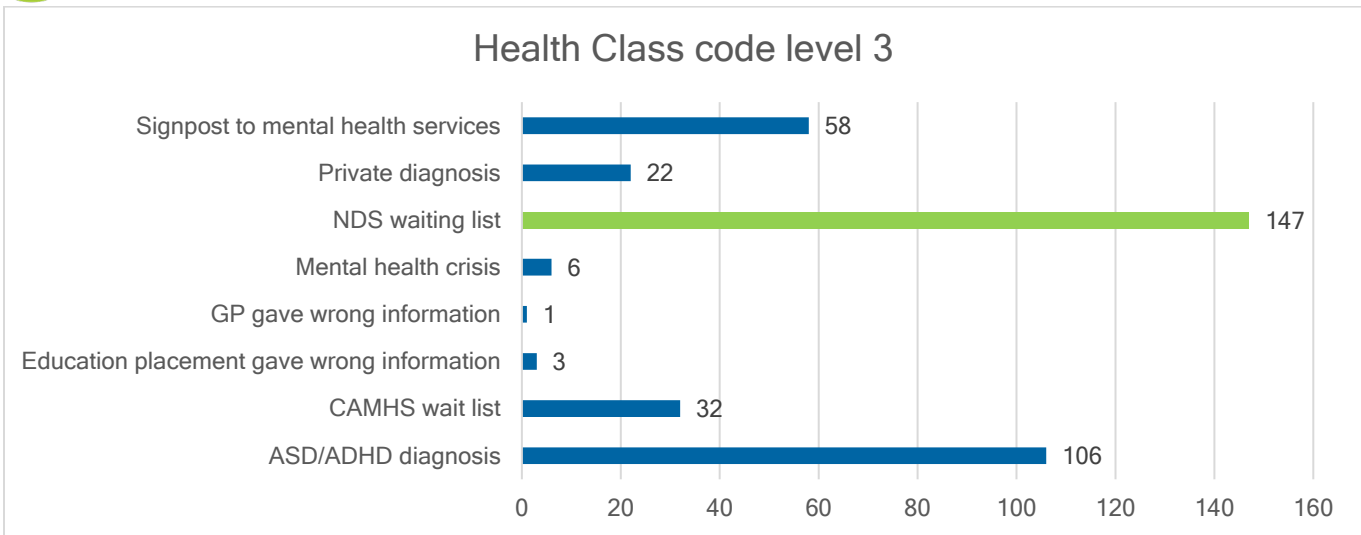
Of 973 contacts related to EHCPs 677 (69%) of these refer to the Final EHCP.



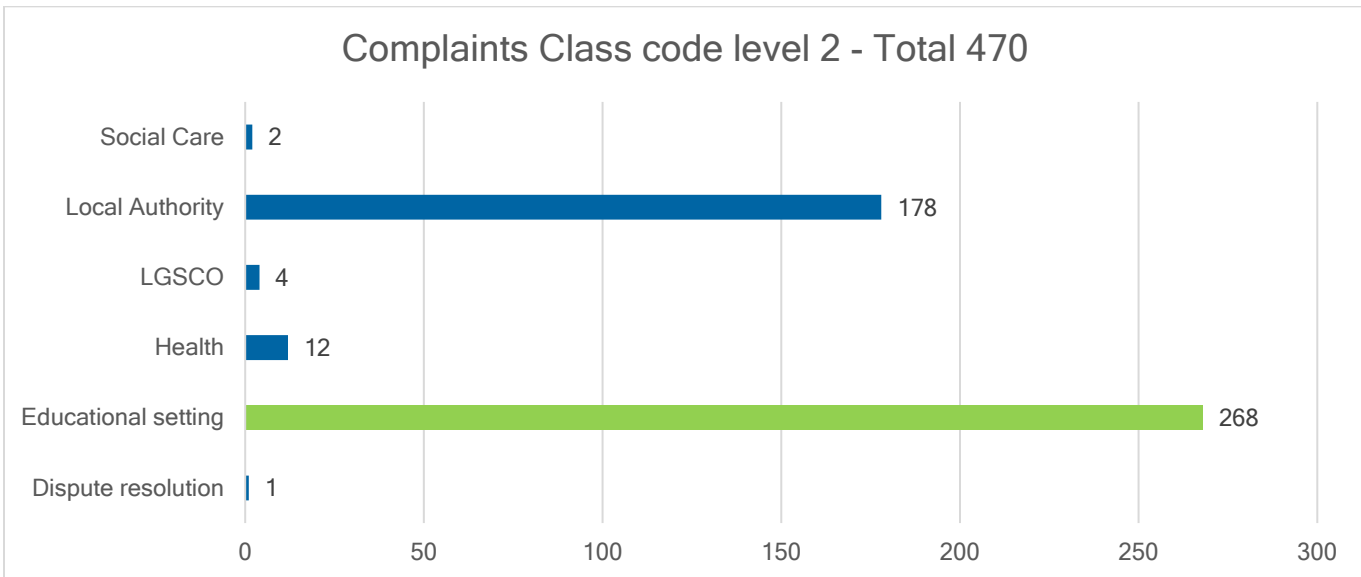
16% of contacts within the SEN support classification code related to the setting not providing SEN support and 75% relates to an explanation of what SEN Support is.



