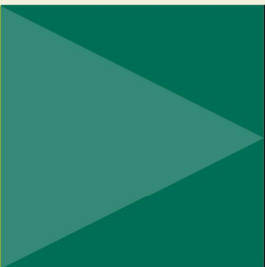
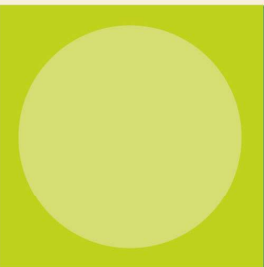
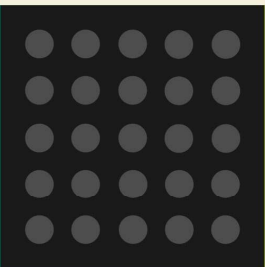
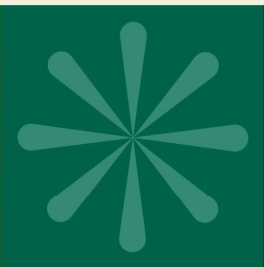
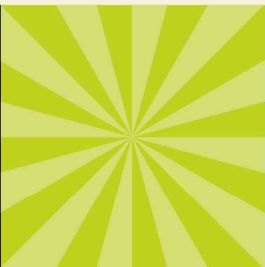
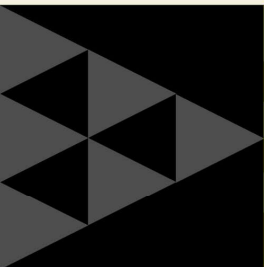


The new SEND inspection framework – effective communications response

Abbey Cortazzi, Senior Communications Manager, Surrey County Council



THE
SURREY
WAY

Do the prep

- Partner agreed communications plan for pre, during and post inspection
- Set out key activity against milestones
 - Pre inspection
 - Day one
 - Week one, two, three
 - Post inspection
- Know your audiences and use insight
- Consider the risks

Key audiences

- Parents and carers
- Children and young people
 - Partners
- Schools and settings
 - Staff
- Senior Leaders
- Councillors
 - MPs
- Third sector

Lead from the front - stakeholder management

- Bring calm to the chaos, build confidence and trust
- Draft core scripts:
 - When/what is happening?
 - What are we doing in preparation?
 - How have we improved?
 - How does it affect me?
 - Where can I find out more information?
 - Next steps
- Put the right resource in place
- Get to know your key stakeholders
- Co-production and partnership working is key

Shape the narrative – before and after

- Partner brand identity
- On the day inspection interview prep – three key messages
- Don't ignore social media
- Pre-brief key local media
- Own the outcome

