



Communications Planning (initial discussion with services)

Report title: Buckinghamshire Area Special Educational Needs and Disabilities Update

Report for: Informal Cabinet

Meeting date: 29 November

Cabinet Date: 12 December

**Responsible officers: Cate Duffy -Interim Service Director Education and Inclusion,
Children's Services**

Morwenna Bargrove – Forward Plans Lead, Children's, Adults and Health

Comms approach: Reactive

Communication strategy and recommendations

A reactive approach is recommended to support the Buckinghamshire Area Special Educational Needs and Disabilities Update. This will include an 'if asked' media statement highlighting the progress and measures we have in place to address the challenges across SEND in Buckinghamshire. The communications team will also be supporting with a proactive communications strategy for the next financial year to support the SEND transformation project.