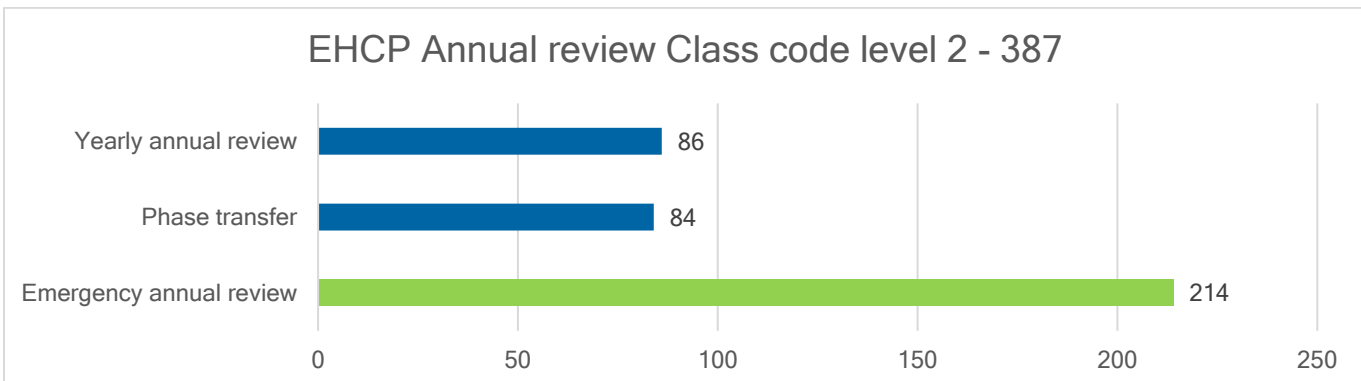
Of 519 contacts related to health 55% of those related to a health diagnosis and 22% related to mental health.



