



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	

			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

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	X	Spring 2020	
	The availability of standardised paperwork	Institutions Schools	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

