

Information & Support | Influence & Change



Influence & Change



Community Support



Information Provision

**Extended
Annual review.**

**Nov 2023 –
April 2025**



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Forward

The last 18 months for the Parent Carer Council Shropshire (PACC) have been an interesting journey. We have continued to grow our community support offer with our Healthy Lives Holiday Activity Programme and have to say a massive thank you to our volunteers Annie and Ruth without whom the programme simply wouldn't have been possible. We have continued to work in partnership with Energise to deliver Actio, the delivery arm for All In Short Breaks. Our Parent Carer Support Networks have thrived with the growth of new networks as PINs schools have requested closed Facebook groups to facilitate safe and meaningful discussions for families in school communities. And of course, our Buddies Social Network has flourished this year with lots of new members joining and our amazing young people continuing to develop their social skills and independence alongside making friends and exploring their community safely.

Our Preparation For Adulthood Navigator service continued to support families through their journey and has provided us with vital insights into the barriers families are facing at this key point in their lives. We must thank Abi and Sarah for their vision and commitment to making the PFA Navigator Project such a success. With help from other members of the team to bring this to life, they have established a way to support families to be better informed and make decisions about the care and support their families receive while demonstrating the impact this can have.

Alongside this, the Partnership for the Inclusion of Neurodiversity in Schools (PINS) project has also provided key information about the challenges the SEND community experience in schools, with a particular focus on Neurodivergence and Inclusion. Again, Sarah's vision for what this could do for families, and Simone's ability to make this a reality with her is amazing. Together they have built trusting relationships that allow for real and honest conversations that are making an impact on the lives of not just the families in the schools today, but the families coming after them too.

Fellow trustees have been patient over this year. Operational staff are working their way through some changes as an organisation, and the team are grateful to them for their honesty, their challenge, and their support. I want to recognise their contributions and thank them for their valuable time and support.

As a Parent Carer Forum, it is our commitment to support the SEND community to inform and influence local systems and services to be better, aspire for greater, and to deliver impact that means something to us as families. We have achieved a lot this year, it has not been easy by any stretch of the imagination, and it has certainly tested our strength as a representative team. But we have held firm on the high standards that we expect of the system, and we have been clear that your voices are at the heart of our contributions in coproduction and engagement opportunities. We have seen change in the system leadership that we feel has the potential to strengthen and improve things, and we have made efforts to create healthy relationships with these individuals. However, there remains some challenges that we must recognise.

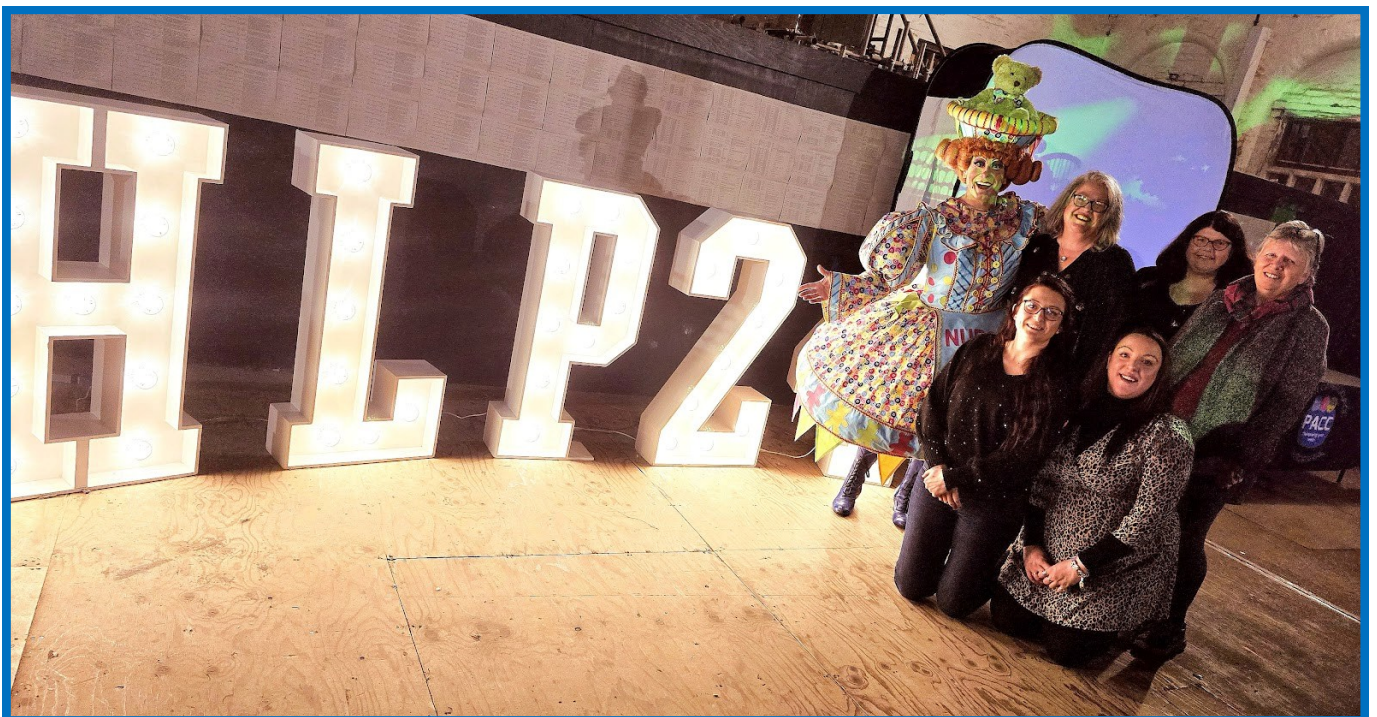
- Shropshire Council continues to show inconsistent commitment to Coproduction with PACC

- Assessment and Diagnostic pathways are still critically delayed with limited impact following the SEND area inspection outcome being seen
- Families experience of Annual Reviews remains poor, with families having limited communications with the SEN Team (EHCP Team now) and slow turnaround of key documentation
- Mental Health Services continue to struggle to work with the SEND population
- Misinformation and poor communications across the board continue to create challenges for families

We understand that the future is a daunting prospect for many, but we commit to continue to do our best to make real change for Shropshire SEND families. PACC will champion the voice of the SEND community and continue to have high expectations of the systems we engage with as families. Our children, young people, and families deserve nothing less than this. So, we ask that families continue to support PACC, you continue to share your experiences and concerns so that we can ensure coproduction is meaningful and reflects what your family need to see change.

