

# Building bridges with SEND parents

Presented by: **Jon Twycross**, Director, B Squared

## Aim

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This webinar is for schools that want to improve communication with SEND parents but aren't sure where to start. They may be sharing updates occasionally but want to make engagement more meaningful, proactive, and effective. We'll show you how Evisense can help build stronger relationships and keep parents actively involved in their child's learning.

# B Squared Overview

What schools ask for  
informs us; what they  
need inspires us



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B Squared Ltd | [www.bsquared.co.uk](http://www.bsquared.co.uk)

## 1 Focus on SEND Pupils

B Squared concentrates on aiding pupils with Special Educational Needs and Disabilities (SEND) by identifying and tracking the essential small steps of progress that are crucial for their development and ensuring they are aptly supported.



## 2 25 Years of Expertise

With over a quarter-century of industry experience, B Squared has become a leader in monitoring and demonstrating progress for pupils with SEND, providing educational institutions with reliable and proven tools to facilitate effective learning.



## 3 Commitment to Inclusion

Inclusion is a core value for B Squared, and we design products that support all pupils, regardless of their educational needs. Our inclusive approach ensures that no student is left behind.



## 4 Collaboration with Schools

B Squared works closely with hundreds of schools each year, helping them tackle challenges related to assessment, data management, and progress demonstration. These partnerships enable the creation of tailored solutions that effectively meet individual school needs.



## 5 Versatile Frameworks

Our frameworks are designed to cater to a diverse range of abilities and ages, ensuring that every pupil's progress can be accurately measured and tracked, thus promoting an inclusive educational environment.

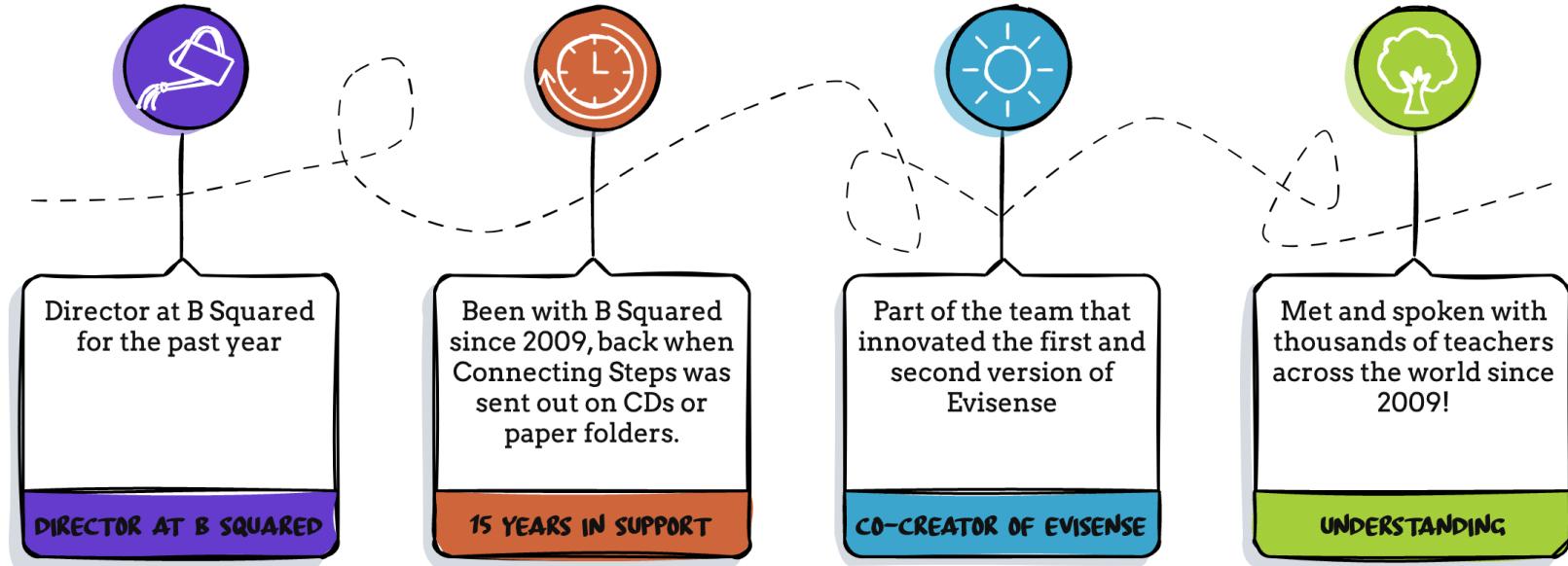


## 6 Adaptable Tools

Our assessment tools are highly adaptable and customizable, allowing schools the flexibility to implement them in ways that best suit their specific requirements, enhancing the effectiveness of their educational strategies.