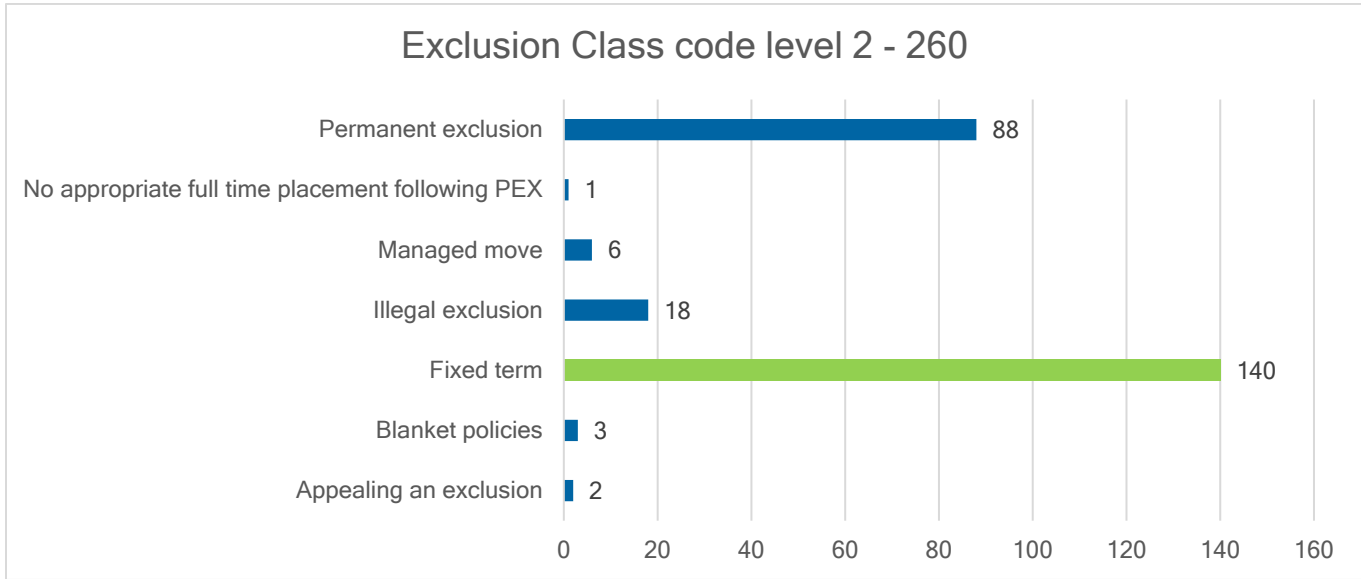
The NDS wait list classification code is only **4.2%** higher compared to 2022-2023. ASD/ADHD has had a **23.2%** increase compared to 2022-2023



Of the 470 complaint classification codes **57%** relate to the educational setting and **37%** relate to the Local Authority.



There has been an **18.8%** increase in Emergency annual review classification codes compared to 2022-2023



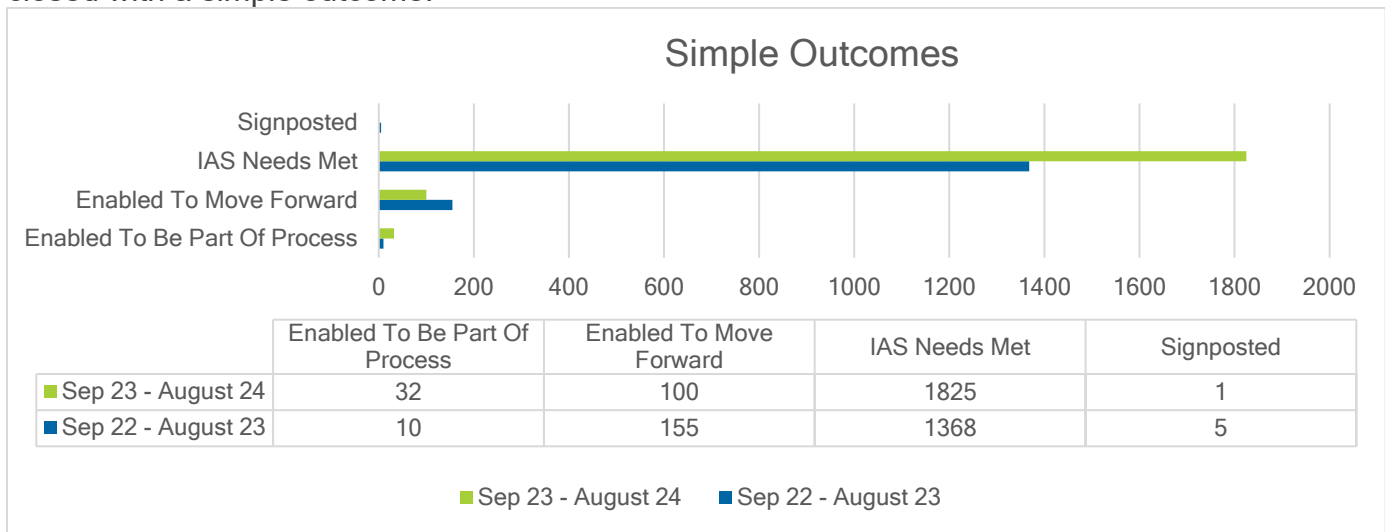
53% of exclusion contacts are related to fixed term suspensions. There is a 48.9% increase in this contact compared to 2022-2023

There has been a 41.9% increase in permanent exclusion contacts compared to 2022-2023

“ The lady I spoke to was lovely, so helpful and has given me advise I didn't even know about to move forward and help my daughter after a very long battle to get the right help she deserves. Also very reassuring to know I can contact send in the future. THANK YOU!