So I want to thank our amazing team for all the fabulous work they do, voluntarily most of the time. And I want to thank you and your amazing families for inspiring us everyday.

Zara Bowden - Chair PACC Shropshire



Introduction

This report provides an extended overview of PACC's activity and achievements for the period November 2023 – April 25 to bring our Annual Report in line with PACC's core grant reporting. It is presented in three sections which reflect PACC's main work areas;

Influence & Change Information Provision Community Support

These work areas reflect PACC's charitable aims;

- (a) The creation of a Shropshire parent carer community that reduces isolation and strengthens the capacity of parent carers to support their family.
- (b) The provision of information to inform and empower parent carers about the services and issues that affect their families.
- (c) The provision of opportunities for parent carers to influence the decision that affect their families and contribute to developing services that meet needs of their families.

Co-production is key to all these work areas and improving the lives of SEND families in Shropshire is PACC's ultimate aim. Therefore Influence & Change is PACC's primary work area, supported by the additional work areas of Information Provision and Community Support.

All of PACC's work is reliant on its connection with the Shropshire SEND Community. Information provision and providing community support enables PACC to reach more SEND families, strengthening that connection and hearing more voices. Shropshire is a large area and SEND families are spread throughout the county, which presents additional challenge to reach a community which tells us is already experiencing isolation and disconnect.

PACC recognises that it is a particularly difficult time for SEND families. Locally services are strained and under pressure and the national conversation around SEND is depressing and worrying. It has never been more important for PACC to ensure the availability of good quality, accessible information relating to SEND and to provide opportunities for SEND families to come together, to support each other and to strengthen their voice in decision making.



Influence & Change

Outcome:

Shropshire Council has an all age Co-production Framework, with a clear description of coproduction, developed in partnership with those who use care and support services, including PACC.

PACC has actively influence service provision and informed service development through listening to Shropshire Parent Carers and sharing their experiences, knowledge and understanding with the local SEND system.

Next Steps:

Support the co-production of measures and mechanism which evidence the delivery of co-production in work with Shropshire Council.

Develop a shared understanding of co-production within the Shropshire Health system, ensuring that Shropshire parent carers have a voice in operational and strategic health decision making.

Promote system changes and improvements so that Shropshire SEND families report an improved experience of accessing and being supported by these services.

The last 18 months has been a busy and often challenging period for PACC, during which PACC has needed to be clear about its role and aims and prepared to have difficult conversations with the local SEND system. The local SEND system has faced its own challenges, resulting in staff changes and at times a difficult working environment.

There have been some challenges to working with both the Local Authority and the Integrated Care Board during this period, with PACC at times not being included in key discussions. To help to address this PACC requested support from a Contact Associate who supported conversations with system leaders and positively the situation has improved. Strengthening the local systems understanding of PACC's role as a nationally commissioned partner to deliver coproduction in the SEND system has been key to this. Ongoing work on the co-producing the Shropshire Co-production Framework has provided a good basis for moving forward and embedding the conversation about co-production across the Local Authority. PACC will co host the launch of this document in April 25. Focusing discussions on the value and importance of co-production and the legal framework for its delivery has been important in this work, along with PACC being able to evidence its connection and reach into the SEND Community.

Relationships with the Integrated Commissioning Board (which is responsible for overseeing the delivery of Health services in Shropshire) have been particularly challenging due to the restructuring of the local Health system. The creation of a Health SEND team has been positive and regular meetings have taken place improving communication, but strategically SEND is still not sufficiently visible in the health system and the ability for parent carer voice to inform decision making is poor.

Despite these challenges PACC has continued to ensure that the voices of Shropshire parent carers inform and influence work in many work areas.

School Transport

Through the consultation on the proposed changes to the non statutory school transport process and the associated PACC survey significant improvements were made to the school transport application process. The LA consultation did not provide the opportunity to feedback on the quality of experience of those who apply for school transport, something that PACC was receiving a lot of feedback on. The PACC survey allowed parent carers to share this concerns resulting in;

1. A change in the school transport policy which wrongly stated that an EHCP was needed to be eligible for school transport, the updated policy is now available on the Local Offer
2. Additional training for the SEND Transport team was put in place highlighting statutory guidance
3. Closer working between the EHCP team and the SEND transport Team was established.

You can read the PACC SEND Transport Summary Report on the link below;

<http://www.paccshropshire.org.uk/send-transport-summary-report>



Shropshire SEND Strategy & Outcomes Framework

At a strategic level PACC has had a particular focus on ensuring that the Shropshire SEND Strategy & Outcomes Framework was fit for purpose. This has been a challenging piece of work, during which PACC has had to engage in difficult conversations with the LA about our concerns about the initial direction of travel for this document. Through being clear about our position (a public statement was issued) and by offering an alternative to what was being proposed the final document now provides a clear outline of what the local system should be delivering for Shropshire SEND Families. A focus on articulating key outcomes for children and young people and their families is enabling further discussion about measures and collecting evidence to show how these outcomes are being achieved. This work is also being used to strengthen links with Adult Social Care and how the Shropshire Preparation For Adulthood Team will support the delivery of these outcomes.

You can read the PACC position statement issued in December 2024 on the link below;

[PACCs response to the SEND strategy and outcomes framework consultation](#)

Commissioning

It is essential that parent carers knowledge and experience is able to inform commissioning decisions, identifying gaps in services and how services should be designed to give the most effective support for the SEND community. During the reporting period PACC has been involved in two key pieces of commissioning. Early in 2024 PACC participated in the re-tendering of the Shropshire Information, Advice and Support Service. Feedback was provided to commissioners on what parent carers had told PACC about how local IASS should work with families and what the support offer should look like. PACC also provided feedback on the bids received based on this information.

