



Communication and Coproduction Subgroup

DRAFT Terms of Reference

July 2026

What is the aim of the group?

- ✓The SEND Communication and Coproduction Subgroup will support the Suffolk SEND Local Area Partnership to **strengthen communication and engagement** with children and young people, parents and carers, education settings, health partners, care providers, voluntary and community sector partners and wider SEND stakeholders.
- ✓The group will also **strengthen the partnership's approach to coproduction**, ensuring that children, young people, families and partners are involved in shaping SEND improvement activity in meaningful and proportionate ways.



What is the aim of the group?

- ✓ The group will provide oversight of the **partnership's SEND communications and engagement approach**, ensuring that key messages, service updates and improvement activity are communicated in a clear, consistent, accessible and timely way across appropriate channels. The subgroup will support the delivery of the Local Area Partnership Communications and Engagement Strategy, which aims to improve communication and engagement between the SEND Local Area Partnership and its primary stakeholders, including parents, families, carers and SEND organisations.
- ✓ The subgroup will ensure that communication and coproduction activity is aligned to Local Area Partnership priorities and actions, including the **Local Area Inclusion Plan, SEND Reform activity, Local Offer improvement, social media development and wider engagement with SEND communities.**



Communication and Coproduction Subgroup - Priorities

Oversee the delivery of the SEND Communications and Engagement Strategy	Strengthen coproduction across SEND improvement activity and the SEND Reform Programme	Promote accessible and inclusive communication
Coordinate partnership communication channels and support consistent partnership messaging	Strengthen stakeholder insight and feedback loops	Identify and escalate risks
Review communication, engagement and coproduction impact	Support delivery of priority communication workstreams	Ensure communication and coproduction activity demonstrates learning and impact

Membership

- Children and young people voice / participation representative
- Parent carer representation, including interim VCFSE representation where appropriate
- Knowing Works
- SENDIASS
- Education setting representatives
- Suffolk County Council
- Norfolk and Suffolk ICB
- Health provider communications or engagement representatives
- Social care representative
- Data / performance support where required to inform communication and engagement impact

Standing Agenda Items

- Welcome, introductions and apologies
- Review of previous minutes / action log
- Communications forward plan and key messages/ communications from other SEND subgroups
- Coproduction and engagement activity update
- Local Offer / web estate update
- Feedback, insight and “closing the loop” – evaluation of impact
- Risks, issues, and escalations to SEND Operational Group
- Upcoming campaigns, publications or stakeholder updates
- Any other business



Operating Framework

Terms of Reference

The Terms of Reference will be approved by the subgroup and reviewed at least annually, or sooner if required due to changes in governance, membership, SEND Reform arrangements or communication priorities.

Reporting:

The subgroup will provide updates, recommendations, risks and escalations through the agreed SEND governance route, including the SEND Operational Group and SEND Improvement Board where appropriate.

Decision-making:

The subgroup will make recommendations relating to communication and coproduction activity, including proposed approaches, key messages, engagement routes, feedback mechanisms and areas requiring escalation. Formal decisions will be escalated through the appropriate governance route where required.

Frequency:

Meetings will take place every 8 weeks, unless otherwise agreed by the subgroup.

Communication and Coproduction Subgroup - Action Log



No	Date assigned	Assigned to	Specific Action (SMART)	Progress	Status	Due Date	Actual End Date
C&C01	21/07/2026	Kat Wilson/SEND Project Coordinator	Develop membership to include DCO/DCSO, Suffolk Family Carers and Strategic Leads				
C&C02	21/07/2026	Kat Wilson	Share draft TOR with group for approval				
C&C03	21/07/2026	Kat Wilson	Ensure that Q1 and Q2 activity of the SEND Communication Strategy/ Local Area Inclusion Plan C&C Building Block actions are added to the forward plan for the next subgroup meeting				
C&C04	21/07/2026	Kat Wilson/ Chris Lee	As part of the LAIP refresh, develop a clear set of metrics (e.g. Local Offer page visits) that will be monitored by the Communication and Coproduction subgroup.				
C&C05	21/07/2026	CYP Engagement Lead	Develop a report setting out options for embedding strategic children and young people's voice within SEND governance arrangements to strengthen coproduction and ensure that the views, experiences and priorities of children and young people directly inform strategic decision-making to be presented at next subgroup				
C&C06	21/07/2026	SEND Project Coordinator	Schedule C&C meeting dates for academic year 2026/27 taking into account governance 'flow' with SOG & SIB				

Communication and Coproduction Subgroup - Closed Actions							
No	Date assigned	Assigned to	Specific Action (SMART)	Progress	Impact	Status	Actual End Date
						Complete/BAU	
						Complete/BAU	
						Complete/BAU	

Communication and Coproduction Subgroup - Approval Requests

[illegible]