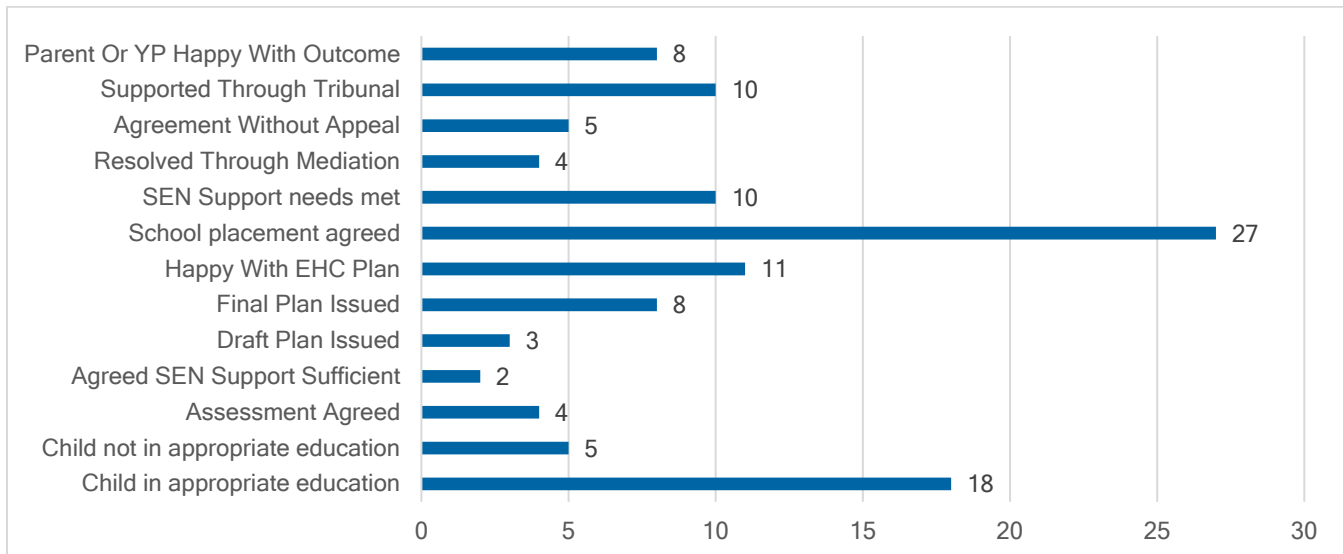
10.0 Outcomes

Simple outcomes are set by the National SENDIASS. All helpdesk/casework level 1 referrals are closed with a simple outcome.



Ladder outcomes are only given to casework. These are more specific and set by Norfolk SENDIASS. More than one ladder outcome can be achieved on a single case.

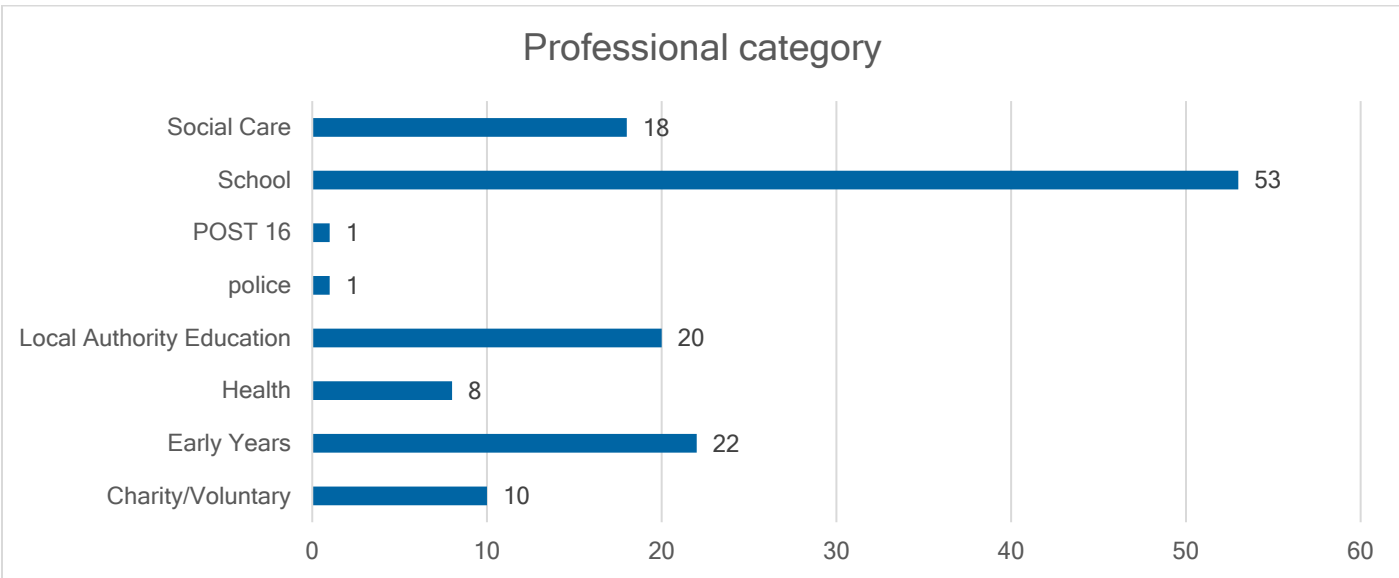
19 cases closed this year.