## \* MEET JON TWYCROSS



# SEND

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## Building Bridges with SEND Parents

# SEND

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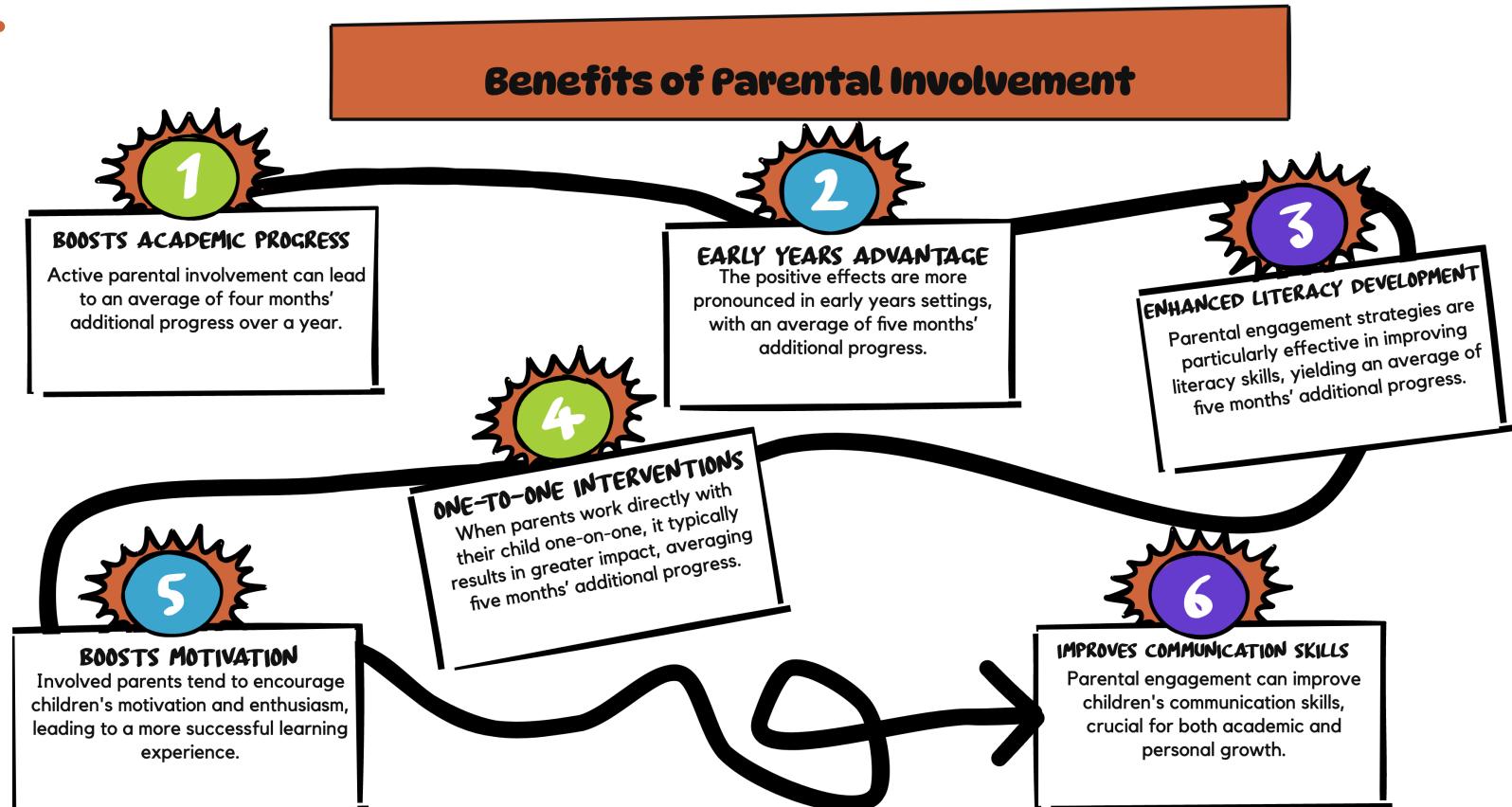
Is this just about SEND Parents?

# SEND

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**No, and that's a good thing!  
This works for all parents!**

# Benefits



Source: <https://educationendowmentfoundation.org.uk/education-evidence/teaching-learning-toolkit/parental-engagement>

# More benefits

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## GLOBAL BENEFIT

PARENTAL ENGAGEMENT APPROACHES HAVE BEEN EVALUATED IN 10 COUNTRIES AROUND THE WORLD WITH BROADLY SIMILAR FINDINGS.



## LOWER ATTAINERS BENEFIT

APPROACHES WHERE A PARENT WORKS DIRECTLY WITH THEIR CHILD ONE-TO-ONE TYPICALLY SHOW GREATER IMPACT (+5 MONTHS). LOWER ATTAINING PUPILS APPEAR TO BENEFIT IN PARTICULAR.



Source: <https://educationendowmentfoundation.org.uk/education-evidence/teaching-learning-toolkit/parental-engagement>

