



South Tyneside SENDIASS Service Development Plan (2025–2027)

**SENDIASS South Tyneside
July 2026**

1. Vision and Mission

Vision:

To empower children and young people with SEND and their families in South Tyneside by providing independent, impartial, and high-quality advice, information and support, enabling them to make informed decisions about education, health, and social care.

Mission:

To ensure all service users have equal access to timely and accurate information, enabling them to understand their rights and participate fully in decisions affecting their lives.

2. Strategic Objectives

A. Increase accessibility and visibility – Enhance awareness of the service among SEND families and professionals (2025–2026)

B. Strengthen co-production with families and young people – Develop and embed mechanisms for service users to shape the service (2025–2026)

C. Improve digital and outreach provision – Modernise delivery methods, including website, social media, and community engagement (2025–2027)

D. Ensure continued compliance with national IASS minimum standards – Maintain and exceed standards including independence, impartiality, and user involvement (Ongoing)

E. Build capacity and staff development – Ensure staff and volunteers are well-trained and supported (2025–2027)

3. Key Development Areas and Actions

Access and Awareness:

- Redesign website for accessibility and improved understanding of SEND topics.
- Promotional materials in accessible formats.
- Increase presence in schools and community hubs.
- Annual outreach campaigns with local groups.

Co-Production:

- Young People's Advisory Panel (SEND Youth Forum)
- Parent/Carer Forum

Digital and Outreach Innovation:

- Webinars and digital workshops.
- Mobile SENDIASS IAS opportunities; including SEND Surgery Sessions and Library Roadshows.
- Social media expansion.

Governance and Quality Assurance:

- Annual IASS self-audit, including review of minimum standards.
- Feedback-driven improvements.
- Quarterly outcome and satisfaction reporting.

Workforce and Training:

- Ongoing CPD through IASS and IPSEA.
- Annual staff development reviews.

4. Partnerships and Collaboration

- Collaborate with SEND team, schools, health, and voluntary sector.

5. Outcomes and Impact Measures

Increased awareness – Website traffic, events, referrals.

Improved satisfaction – Feedback and surveys.

Stronger user voice – Participation in service development via the service steering group.

High-quality support – Compliance with IASS standards (See attached RAG rating)

Staff effectiveness – Training and feedback.

6. Risks and Mitigations

Limited funding – Seek grants and partnerships.

Staff turnover – Support staff wellbeing.

Digital exclusion – Maintain multiple access options.

7. Review and Governance

- Bi-annual review with Local Authority and service steering group.
- Annual public report.
- User involvement in evaluations.