“ Thank you for such an informative session - I have learned more in these 2 hours than over 15 years in a secondary school ” – Professional who attended an EHCP workshop

11. Professional contacts

We received 133 referrals from professionals requesting information and advice from the service during this period, this is an **increase of 44.5%** compared to last year.



“ I am really impressed by the service and the huge amount of knowledge and information I was given. The Advisor was kind, compassionate and very clear. They responded very fully to all my many questions, and I have a clear plan with alternatives. I can't thank you enough.

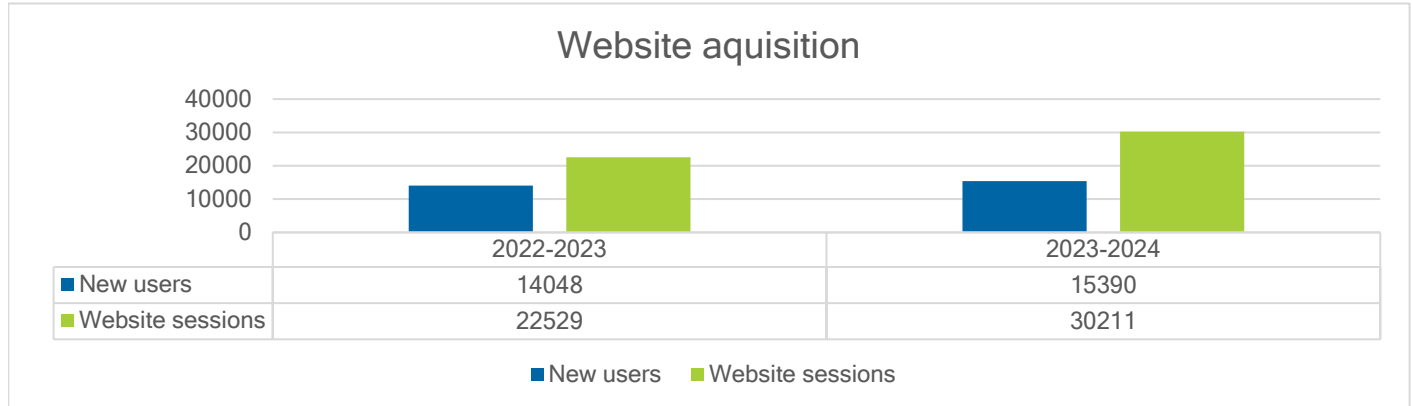
12. Website, newsletter and social media

The website was built by Bigfork and is managed within a CMS system. The website content and design is maintained and developed by staff at Norfolk SENDIASS. The website has a section dedicated to young people and the Norfolk SEND Youth Forum.

There is a wide range of resources available for service users on the website, including information booklets, SEND resources and bitesize training videos.