## In summary

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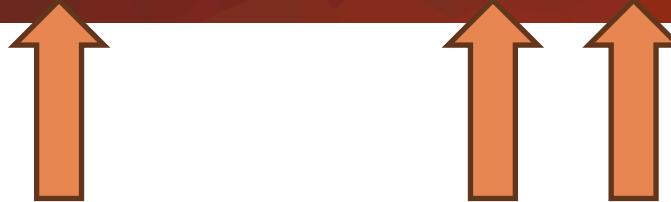
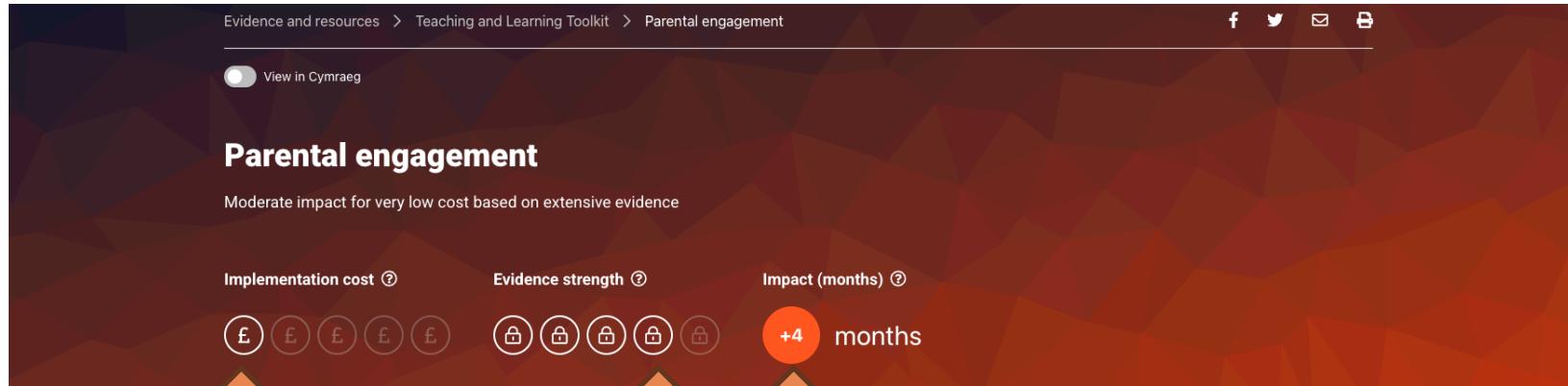
**At least +4 months additional progress!**

Source: <https://educationendowmentfoundation.org.uk/education-evidence/teaching-learning-toolkit/parental-engagement>



# So just do it right?

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Source: <https://educationendowmentfoundation.org.uk/education-evidence/teaching-learning-toolkit/parental-engagement>

# Challenges



## Parental Engagement Challenges



Schools face challenges engaging all parents evenly.

### DIFFICULT TO GET RIGHT

Simply increasing involvement doesn't ensure improved student outcomes

### LIMITED IMPACT FROM COMMUNICATION

Mass emails and newsletters often fail.

### COMPLEX

Parents need clear, actionable guidance to support learning.

### NEGATIVE SCHOOL EXPERIENCES

Some parents' past education experiences discourage proactive involvement due to lack of confidence.

### REQUIRES PLANNING

Well-targeted plans are required for effective engagement.

### RISK OF WIDENING GAPS

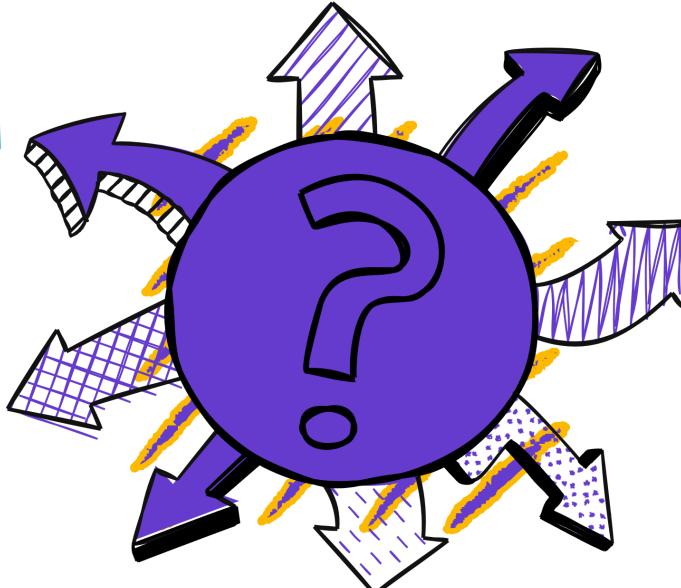
Efforts may benefit proactive parents, disadvantaging those with limited resources, time, or confidence.

### SCHOOLS' WORKLOAD CONSTRAINTS

Staffing and time pressures hinder schools from maintaining personalised, sustained engagement with parents.

### DIGITAL DIVIDE & ACCESSIBILITY

Unequal technology access hinders digital communication, requiring additional support for effective parental engagement.



Source: <https://educationendowmentfoundation.org.uk/education-evidence/teaching-learning-toolkit/parental-engagement>



# The Big Question

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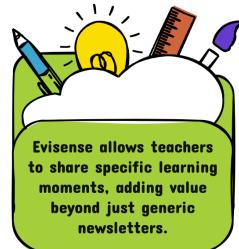
Can Evisense help address  
these challenges??