You can read more about the recommissioning of Shropshire IASS on the link below;

[SEND IASS - Influencing Change, PACCs input towards recommissioning process](#)

PACC has also continued to work with Shropshire Council on the recommissioning of the Shropshire Short Breaks Offer. This process originally started outside of the period covered by this report but due to staff changes and restructuring within Shropshire Council the work was delayed and restarted early in 2024. PACC's initial focus was to ensure that parent carers were kept updated about this process, to reduce any anxiety about potential changes to these essential services. PACC also focused on building work already done which had been informed by parent carers voice, ensuring that parent carers were not repeatedly asked the same questions. This phase of this work began with a survey which PACC coproduced with Shropshire Council, acknowledging previous feedback and building on what parent carers had previously shared. The survey report was shared via social media, online and discussed at a Short Breaks workshop hosted by PACC. At this workshop parent carers also had the opportunity to consider how other Short Breaks activity, such as Domiciliary Care, Social Prescribing and Family Based Shared Care, could work for SEND families.

The delivery of Short Breaks in Shropshire has become increasingly challenging due to the financial climate and issues with recruitment of care staff, this has happened at the same time as demand for these services has significantly increased. PACC championed the essential nature of these services and highlighted how important they are not just for the development of children and young people but for the health and wellbeing of parent carers. Improving sufficiency has been a key element of these discussions. Currently all Short Breaks contracts have brought in line to be retendered within the same timeframe, ensuring that there is sufficient time to allow for transition between providers if needed with the aim to minimize disruption for families. PACC continue to meet regularly with commissioners involved in this work and are currently discussing tender specifications for the Shropshire Short Break services.

You can read more about PACC's work on recommissioning the Shropshire Short Breaks offer on the links below;

<http://www.paccshropshire.org.uk/update-on-short-breaks-recommissioning-in-shropshire>

<http://www.paccshropshire.org.uk/short-breaks-workshop>

<http://www.paccshropshire.org.uk/short-breaks-survey-results-and-workshop>

SEND and Alternative Provision Change Programme

PACC has been disappointed in the limited opportunities for Shropshire parent carers to directly inform the local delivery of this important SEND improvement programme. We have taken opportunities to ensure that Shropshire parent carers received clear and accessible information about the Change Programme and were able to share their feedback where ever it was possible. Regular meetings with the local Change Programme lead were positive and we valued her openness to working with PACC. Part of the PACC conference in May 2024 was dedicated to the Change Programme with the Programme lead joining the event to speak directly to parent carers and to gather feedback on the proposed national

EHCP template. PACC also worked together across the local Change Programme Partnership, meeting with Forums from Telford, Hereford and Worcester to develop a parent carer survey to inform the work around developing a tailored list of education settings. Information was also provided to parent carers about the development of Alternative Provision and some of the issues that needed to be addressed. PACC's participation in the Early Language Support for Every Child (ELSEC) work was more positive, with a greater focus on partnership working and co-production. The ELSEC work has been very successful with making a significant impact on the support for speech and language development in the early Years

Much of this work has now been discontinued under the new Government but PACC will continue to request opportunities to be involved in the Change Programme work areas that are continuing.

You can read more about PACC's involvement in the Change & AP Programme on the links below;

<http://www.paccshropshire.org.uk/introduction-to-send-and-alternative-provision-change-programme>

<http://www.paccshropshire.org.uk/send-amp-alternative-provision-change-programme-ndash-advisory-tailored-lists>

<http://www.paccshropshire.org.uk/hello-from-the-senior-lead-for-the-send-amp-ap-change-programme-in-shropshire>

<http://www.paccshropshire.org.uk/send-and-alternative-provision-change-partnership-programme-may-2024-update-2>



[2024-update-2](http://www.paccshropshire.org.uk/send-and-alternative-provision-change-partnership-programme-may-2024-update-2)

<http://www.paccshropshire.org.uk/shropshire-draft-send-and-alternative-provision-strategy-amp-outcomes-framework>

<http://www.paccshropshire.org.uk/elsec>

Partnership For the Inclusion of Neurodiversity in Schools (PINS)

PINS is a national project aiming to improve the experience of neurodivergent children in mainstream schools. It builds on the learning from Autism In Schools and is funded nationally by the DFE. Year 1 ran from April 2024 and involved PACC supporting the development of parent carer groups in 20 primary schools throughout Shropshire, with the aim of understanding parent carer experience and encouraging co-production activity. A



minimum of three in person visits were made to each school during the year, alongside meeting with the senior leaders. A survey was sent out to all parents (SEND and non SEND) at the start of the programme asking for feedback on how welcoming schools were, the quality of communication and how confident families felt in a schools ability to meet the need of their child. The results were shared with schools and families and provided a baseline to compare with the results of a later survey, sent out at the end of year 1. The need for improved communication between schools and parent carers was the major theme that was highlighted in the survey results. A breakdown of the number of responses received is given in the table below.

	2 nd survey April 2025 Total number of responses: 203 Total SEND responses: 116	1 st survey June 2024 Total number of responses: 320 Total SEND responses: 186
Yes, has a diagnosis	41	68
Yes, awaiting diagnostic assessment	36	43
Yes, doesn't have a diagnosis	21	52
Unsure	18	23
No	87	134

PINS was a major undertaking for PACC with a significant workload. The programme funding enabled the recruitment of a new member of staff (Simone Goward) whose sole focus was the delivery of PINS. Supported by other team members PACC delivered all the planned visits and linked activity and received very positive feedback about our work on the programme. Alongside the establishment of parent carer participation groups, the programme also provided a comprehensive whole school training offer to the schools involved. This focused on enabling whole school change to improve the experience of neurodivergent children. PACC contributed to the training offer delivering an n-person training session on 'Understanding the Parent Carer Journey' for senior leaders from all 20 schools, as well as working with 3 individual schools who had requested extra support in developing partnership working with parent carers. PINS has provide an important opportunity to extend PACC's reach into the Shropshire parent carer community and to hear from even more SEND families.