There has been a:

- 9.5% increase in new website users
- 34% increase in website sessions



Top page downloads

2022-2023	2023-2024
Book an appointment	Book an appointment
SENDIASS booklet	SENDIASS booklet
Writing your EHCP views booklet	Writing your EHCP views booklet
About us	Our information booklets
Newsletter	Training dates and booking
Advice Clinic	Advice clinic
Needs assessment for EHCP resource	SEND resources
FAQ	SENDIASS resources

“ I didn't know what to expect. However as soon as I answered the phone I immediately felt reassured and was listened to in depth with respect and understanding the information given is very valuable and has given me the courage to go further once again to support my child.

Social media and newsletter

	Sep-22	Sep-23	Sep-24	Increase %
Facebook followers	2070	2297	2579	12.2
Twitter followers	502	541	578	6.8
Instagram followers	170	210	252	20
Newsletter subscriptions - Parent/carers	3661	4253	4964	16.7
Newsletter subscriptions - Schools	294	424	505	19.1
Newsletter subscriptions- Professionals	214	349	464	32.9

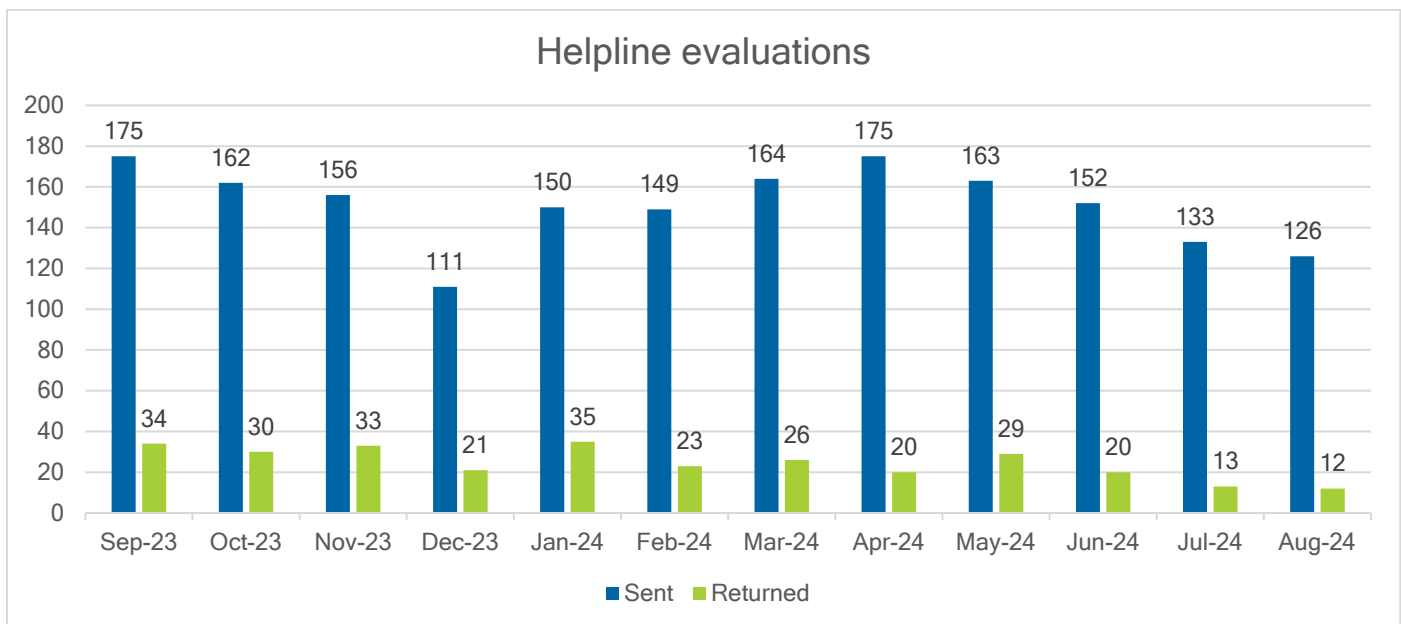
There has been an increase across all followers/subscriptions on our social media platforms and newsletter compared to last year.