# The Big Answer

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Yes...  
...but not everything

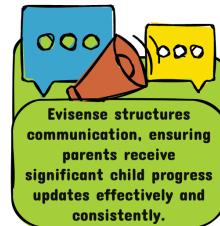
# The Broad How



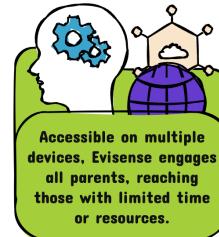
## Personalised Communication



## Builds Positive Relationships



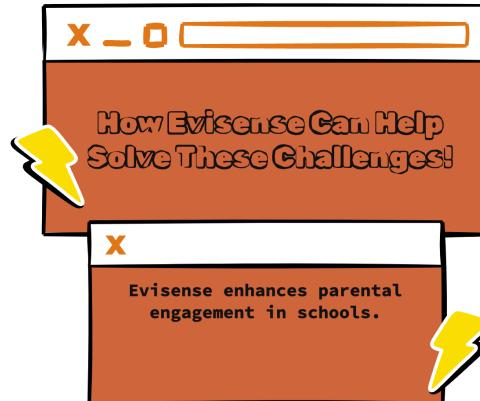
## Engagement Simplification



## Inclusive Engagement



## Teacher Time Savings



## User-Friendly Platform

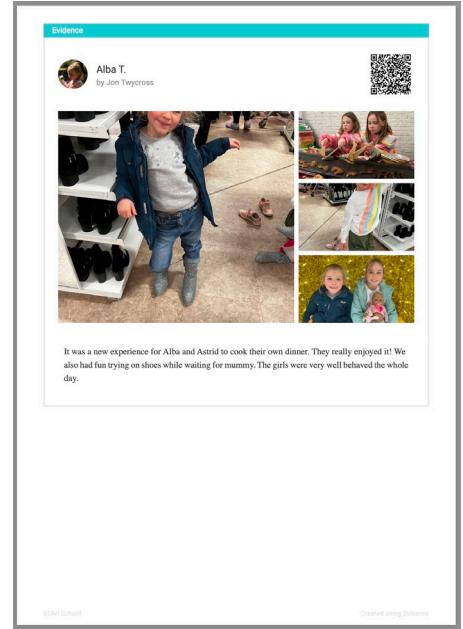
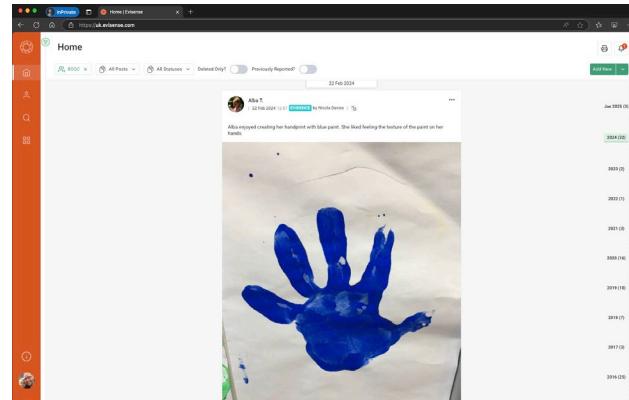
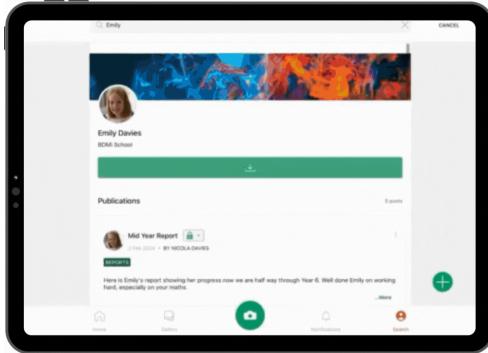
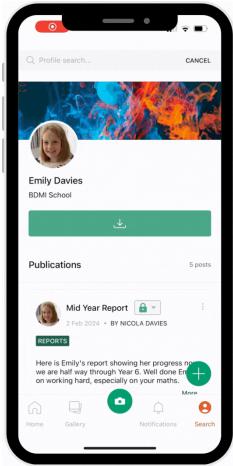