You can read more about Shropshire PINS on the links below;

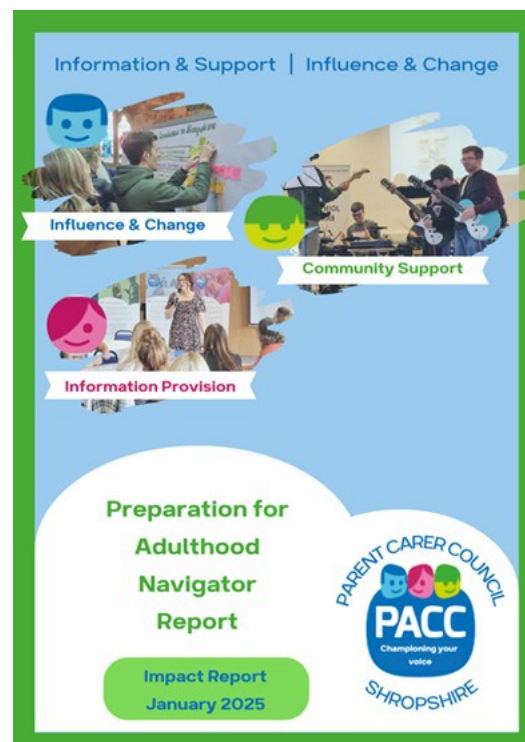
[The Partnership for the Inclusion of Neurodiversity in Schools \(PINS\)](#)

Other Coproduction Activity

Additional 'Influence and Change' work has included;

- Coproduced the **local area SEND survey** [Shropshire Local Area SEND Survey now open](#)
- Launched PACC's 5th **Mad, Sad, Glad survey** [PACC's 5th Mad, Sad, Glad survey is live](#)
- Published survey to understand the **Local Experience of Supported Living** <http://www.paccshropshire.org.uk/understanding-families-experience-of-supported-living-in-shropshire>

The work of the **PFA Navigator Project** has also supported 'Influence and Change' activity, delivering contact with over a 1000 parent carers and providing invaluable intelligence about the key challenges that parent carers are facing in Shropshire. In January 2025 PACC published an impact report for the first two years of the Navigator project detailing the key themes reported by parent carers, challenges around the timeliness, quality and implementation of EHCPs has been identified as the major concern for Shropshire SEND families, along with a lack of social opportunities for young people with SEND. This report has been shared with members of the SEND & AP Partnership Board and has resulted in an increased focus on building positive relationships between parent carers and the new EHCP Team, including improved communication. PACC has also been invited to deliver training to the EHCP Team to improve their understanding of the parent carer journey and to support their interaction with SEND families. [PFA Navigator Impact Report](#)



PACC has also hosted a number of opportunities for parent carers to come together to receive information and support and to share their experiences in a supportive environment. These events help to raise the profile of the SEND community in Shropshire, strengthening the parent carer voice and informing local decision making about how care and support is offered.



More information is available about these events on the links below;

<http://www.paccshropshire.org.uk/supporting-families-to-co-produce-with-shrewsbury-museum-art-gallery>

[Formal Opening of Seeing You Seeing Me Photographic Exhibition and trail – Celebrating the Shropshire SEND Community](#)

<http://www.paccshropshire.org.uk/living-positively-with-neurodiversity-ndash-joint-pacc-amp-autism-west-midlands-conference>

<http://www.paccshropshire.org.uk/pacc-conference-jan-2025-planning-for-the-future>

In this Reporting Period PACC provided Parent Carer representation at the following meetings;

- SEND & Alternative Provision Partnership Board and Workstreams;
PFA Workstream
Neurodevelopmental Pathways Group
Speech & Language Services
EHCP Workstream
- SEND Quality Assurance Group
- LAP/NHSE/DFE KIT Calls and Reviews
- Early Help Partnership Board
- SEND Comms Group
- Autism Strategy Development Group & Sub Groups
- Learning Disability & Autism Operational Board
- Emotional Health and Wellbeing SEND Group
- CYP MH LDA Summit Improving Accessibility & Recovery Outcomes
- ICB Early Help Event
- Local Offer Group
- Developing Inclusive Practice Meetings
- Making it Real Board
- SEND & AP Change Programme Meetings



Community Support

Outcomes:

SEND families and young people have increased opportunities to come together and experience positive social interaction, building confidence, self-esteem and knowledge.

Families report that Buddies and the Healthy Lives programme is making a positive difference to their lives and wellbeing.

Young people have continued to participate in activities that they first experienced through the Healthy Lives Programme, increasing activity levels.

Parent Carers report that they are better supported and more informed about PFA issues after contact with PFA Navigators.

PACC has extended its reach and is having increased contact with Shropshire Parent Carers through its Community Support offer.

PACC's PFA Navigator project has highlighted continuing themes in issues SEND families are experiencing in Shropshire. With evidence of case studies and figures of enquiries PACC has supported families in crisis to resolve barriers in the system.

Next Steps:

Secure funding to continue to deliver Healthy Lives Holiday Programme, and increase the offer outside of Shrewsbury, with a particular focus on south Shropshire

Secure funding to continue to deliver PACC's Navigator project, with potential to expand to an all-age offer.

To expand the number of volunteers supporting Community Support activities and events.

PACC have always recognised and promoted the value of bringing parent carers together to benefit from peer support, which is why our Community Support offer was created. Building on our work and experience with the Actio Partnership, PACC Buddies Social Network and three years of the PACC Healthy Lives Holiday Programme, this is now an established element of the PACC offer. All Community Support activity increases PACC's reach into the Shropshire SEND Community, increasing our

intelligence about SEND families experience of living in Shropshire. This enables PACC to understand what is working or not working, and informs our 'influence & change' work moving forward.



Actio & All In

The delivery of the All In non-assessed Short Break programme (0-18) on behalf of Shropshire Council, remains the focus of Actio, but the PACC Healthy Lives programme enables us to offer a wider range of activities for the 0-25 age group.



Actio/All In membership continue to grow, with 1310 families now registered. When families register for either All In (0-18) or Actio (0-25) they are offered the chance to sign up to receive information from PACC, including the PACC newsletter and information about surveys, SEND activities and events, connecting them to the wider SEND Community. Take-up of All in / Actio activities is still lower than we would hope and PACC continues to champion the need for a 'Short Break navigation' support (similar to support provided when families participate in the Healthy Lives Programme) to actively support families to find and try activities which meet their child's needs.

Healthy Lives Programme

PACC successfully secured funding to run Healthy Lives programme for a third year. The summer holiday programme offered activities for 8-14 year olds, 14-25 year olds, an all age family offer and an increased activity offer for young people with PMLD.



The 2024 Summer programme:

- supported 136 children and young people to participate (54% increase on 2023)
- provided 837 activity spaces (a total of 147,206 hours of provision) with an occupancy rate of 90%.
- offered a much wider range of holiday experiences by working with over 40 providers.
- piloted several of the new activities with Buddies in the Easter and May half- term to gauge interest and suitability.
- continued to offer the supported booking and matching processes to ensure the support needs of the young people were met.



