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MINUTES OF EXCEPTIONAL NORFOLK SENDIASS STEERING GROUP MEETING

3rd December 2021 – 3:30 – 5:00

Via TEAMS meeting

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| **Steering Group** | **Title & Organization** | **Attended** |
| Keeley White (KW) | Lead Adviser for Inclusion and EH of VS LAC | √ |
| Andy Tovell (AT)  | Assistant Director Inclusion & Opportunity Service | √ |
| Mark Gower (Chair) (MG) | Designated Clinical Officer (SEND) Norfolk & Waveney CCG | √ |
| Sarah McRobert (Vice Chair) (SMR) | Foster Parent/Carer | √ |
| June Sewell (JS) | Head of the Virtual School for Looked After Children, Prev Looked After, EAL/GRT  | Apologies |
| Rebekah Muttitt (RM) | NDD CAMHS and Youth 0-25yrs service NSFT | x |
| Claire Jones (CJ) | Local Offer Development Manager (SEN) | √ |
| Alison Furniss (AF) | Independent SEND Supporter  | x |
| Anita Evans (AE)  | Family Voice Norfolk Representative | √ |
| Graham Boulter (GB) | ADHD Norfolk | x |
| Lee Gibbons (LG) | ASD Helping Hands | Apologies |
| Claire Cumberlidge (CC) | SEN Network | √ |
| Nikki Corcoran (NC) | SEN Network | √ |
| Pat Brickley (PB) | SEN Network | √ |
| Jane Merritt (JM) | SEN Network | √ |
| Paula Jones (PJ) | Executive Headteacher of Flourish Federation | Apologies |
| Matthew Reading (MR) | Head of FAST (Family Assessment & Safeguarding Teams) | x |
| James Stanbrooke (JSt) | Head of Sheringham Woodfields | Apologies |
| Daniel Newbolt (DN) | Assistant Director, Children’s Social Care | x |
| Jayne Buckingham (JB) | Children’s Service Acting Manager, The Hamlet | Apologies |
| Nick O’Brien (NO) | SENCO, Dereham Neatherd High School | √ |
| Julie Woodhouse (JW) | St Helen’s Pre School | √ |
| Rebecca Neve (RN) | Penguin Pre school | Apologies |
| Gemma Burton (GB) | Deputy Head of Inclusive Learning and MINT, City College Norwich | √ |
| Clare Angell (CA) | Senior Manager for Children, Young People & Maternity Norfolk and Waveney CCG | Apologies |
| Roger Allen (RA) | PfAL and Employment Service Manager | √ |
| Niamh Keane (NK) | Interim SENDIASS Manager | √ |
| Kelly Drew (KD) | Business & Comms Coordinator SENDIASS | √ |
| Belinda Coxall (BC) | Business Support Officer SENDIASS | √ |

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| **Introduction**Everyone introduced themselves and apologies were received from JS, LG, PJ, JST, JB, RN and CA.MG explained that at the last Steering Group it was agreed to change the name from Norfolk SEND Partnership to Norfolk SENDIASS in line with other SENDIASS’s around the country. The logo was also redesigned and both changes were agreed by the group at that meeting. Norfolk SEN Network have expressed concerns about the similarity of Norfolk SENDIASS design to their logo and this exceptional meeting has been called to discuss the situation.MG explained that NK would clarify how Norfolk SENDIASS came to the decision for the logo, the process followed and address the concerns raised by Norfolk SEN Network. After the presentation a decision on how to resolve the logo issue needed to be reached by the Steering Group to help Norfolk SENDIASS move forward.**SENDIASS Presentation**NK thanked everyone for attending the meeting and set out the following: - * Norfolk SENDIASS is committed to working in co-production with members of the Youth Forum and a member of the Youth Forum designed the logo.
* NK confirmed for clarity that the logo discussed at the Steering Group meeting on 24th February 2021 by Bridget Robinson was the Youth Forum logo and not the Norfolk SENDIASS logo.
* The SENDIASS team discussed the rebranding of the name and logo as part of a website review at a team meeting on 15th April 2021. It was agreed to change the name and redesign the logo and for the Youth Forum to submit logo designs after the previous SENDIASS Manager had approval from AT.
* On 23rd June 2021 the first discussion on the rebranding was discussed with the Steering Group and the Youth Forum were consulted and asked to send in logo designs.
* Two logos were submitted by the Youth Forum and the preferred logo was chosen by the SENDIASS team on 30th July 2021. The young person submitted a design with a written explanation of how the design was created.
* The Young Person is aware of the logo issues and are clear they did not copy any logos. Bridget Robinson is in contact with the Young Person to offer support.
* On 29th September 2021 at the Steering Group the rebranding was discussed and at this point SENDIASS moved forward with making the changes. The logo design was lifted in its present format by KD and the colours were changed to fit in with the SENDIASS booklets and website. KD consulted Kristina Fox, Local Authority Communications Team on the design and colours.
* An objection was received via email from Norfolk SEN Network about the design of the logo as they had not attended the meeting in September.
* A meeting took place with SEN Network and Norfolk County Council and no resolution was reached.

