

# SEND strategy: A guide for parents



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# What is the SEND strategy?

The SEND Strategy is a shared plan to make sure children and young people with special educational needs and disabilities (SEND) get the right support at the right time. It aims to help them:

- Learn and thrive in education
- Feel safe, happy, and included
- Be heard and involved in decisions
- Participate in their communities
- Grow into independent, fulfilled adults

This strategy brings together schools, health services, and the local council to work in partnership with families.



# Who's involved?

Children and young people

- Parents and carers
- Teachers and school staff
- Health professionals
- Local authority teams

Everyone plays a role in planning and delivering the right support.



# Why children's voices matter



At the heart of our strategy are two key tools:

- **The Children's Promise (Charter)** – Our commitment to always listen to children and young people, and make sure their voices are heard, and consider their needs in our decisions.
- **The Outcomes Framework** – Framework highlights what children and young people have told us is important to them: being healthy, learning well, feeling safe, having fun, and having a say in their future.

By listening directly to children, we're able to design services that truly reflect their experiences, hopes, and needs. Their voices help us build a strategy that supports their growth, wellbeing, and happiness – now and in the future.



# Our vision



The strategy gives everyone a shared vision:

**Supporting children and young people to achieve through living healthy, safe lives in which they feel seen and included.**

It helps services work together with clear goals and shared values.





# How do services use the strategy?

The strategy guides how services are planned and improved:



**Understand needs** – listen to families and gather information



**Plan support** – use that insight to design the right help



**Deliver help** – put the plan into action



**Review and improve** – check what's working and make changes

This cycle makes sure that support stays relevant and effective.

We call it: **Analyse, Plan, Do, Review**

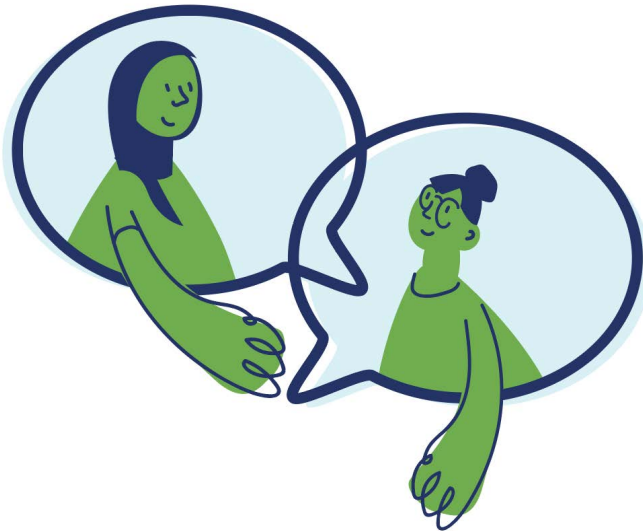
# Our progress

Here are some of the ways we've improved support for children, young people, and families.



# What's improved?

- Better communication and engagement with parents, carers, children, and young people.
- More positive family experiences throughout their journey, including smoother transitions to adulthood.
- Identify children and young people who need help earlier.
- Children and young people with SEND are doing better in school, health, and care.
- Children and young people with SEND are more included in their local communities.



# How did we achieve it?

Together we:

- Built stronger partnerships.
- Launched a new online hub.
- Hired a SEND youth participation officer to help young people share their views.
- Brought back the Kent Transition Charter.
- Increased staff training to support families better.
- Delivered training on the Local Offer.
- Worked with families to design new ways to access local support.
- Built strong partnerships with schools (from Early Years to Post-16), healthcare providers, and social services.
- Continued investing in support services to meet needs early.
- Promoted inclusive education across Kent.
- Worked closely with education providers.
- Set up family hubs to give easier access to advice and support.

# Our 5 Ambitions

Ambitions help us focus on what matters most – like health, learning, safety, fun, and having a voice. Together, they shape a clear strategy to build brighter futures.



# Ambition 1

To empower children and young people with Special Educational Needs and Disabilities (SEND) to actively participate in decisions about their education, support, and future.

## Achieved by:

- Developing self-advocacy skills
- Creating participation opportunities
- Fostering inclusion

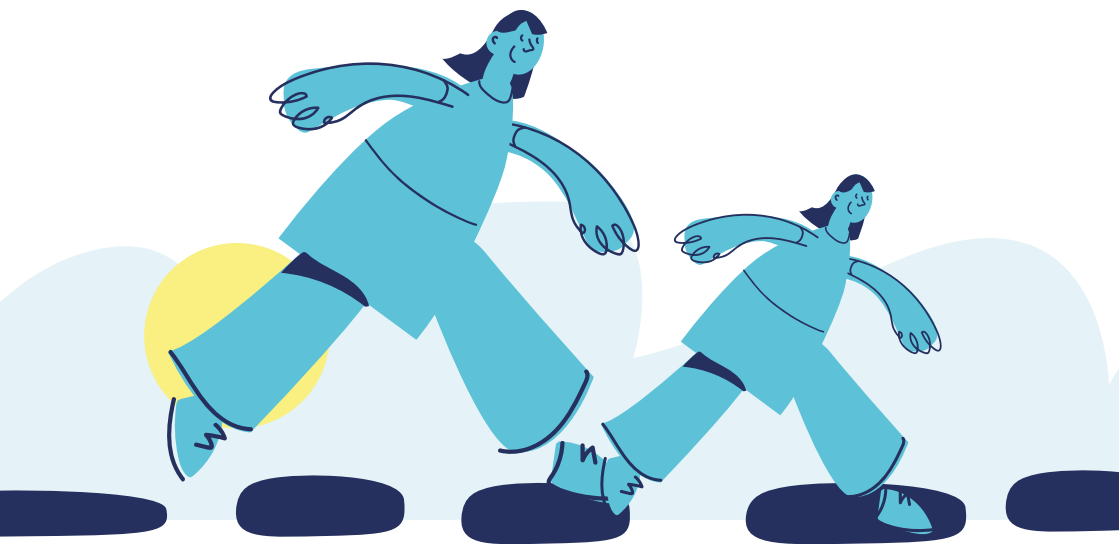


# Ambition 2

Ensure children, young people, and families can access the support they need, when and where they need it.

## Achieved by:

- Strengthening partnerships
- Creating single points of access
- Developing integrated care pathways

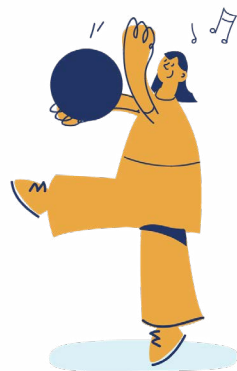


# Ambition 3

Promote inclusive practices in all education provisions, ensuring that children with Special Educational Needs and Disabilities (SEND) can access a broad and balanced curriculum.

## Achieved by:

- More inclusive training for professionals
- Whole-setting inclusion policies
- Increased access to support services





# Ambition 4

Enhance engagement with parents, carers, and families by providing clear, accessible information and meaningful opportunities for involvement in decision-making processes.

## Achieved by:

- Easy access to information and resources
- More parent engagement opportunities



# Ambition 5

Build a continuous support system that begins in the early years and extends through post-16 education, ensuring that children and young people with Special Educational Needs and Disabilities (SEND) are prepared for independence.

## Achieved by:

- Early intervention
- Created structured pathways
- Stronger post 16 support



# Helpful information:

[SEND Strategy 2025-2028](#)

[CATIE Accessibility Strategy](#)

[Section 19 Framework Transition](#)

[Transition Charter](#)

[Charter Co-production Charter](#)