Once again, the programme was very positively received and culminated in a fun celebration event in October half term with Brad Fitt, from Shrewsbury Panto, presenting the certificates. Young people have grown in confidence, built friendships, learnt new skills whilst improving their physical and mental well-being.

PACC extended the Healthy Lives Programme in 2024 to offer activities across all school holidays. Over the Christmas period eighty three children and young people along with parent carers attended exclusive cinema screenings of Polar express and Red One and eleven families attended a Santa Steam train experience. This year extended HLP was funded via successful bids to the Inclusive Communities Fund (Heart of England Community Foundation) and Vibrant Shropshire.

PACC hosted its second Christmas Grotto and Santa Experience with 41 children and young people visited Santa and spent time enjoying the craft and sensory activities, with an additional 14 attending a 'non-believer' session to do Christmas crafts and socialise with friends. The focus of this event was on providing a flexible and person-centred experience, with gifts that reflected the young people's interests and a successful interaction with Santa for people with SEND 0-25. The feedback from families was extremely positive and the day was one of the highlights of the year for the PACC team members involved.

PACC would like to thank The Inclusive Communities fund, for funding the 2024 Healthy Lives Programme.



Buddies Social Network

PACC's Buddies Social Network has gone from strength to strength. Buddies activities encourages the growth of confidence and friendship circles for young people 14-25 during the stage known as Preparing for adulthood, which is recognised as a particularly challenging time for young people and families. This year there has been a rapid growth of Buddies Membership (from 204 to 372 families (83%). Although membership has grown, encouraging young people to start attending activities remains a challenge.



Buddies (14-25 year old's) has had 427 children and young people accessing activity sessions throughout the year, with the support of parent carers. In addition to monthly bowling, young people enjoyed trips to the theatre, games mornings at Nerdy Coffee Co, a bingo night, walks at Attingham Park and a Christmas disco. Buddies also piloted working with new providers for the Healthy Lives programme. Buddies Junior for 8–14-year-olds, has continued to grow and has become an established part of PACC's community support offer, with 227 children accessing activities including bowling, soft play, crafts and a farm trip.



Preparation For Adulthood Navigator Project

The 'Preparation for Adulthood Navigator Project', which is funded via the NHS Learning Disability and/or Autism Programme, aims to improve the experience of transition to adulthood for young people aged 14-25 years and their families.

PACC developed the PFA Navigator Role based on previous discussions and engagement with parent carers who had experienced transition to adulthood and responds to the challenges highlighted, such as difficulties in finding information about what is available and the lack of someone to talk to about this next step in a young person's life. The funding for this project ends at the end of the 2024/25 academic year.



There has been a total of 846 enquiries through the PFA Navigator Project during this period. 165 Parent Carers have received 1:1 contact with the Navigator and through community support engagement 681 Parent Carers have received Peer Support whilst their young person has accessed activities.

Key themes highlighted have included Education, Health and Care Plans, Social Opportunities, and Mental Health support for both children and young people and parent carers. A full breakdown of themes is shared below.

Topic	Y1 T1	Y1 T2	Y1 T3	Total Y1	Y2 T1	Y2 T2	Y2 T3	Total Y2	Y3 T1	Y3
EHCP-Quality	6	12	13	31	21	42	53	116	27	
EHCP-Timeliness	2	5	6	13	0	15	24	39	34	
EHCP-Application process	1	0	4	5	0	0	0	5	2	
EHCP- Inappropriate/ no named provision	0	2	2	4	0	5	12	17	11	
EHCP- Annual review	10	14	18	42	27	0	26	53	16	
EHCP total enquiries	19	33	43	95	48	62	115	225	90	
No education provision placement	0	0	0	0	0	0	4	4	9	
Education Provisions	0	2	6	8	15	26	14	55	6	
Post-16 Education Options	0	10	11	21	11	16	27	54	13	
Social Opportunities	0	6	32	38	33	35	89	157	32	
Mental Health Support- CYP with ND	4	13	19	36	20	26	40	86	28	
Mental Health Support- Parent Carers	2	5	12	19	13	14	14	41	32	
SEND Transport	0	4	0	4	3	6	11	20	3	
Support for CYP	0	3	15	18	16	16	18	50	13	
Accessing PA's	1	5	19	25	26	34	20	80	19	
Communication with Practitioners	6	10	12	28	12	26	41	78	24	
Finances and Benefits	4	5	9		11	12	12	35	3	
Power of Attorney/ Deputyship	0	3	1	4	2	3	8	13	2	
Housing- Supported Living	0	4	8	12	9	11	11	31	8	
Housing- Independent Living	1	2	1	4	2	3	3	8	2	
Tribunal Process	0	0	0	0	3	4	6	13	1	
Complaints procedure	0	2	0	2	5	4	5	14	18	
1:1 direct contact (calls)	22	19	84	125	26	32	110	142	23	
community support engagement		27	27	54	124	168	208	500	181	
Total	22	46	111	179	150	200	318	642	204	

The key messages received via the PFA Navigators Project are:

- The importance of being listened to and having feelings validated.
- The importance of open communication and responding in a timely manner.
- The importance of providing clear and accurate information.



More information about the PFA Navigator Project in the following reports;

Preparation for Adulthood Project Report- Year 2, Term 1: <http://www.paccshropshire.org.uk/cd-content/uploads/files/PFA%20Y2T1%20Report.pdf>

Preparation for Adulthood Project Report- Year 2, Term 2:

Preparation for Adulthood Project Report- Year 2, Term 3:

Preparation for Adulthood Project- 2 year Impact Report: <http://www.paccshropshire.org.uk/cd-content/uploads/files/PFA%20Navigator%20Impact%20Report-%20final.pdf>

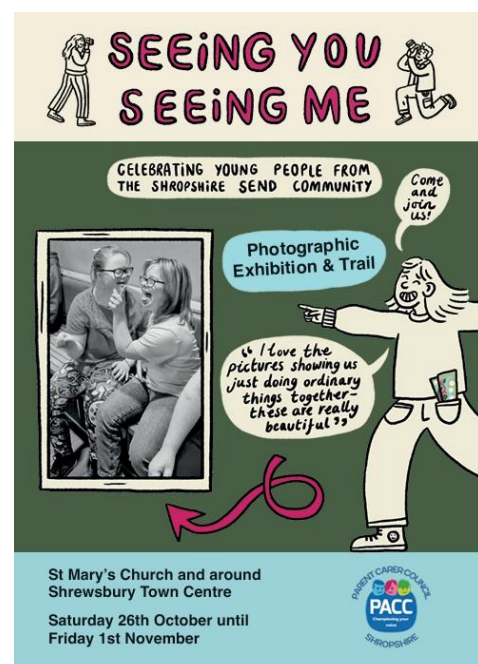
Preparation for Adulthood Project- Year 3, Term 1: <http://www.paccshropshire.org.uk/cd-content/uploads/files/Y3T1%20report-edited.pdf>