**Norfolk SENDIASS’ current position*** Norfolk SENDIASS sought the design of the logo in the spirit of co-production with a young person.
* The young person is a member of our Youth Forum and is a strong advocate for SENDIASS having used the service.
* Not using the logo undermines our commitment to the principles of co-production.
* Not using the logo will have a detrimental impact on the young person.
* There will be additional costs due to any delays/changes to the logo design.

NK shared a slide of a selection of SENDIASS logos to illustrate similarities of logos which have a theme of three figures and hands.NK handed over to the members of the Steering Group for their comments.**Norfolk SEN Network’s response**The main responses were from the four members of Norfolk SEN Network as follows: -* Clarification requested on how many people were asked to design the logo from the Youth Forum. NK confirmed it was open to everyone and there were two entries submitted.
* It was felt due process had not been carried out to check there were no similar designs being used. One of the designs submitted included a rainbow and was rejected due to similarities with the NHS and LGBT but the other logo with similarities to SEN Network was not. AT confirmed the local authority communications team worked with SENDIASS and due diligence was carried out. KD confirmed the communications team were consulted on 6th October 2021.
* It was felt there was no co-production with SEN Network about the design of the logo and the relationship between SEN Network and the Local Authority had been affected by this and they had withdrawn from meetings. Both NK and AT confirmed SENDIASS was arm’s length and separate from the Local Authority.
* The logo was designed by an Italian artist 10 years ago for Norfolk SEN Network and a challenge could be made in respect of copyright.
* Both organisations do similar roles and it was felt there would be even more confusion with the change in name and logos. MG confirmed the name SENDIASS was used nationally, and the change of name bought Norfolk in line with the other organisations in the country.
* One of the members of SEN Network felt the original drawing by the Young Person was different to SEN Network’s logo but the edited and final version looked too similar to theirs.
* The previous owl logo was compared with both logos and SEN Network queried why the same colours were not used. KD confirmed the colours were changed to match the website and had to be carried out to make it work digitally.
* CC unable to attend the Steering group meeting due to other commitments and no other representative available. SEN Network felt the timescale from choosing the logo to publication was tight and nothing shared directly until it went live.

Further discussions continued amongst the Steering Group and MG acknowledged there were differences of opinion, but a decision needed to be reached to move forward.**Vote by Steering Group**It was discussed by the members on how to carry out the vote and which members of the Steering Group could vote. It was agreed: -* Postpone any voting at this meeting and conduct an anonymous vote by one member from each organization on the Steering Group. This would enable members who were unable to attend the meeting to have a vote.
* MG to check the Steering Group Terms of Reference for further clarification.
* MG confirmed an email with three voting options would be sent out on Wednesday 15th December 2021 with a closing date Friday 17th December 2021.

Options for the vote: -1. Keep the logo as it is
2. Ask the Youth Person to amend the logo
3. Choose a new logo.
* The outcome of the vote would be emailed to the Steering Group members.
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