## The BIG How

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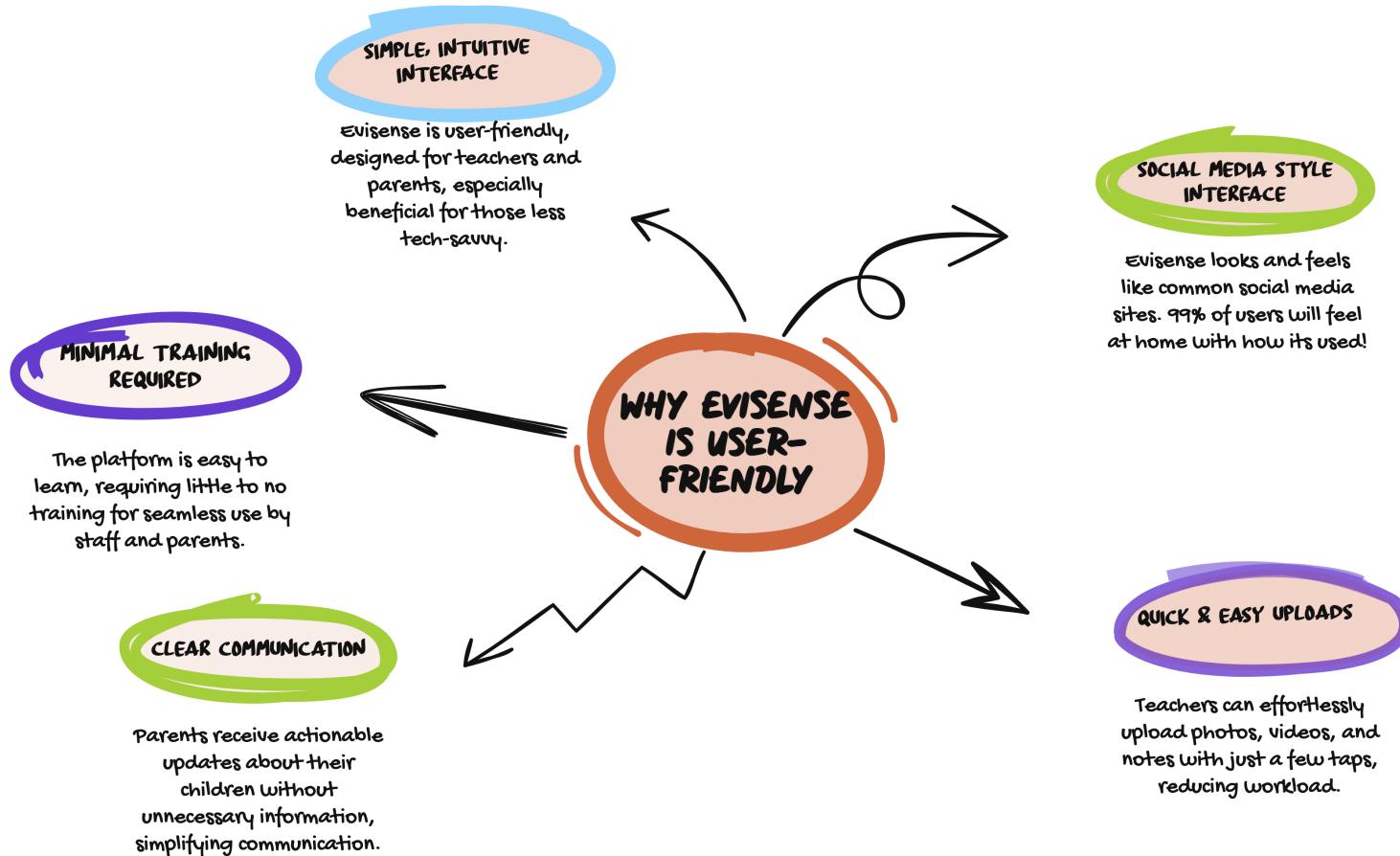
**HOW does Evisense help address those challenges  
and help build bridges with SEND parents!?**

# Accessibility



# The Learning Curve

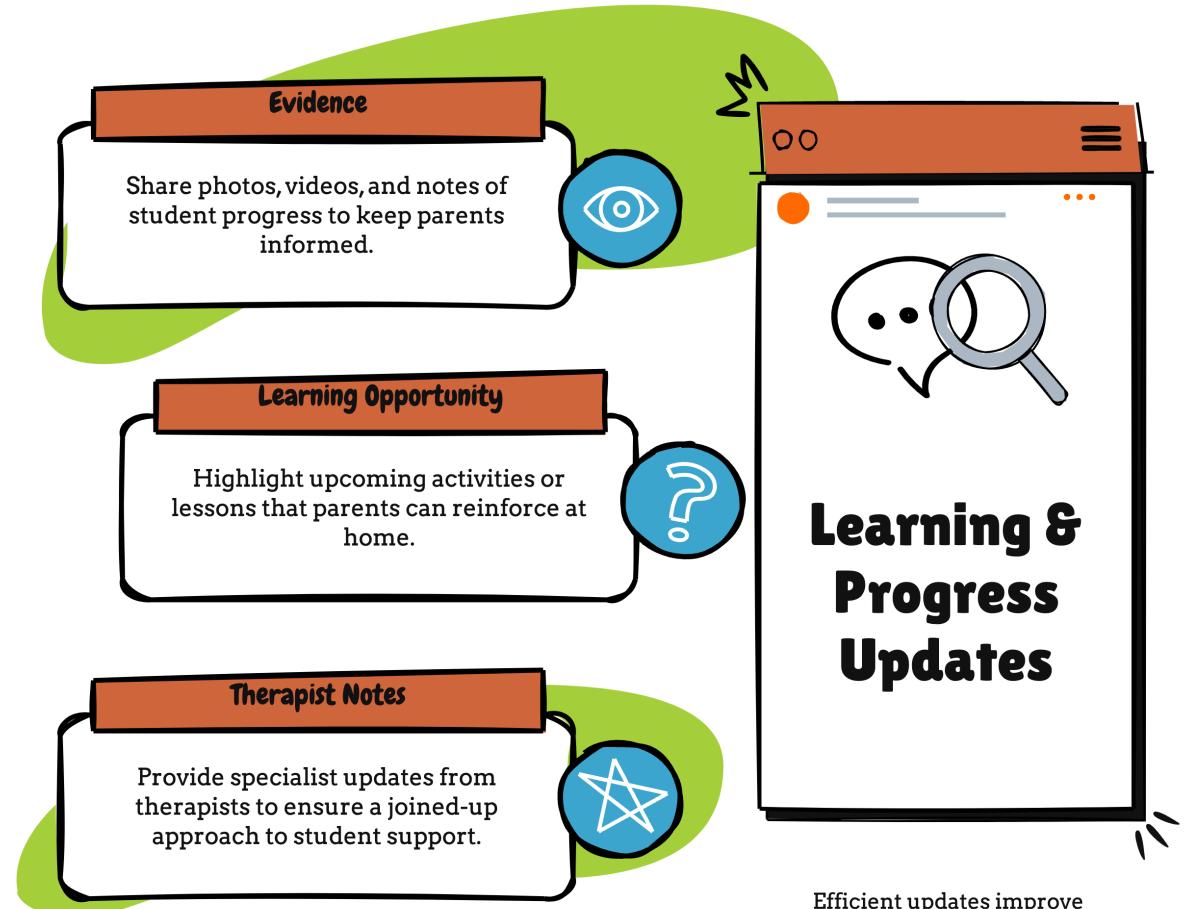
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# Streamlining

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## What can you share in Evisense?