PACC have also developed a **Preparation for Adulthood guide** for Parent Carers. A first draft was shared with parent carers and practitioners at PACC's PFA conference Jan 2025, and the final version will be complete by the end of the academic year. The guide has been created using themes in feedback from Parent Carers, covering Education, Health and Social Care and includes legislation, how to access support and services, processes and what to do if things go wrong. The PFA Conference was well attended with the keynote presentation being given by the National Development Team for Inclusion. Further details of this event can be found on the link below.

[PACC Conference Jan 2025 - Planning For the Future](#)

"Seeing You Seeing Me" Photographic Exhibition and Trail

In the October 2024 half term PACC launched the Seeing You Seeing Me Photographic Exhibition and Trail. This groundbreaking photographic event shared photographs selected from over 650 photographs taken during PACC's Healthy Lives Programme. They tell a story of how young people with SEND from Shropshire want to be seen and heard. The images and words show the importance of young people with SEND having access to activities in the community, enabling them to build confidence and friendships that are essential in securing a good quality of life. Over 1300 people saw the exhibition and the feedback was very positive. The young people loved seeing their photographs on display around Shrewsbury, showing the wider community what they could do and what was important to them. 'Seeing You Seeing Me' also was exhibited at Wem Town Hall in January 2025 and at Theatre Severn in March 2025.



The Inclusive Communities Fund

In 2024 PACC were successful in a bid to the Inclusive Communities Fund, managed by the Heart of England Community Foundation, as part of the Commonwealth Games 2022 Legacy. This funding enabled us to extend the Healthy Lives programme for the year and provided much needed support during all holiday periods in 2024. Being an Inclusive Communities Fund provider was a great opportunity to promote PACC's work more widely. Feedback from families participating in Healthy Lives activities, along with photographs from activity sessions were used in the Inclusive Communities Celebration event and the Healthy Lives programme was highlighted in Mental Health Awareness Week by Heart of England Community Foundation.



Heart of England Community Foundation

12 May at 16:01 · 🌐



At the Heart of England Community Foundation, we believe that community-led initiatives are key to improving mental well-being and social inclusion.

For [#MentalHealthAwarenessWeek](#), we're proud to shine a light on one of our incredible grant recipients: [Parent Carer Council Shropshire - PACC](#) and their Healthy Lives Programme.

Supported through our Inclusive Communities Fund, this project focuses on young people (aged 14-25) with learning disabilities or autism (LDA), offering a wide range of community-based activities during holiday periods.

The programme includes sports, arts and cultural sessions - creating a safe, supportive space where young people can build friendships, gain confidence and feel included.

One of the most impactful aspects of the Healthy Lives Programme is its person-centred approach, which ensures that families feel supported and included from start to finish. With a single point of contact and tailored activities, this programme addresses the unique challenges faced by the SEND community during holidays, when routine is disrupted, and social opportunities are limited.

The project not only benefits the young people involved but also supports parents and carers by providing short breaks, helping to reduce stress and burnout.

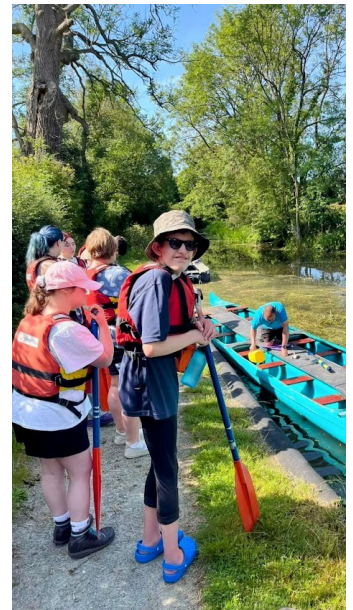
💬 What families are saying:

"It has been beneficial for his self-esteem and confidence in himself."

"Having these activities makes a huge difference to our summer. It stops the dread before the holidays when you wonder how you will fill 7 weeks."

"Taking part in the Healthy Lives Programme has changed my life for the better!"

We're incredibly proud to support such a meaningful and transformative initiative. Thank you to the entire PACC team for your dedication to creating a fairer, happier and healthier Midlands 💙



Information Provision

Impact

- Reduced confusion and anxiety for families by improving the clarity and availability of SEND related information.
- Supported families to make informed decisions and co-produce on an individual level and better access local support through signposting and myth busting.
- Strengthened trust between families and PACC through honest, timely, and user-friendly communication.

Next Steps

- Expand targeted communication strategies to reach a wider demographic of SEND families.
- Develop a digital resource hub as part of the PFA Guide. This is already in development as research and collation of source material is being done from late March.
- Strengthen multi-agency collaboration to align messaging and reduce duplication or contradiction in public-facing information, where we can have this influence.
- Publish new website.

Information Provision plays a vital role in ensuring families of children and young people with SEND are well-informed, engaged, and able to plan effectively for the future. Understand what support is available and how to access it is key in early intervention and the prevention of families going into crisis. Access to clear, accessible and timely information is also an essential component of Co-production. SEND families however repeatedly tell PACC that finding the right information to help them effectively navigate the SEND system is one of the biggest challenges that they face. Too often families do not know what support is on offer or how to access it, this not only prevents them receiving the right support at the right time but also erodes resilience and negatively impacts wellbeing since they feel that there is no support offered.