Communication and Coproduction Subgroup - Forward Plan



Standard Agenda Items

Welcome, introductions and apologies
 Review of previous minutes / action log
 Communications forward plan and key messages/ communications from other SEND subgroups
 Coproduction and engagement activity update
 Local Offer / web estate update
 Feedback, insight and "closing the loop" – evaluation of impact
 Risks, issues, and escalations to SEND Operational Group
 Upcoming campaigns, publications or stakeholder updates
 Any other business

Meeting Date & Time	Agenda Item	Assigned to	LAIP Ref	Purpose	Deadline for Papers
TBC	Local Offer - Self Compliance/ Peer Review	SEND Communication and Web Manager	2.9		
	Communications Strategy (Q1) : Social media audit , build new sharing and feedback cycles, produce a suite of explainer animations	Senior Communication Manager	2.2		
TBC	New to SEND Local Offer	SEND Communication and Web Manager/SEND Project Lead	2.7		
	Communications Strategy (Q2) : Local Offer deep dive, Social Media Strategy , Operational engagement strategy , Good news stories	Senior Communication Manager	2.3		
TBC	Communications Strategy (Q3) : Newsletters , Surveys , Infographics		2.4		
TBC	Communications Strategy (Q4) : Short form videos, End of year lessons, Practice webinars, Podcasts		2.5		

AGENDA

Meeting:	SEND Communication and Coproduction Subgroup
Date:	Tuesday 21 st July 2026
Place:	Microsoft Teams
Time:	14:30 – 16:00PM
Members:	Chris Lee – Assistant Director for SEND and Inclusion (SCC) – Chair SEND Communication and Web Manager (SCC) Andy Yacoub – CEO Knowing Works Policy and Information Manager, Transport (SCC) Communications Manager (SCC) Kat Willson – SEND Programme Manager (SCC) SEND Communication and Web Manager (SCC) Martine Simpson – Strategic Preparing for Adulthood Lead (SCC) SENDIASS Service Lead SEND Project Coordinator (SCC) Communications and Engagement Manager (N&S ICB) Communications and Engagement (N&S ICB) Public Health and Communities Project Manager (SCC) Coproduction and Engagement Lead - Engagement Hub (SCC)

PART A – contains items that could be disclosed in full to the public and staff

Item No	Estimated Timing	Item Description	Lead Officer	Attachment *To be provided at meeting
1.	14:30 – 14:45	Welcome and introductions (10 mins)	Chris Lee	
2.	14:45 – 15:15	Purpose and Terms of Reference inclu. Membership and representation	Chris Lee	Presentation Communication and

Item No	Estimated Timing	Item Description	Lead Officer	Attachment *To be provided at meeting
		<i>For discussion and approval</i> (30 mins)		Engagement Strategy Coproduction Charter
3.	15:15 – 15:35	Current position and forward priorities (next 3-6 months) • LAIP C&C Current Actions/ Refresh • Local Offer – New to SEND • PfA Strategy Launch <i>For information and discussion</i> (20 mins)	Kat Willson/ Dani Stanton	
4.	15:35 – 15:45	Risks, issues, and escalations (10 mins)	Chris Lee	
5.	15:45 – 15:55	Forward plan and actions (10 mins)	Chris Lee	Forward Plan
6.	15:55 – 16:00	AOB (5 mins)		

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Item No	Item Description
1.	Welcome and introductions A round of introductions was undertaken to welcome members and mark the first meeting of the group. Apologies were noted from:

Item No	Item Description
	Kate Dodd Nicki Howlett
2.	Purpose and Terms of Reference inclu. Membership and representation ACTION: Develop membership to include DCO/DCSO, Suffolk Family Carers and Strategic Leads OWNER: Kat Willson/ Phoebe Cheung ACTION: Share draft TOR with group for approval. OWNER: Kat Willson
3.	Current position and forward priorities (next 3-6 months) ACTION: Ensure that Q1 and Q2 activity of the SEND Communication Strategy/ Local Area Inclusion Plan C&C Building Block actions are added to the forward plan for the next subgroup meeting OWNER: Phoebe Cheung ACTION: As part of the LAIP refresh, develop a clear set of metrics (e.g. Local Offer page visits) that will be monitored by the Communication and Coproduction subgroup. OWNER: Kat Willson/ Chris Lee ACTION: Develop a report setting out options for embedding strategic children and young people's voice within SEND governance arrangements to strengthen coproduction and ensure that the views, experiences and priorities of children and young people directly inform strategic decision-making to be presented at next subgroup OWNER: Susie McIvor
4.	Risks, issues, and escalations There were no formal risk or issues to escalate to SEND Operational Group. The group raised that to maximise the effectiveness of communication and coproduction activity, ongoing coordination will be required across the various workstreams to ensure consistent messaging, avoid duplication, and identify any gaps in stakeholder communications
5.	AOB

Freedom of Information Request – Response – 27746

SEND Communication and Co-production Subgroup

Please provide the agenda and all supporting documents for the meetings.

Please see attached the agenda and supporting documents.

Please note that names of junior staff members have been withheld under s.40 of the Freedom of Information Act 2000 however their job titles have been left in.