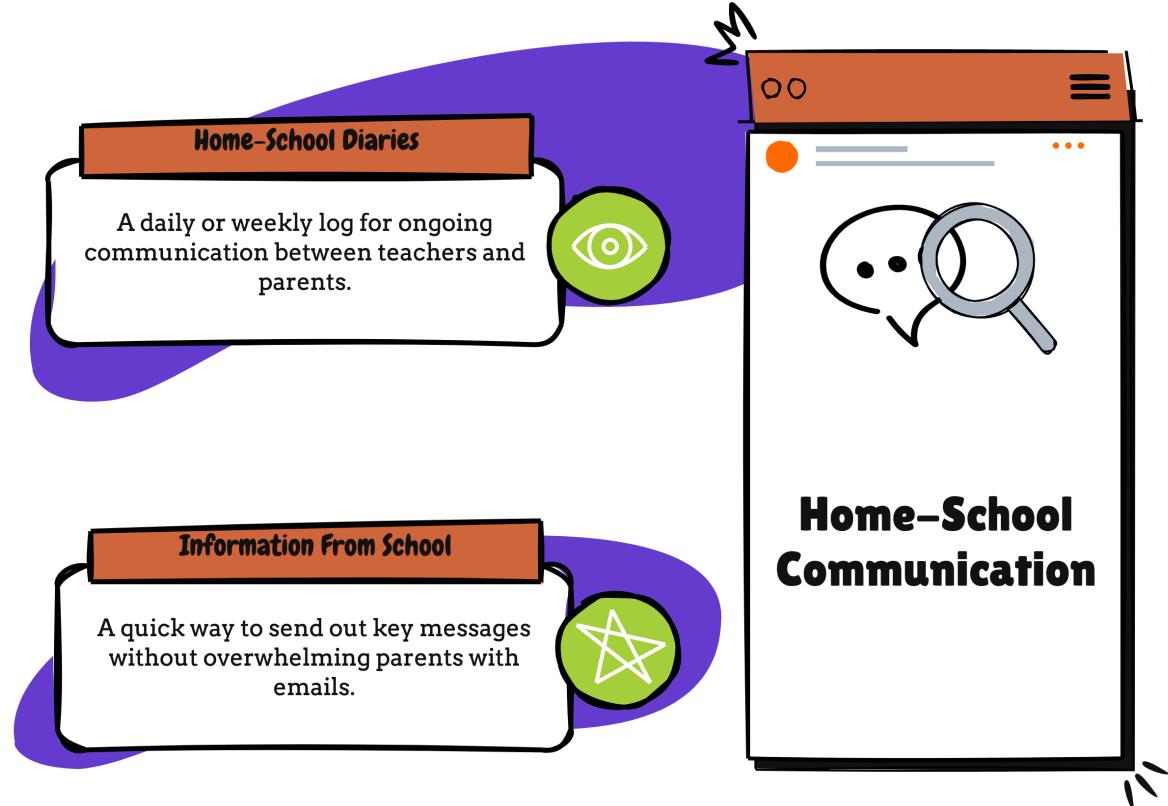


Efficient updates improve parental involvement

# Streamlining

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## What can you share in Evisense?