This work area includes;

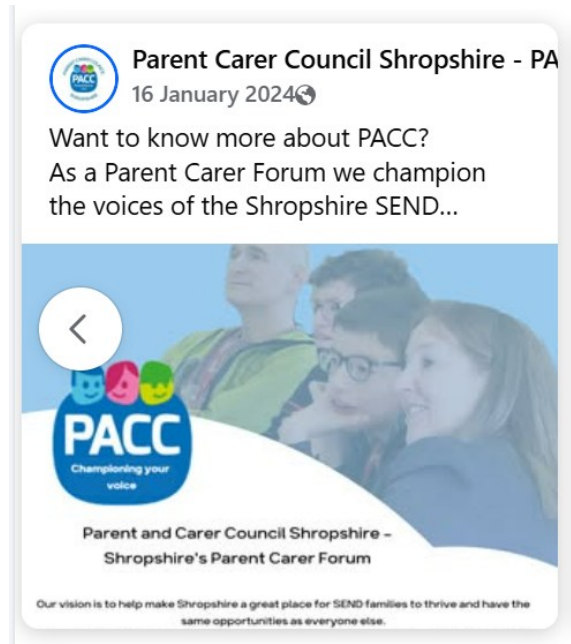
- **Strategic Communications Management:** Oversight of our external communications including social media, resources, and website content. Parts of these duties can be devolved down into area specific work, but oversight is maintained and considered in this role.
- **Information Resource Development:** Creation and curation of accessible materials to support families navigating SEND services. This role ensures consistency across our resources and publications, as well as creating templates to facilitate this.

- **Platform Management: Managing and growing engagement across digital channels;** This includes social media platforms and our website. This role also considers the engagement with other platforms to promote our visibility in the community.
- **Collaborative Working:** Supporting co-production with families and stakeholders to improve the clarity and reach of local information. This can be delivered through high quality information provision, community representation, and meaningful coproduction and engagement.

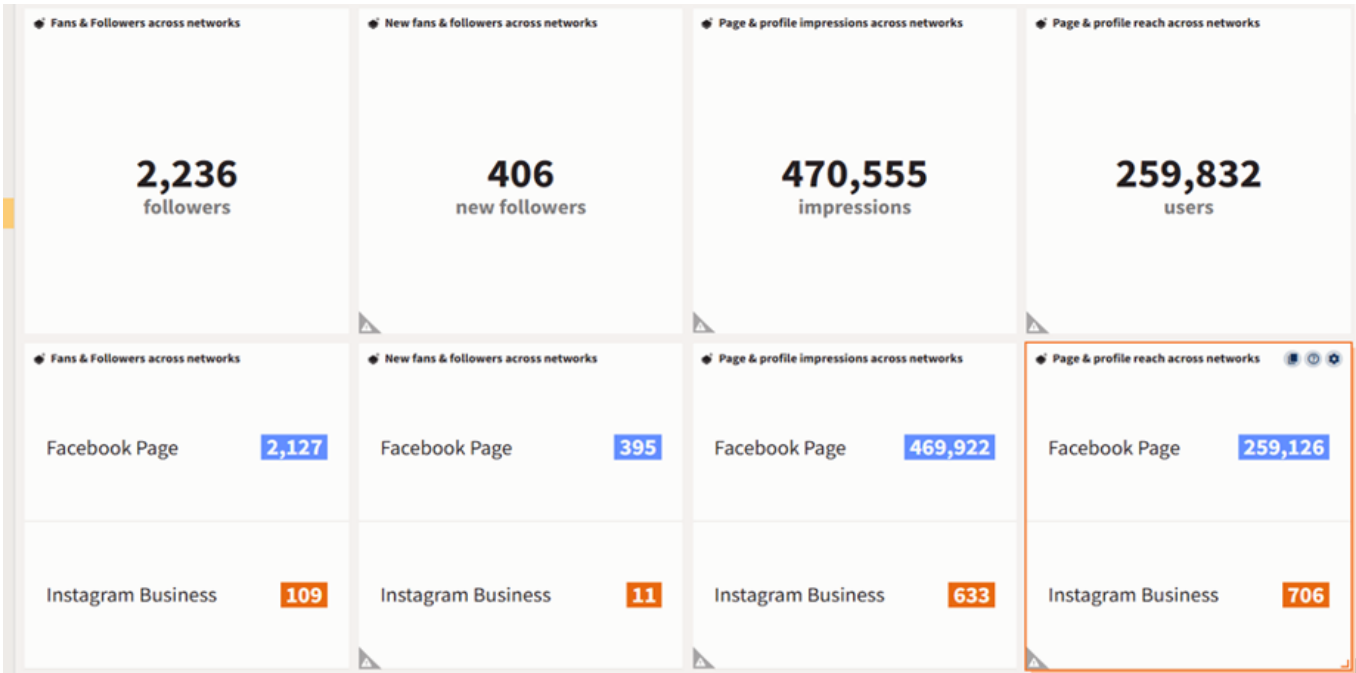


Growth in Reach

PACC's reach has grown steadily with nearly 1500 SEND family contacts on the PACC contact list. Facebook continues to be a key form of contact with the Shropshire SEND Community, enabling PACC to share both local and national information about SEND on a daily basis. The PACC main page has over 2000 followers and we currently host and actively manage 33 closed Facebook groups. Some of these closed groups are topic specific e.g. Learning Disability, Neurodiversity, Preparation For Adulthood etc, while others are for parent carers from particular school communities. This year the PINS project has particularly extended our reach through out Shropshire, with all Year 1 schools now having a closed Facebook group established so that PACC can share information with these parent carer communities on an ongoing basis. 15 more closed Facebook groups will be established in Year 2 of PINS. Our greatest performing posts on social media and website articles have been content relating to the "Seeing You Seeing Me" photography exhibition and snap surveys with the greatest single post reaching 3.9k.



PACC Social Media Statistics



Information Resources Produced and Published

- Developed 15 new resources and social media infographics
- Published 6 national information updates on our website
- Produced 17 PACC Newsletters and coproduced the Shropshire SEND Newsletter
- Sent numerous direct mail outs, sharing newsletters, surveys, and other key information
- Published 65 news articles on the website

Filter by Lastest

Upcoming College Open Events

Posted in: News on 25/09/2024

Are you looking for college options for your young person? A number of local provisions have upcoming open events.

[Read more >](#)

SEND Transport Summary Report

Posted in: News on 04/09/2024

Specialist Transport Summary Report - what has PACC shared with Shropshire Council, what have you shared with us, and what happens next?

[Read more >](#)

PACC Summer 24 Newsletter

Posted in: News on 05/08/2024

This bumper summer edition of the PACC Newsletter includes

[Read more >](#)

Community Led insights on Local Information Provision

- Captured feedback from families about the clarity, accessibility, and availability of SEND information. This is reflected in reports and feedback shared throughout the year.
- Collaborated with SEND Partnership Board members to shape and develop communications plan annually.