SENDIASS has been so helpful so far that I'm sharing it with the wider YMCA to help more of our residents – Professional

13.0

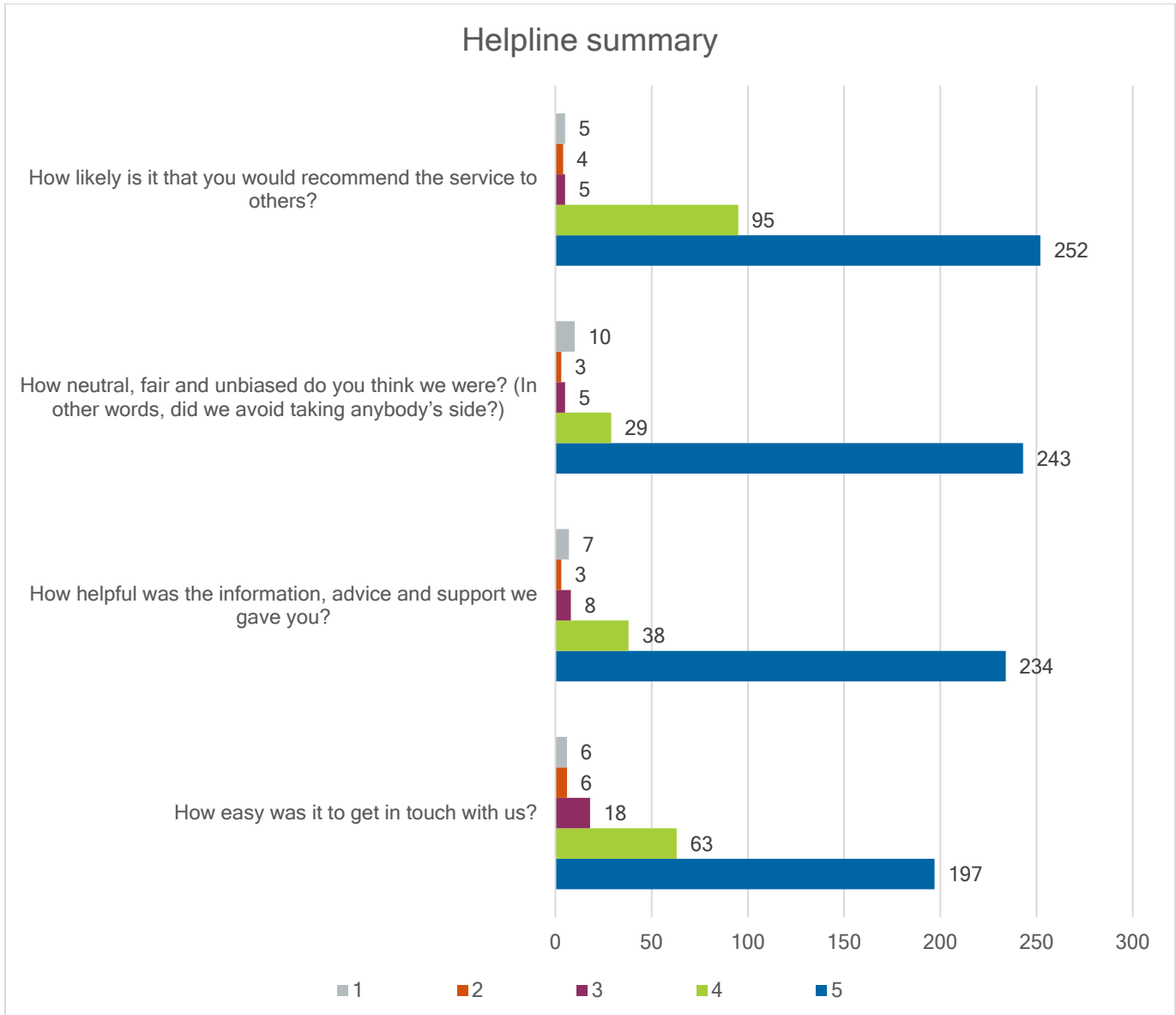
Feedback/evaluations

Our Microsoft forms evaluations are broken down into 2 categories. Helpdesk /Advice Clinic and Casework. These are now being sent directly from the online booking calendar Timely, 24 hrs. after an appointment by text. Return rate for this year is **16.2%, which is 2.2% more than previous year.**



11.2 Summary of Helpdesk/advice clinic evaluations.

Not at all likely ☆ ☆ ☆ ☆ ☆ Extremely likely



This report was written by Norfolk SENDIASS September 2024.