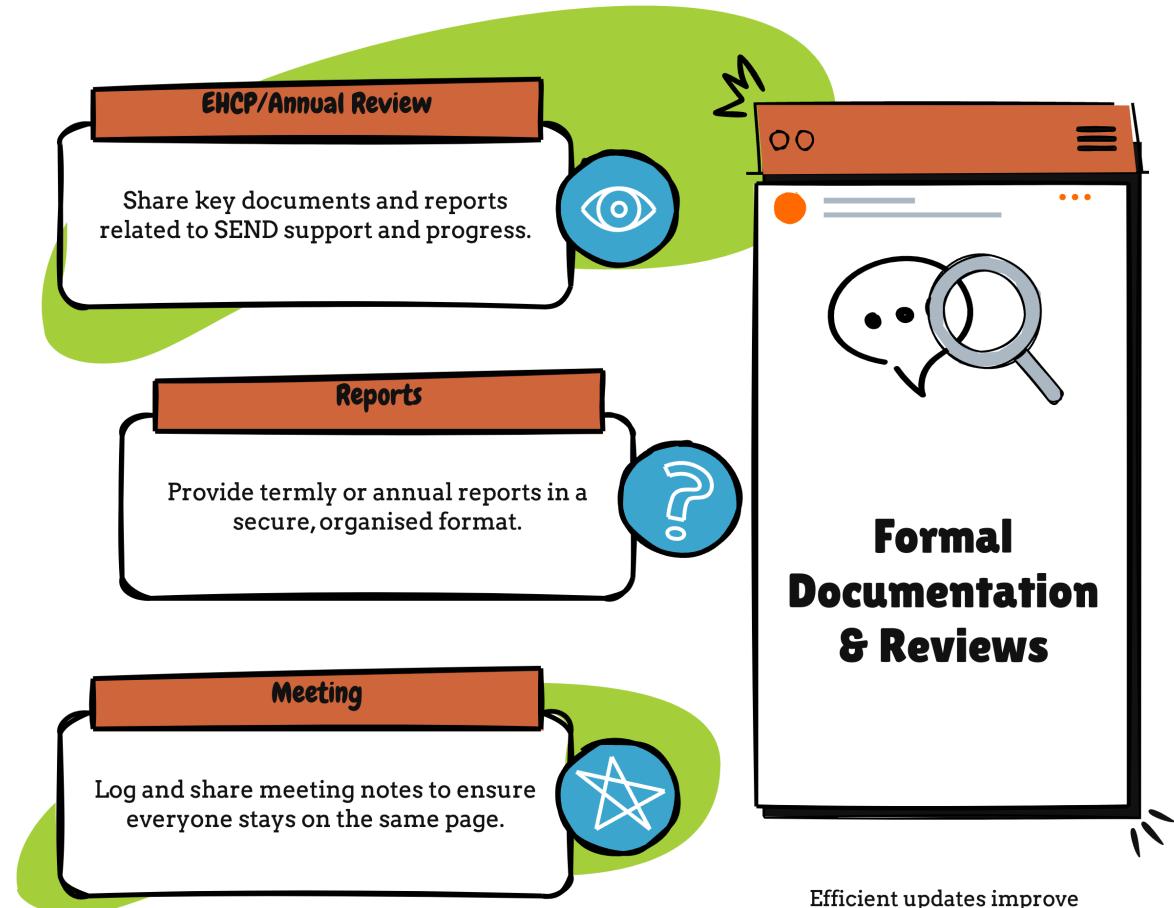


Efficient updates improve  
parental involvement

# Streamlining

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## What can you share in Evisense?



# And Parents?

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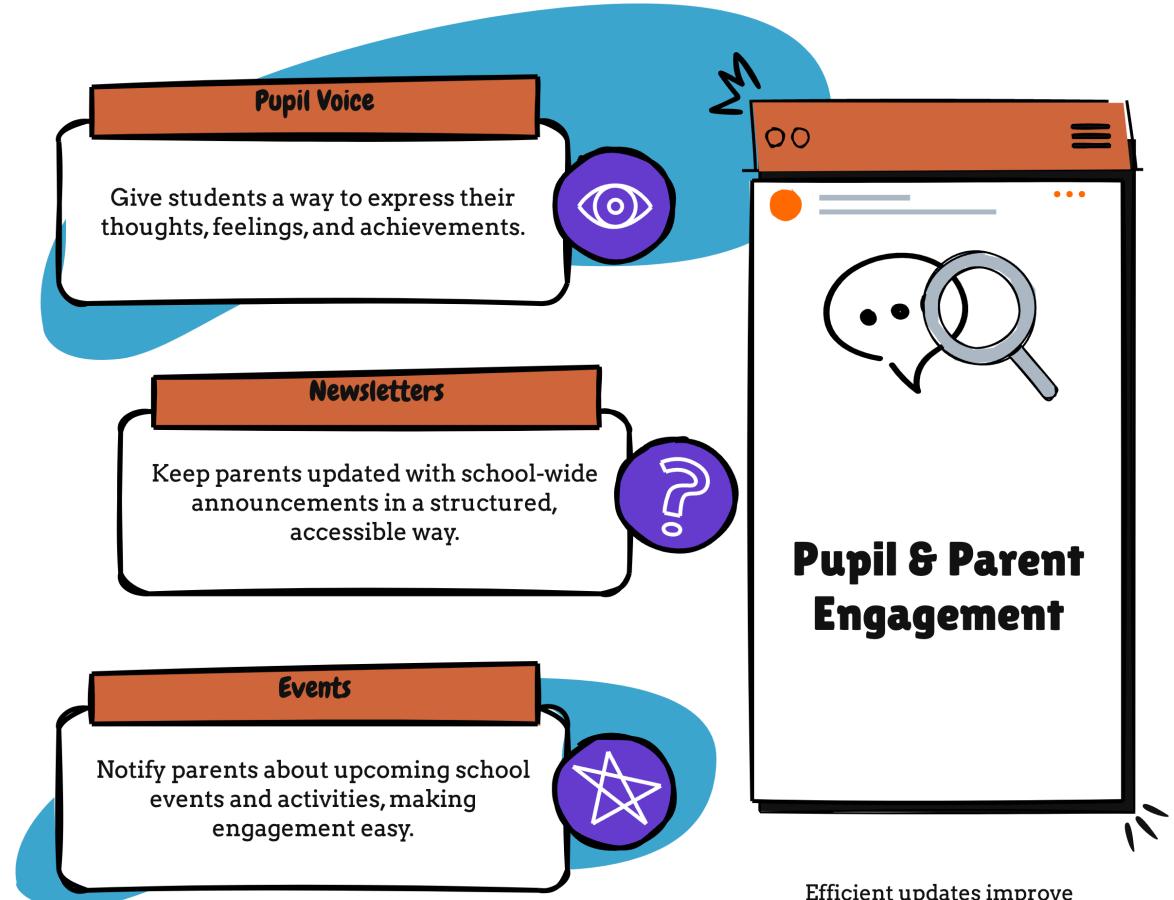
## What can you share in Evisense?