Platform and Content Development

- A new PACC website is under development and will be completed and available by the end of summer term 2025. We are creating a core content base with a back catalogue of 12 months data from the existing website; the rest will be archived.
- There will be a focus on Introducing regular themed social media campaigns (e.g., Autism Awareness Month, Preparing for School Transitions). This is being managed by a social media calendar that we have created to help us plan campaigns and key content. This is in its infancy in its use, but we plan to use this as our core development tool going forward.

The PACC Team would like to thank **Clear** for their support with the development of the new website.

Feedback From Families

“This programme has got me through this summer. It has significantly benefited my children and given them wonderful experiences, provided stability and fun, released me from the stress of finding loads of things to occupy them and been absolutely invaluable. Parenting my children is wonderful, but by no means simple and easy - this programme has been a significant help.” (Healthy Lives Programme)

“Excellent conference, with relevant content, useful info, opportunity to ask questions and lovely venue” (Planing for the Future Conference)

“Thank you so much, very informative and good to meet other parents too.” (Planning for the Future Conference)

“I came to PACC after signing up to a parent/ carer course. I had been feeling incredibly isolated and needed to connect with other people who understood. The course itself focused on my life as a carer and what I could do to look after myself. Something I hadn’t really considered; all my energy goes to my children.” (Healthy Parent Carer Course)

“Another fabulous conference, thank you. Great to have a full room - PACC is clearly managing to extend its reach to a wider audience, albeit some only just heard about PACC. Can’t we insist on a flyer being attached to every EHCP in Shropshire??!!” (Planning for the Future Conference)

“Abi has a vast knowledge of what our area offers and about the education system. Knowing she is an email away has been so helpful and reassuring. My daughter is in 16 Year 6 so this year is going to be a challenge, looking for a suitable school to transition to, I know Abi will be there to support me of I have and questions. I value her expertise and knowledge very much.” (PFA Navigator Project)

Organisational Development and Finances

PACC is a registered charity and our accounts are available on the Charity Commission website ;
SHROPSHIRE PARENT AND CARER COUNCIL - 1150180

Finances

PACC accounts were submitted late this year due to the impact of increased activity and workload, PACC has identified the need to prioritise strengthening its Governance activity and administrative support going forward to ensure timely reporting.

An overview of funds received and carried forward is given in the table below.

11 Statement of Funds	Brought Forward £	Incoming Resources £	Resources Expended £	Transfers in/(out) £	Carried Forward £
Unrestricted Funds					
Shropshire Council	192	-	-	-	192
Capital Grant Fund	1,748	-	(485)	679	1,942
General	5,927	22,852	(6,744)	7,189	29,224
	<u>7,867</u>	<u>22,852</u>	<u>(7,229)</u>	<u>7,868</u>	<u>31,358</u>
Restricted Funds					
Department for Education	-	17,500	(17,301)	(199)	-
Regional Meeting	8,404	-	(7,204)	-	1,200
Actio	-	12,000	(9,331)	(2,669)	-
PA Pool Project	1,338	-	-	-	1,338
NMAIS	41,457	136,200	(148,244)	(9,000)	20,413
Healthy Lives	21,599	10,000	(19,924)	5,000	16,675
AIS	4,000	-	-	4,000	8,000
PFA Navigator	30,283	50,000	(37,024)	(5,000)	38,259
LDA Peer Support Funding	-	-	-	-	-
Total	<u>107,081</u>	<u>225,700</u>	<u>(239,028)</u>	<u>(7,868)</u>	<u>85,885</u>
Total of Funds	<u>114,948</u>	<u>248,552</u>	<u>(246,257)</u>	<u>-</u>	<u>117,243</u>

Our accounts are prepared by Community Accounting Services. PACC also reports separately to grant funders on the individual financial management of each project. All grant funding reporting has been approved and signed off during the period covered by this report.

Staffing

The PACC staff team has grown this year with the PINS project enabling the recruitment of a School Liaison Lead. The team now consists of 6 paid members of staff (1 fulltime and 5 part time posts). The funding of an administrative post has been very valuable and supported our ability to respond more effectively to parent carer contact.

Governance

PACCs activities are overseen by a board of trustees. Two of our Leads are also trustees, which is permitted under our constitution, providing that there is no payment received for carrying out trustee duties. It's vital that the board of trustees has the required knowledge, skills and diversity to ensure PACCs ongoing success and long-term sustainability. Our current trustees are all parent carers and bring a range of wider skills but we need to strengthen our board of trustees by bring in new skills and experience, including finance and legal. Details of PACC Trustees are available on the Charity Commission website.

The following PACC policies are in place and a programme of review and updates is ongoing.

Social Media	Health & Safety Handbook	Code of Conduct
Financial Control	Equality & Diversity	Complaints
Safeguarding Children & Vulnerable Adults	Data Security	Actio Privacy Statement
Data Usage & Storage		

Looking Forward

As PACC continues to grow both as an organisation and in terms of what we deliver, the importance of strengthening our governance and administrative capacity to meet our organisational responsibilities has been highlighted. Our Constitution was last reviewed in 2016 and it is a key priority to review this document going forward, ensuring that PACC is operating in an effective and transparent way.

When PACC was established as a charity in 2012 advice and guidance received recommended that we registered as an 'unincorporated association.' As PACC has taken on more organisational responsibilities, including paid staff we have recently been advised that PACC should review its status and move to become an 'incorporated association'. This is because an unincorporated association (PACC's current status) does not allow PACC to enter into contracts or own property in its own right. While PACC has no plans to purchase property in the near future, if the Community Support area of work continues to grow PACC may need to consider entering into delivery contracts in its own right, related to the delivery of services. This is a key consideration for PACC's future development. Being able to issue contracts would also provides more security for paid staff. PACC is working with 'Community Matters' to secure advice and guidance on this change [Community Matters Yorkshire](#)

In terms of funding PACC's activity the Department For Education Participation Grant will continue to provide our core funding going forward. The PFA Navigator funding ceases in September 25 and PACC will be actively seeking new funding opportunities to enable this support offer, along with the Healthy Lives Holiday programme to continue. Donations have also grown over the past 12 months and our unrestricted funds will allow for activity to continue for a limited period while further funding is secured.