# Streamlining

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## What can you share in Evisense?



# And parents?

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## Parental Isolation!

# And parents?

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## What can parents share with us??

# And parents?

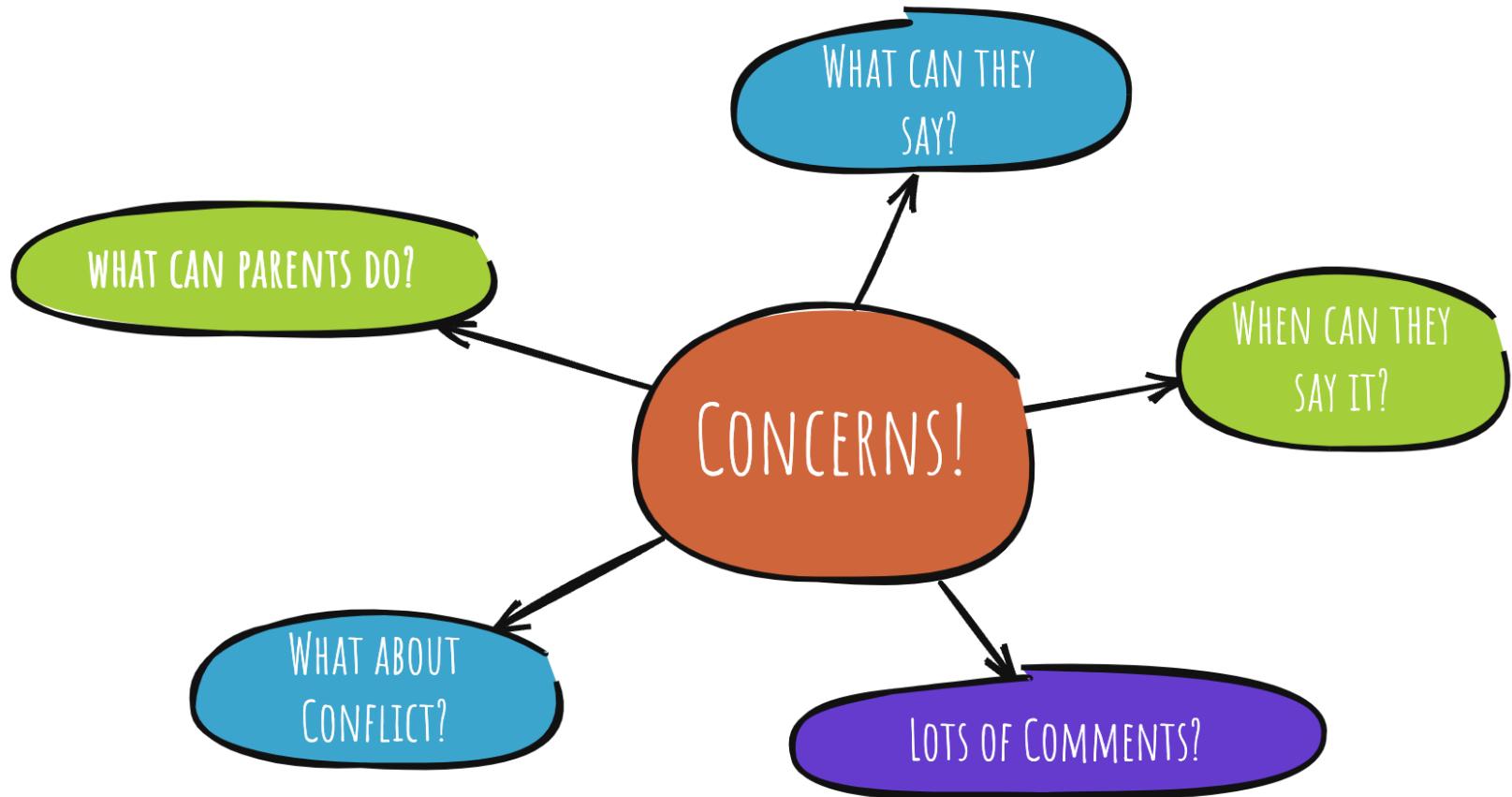
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It depends...

...for all the right reasons!

# Biggest concerns

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# Permissions

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## **WHAT CAN PARENTS DO?**

### DO NOTHING

PARENTS HAVE NO ACCESS TO  
EVISENSE



### VIEW & LIKE

PARENTS HAVE THE ABILITY  
TO COMMENT AND LIKE  
POSTS LINKED TO THEIR  
CHILD



### VIEW, LIKE & COMMENT

PARENTS CAN NOW ALSO  
COMMENT ON POSTS LINKED  
TO THEIR CHILD



### VIEW, LIKE, COMMENT & CREATE

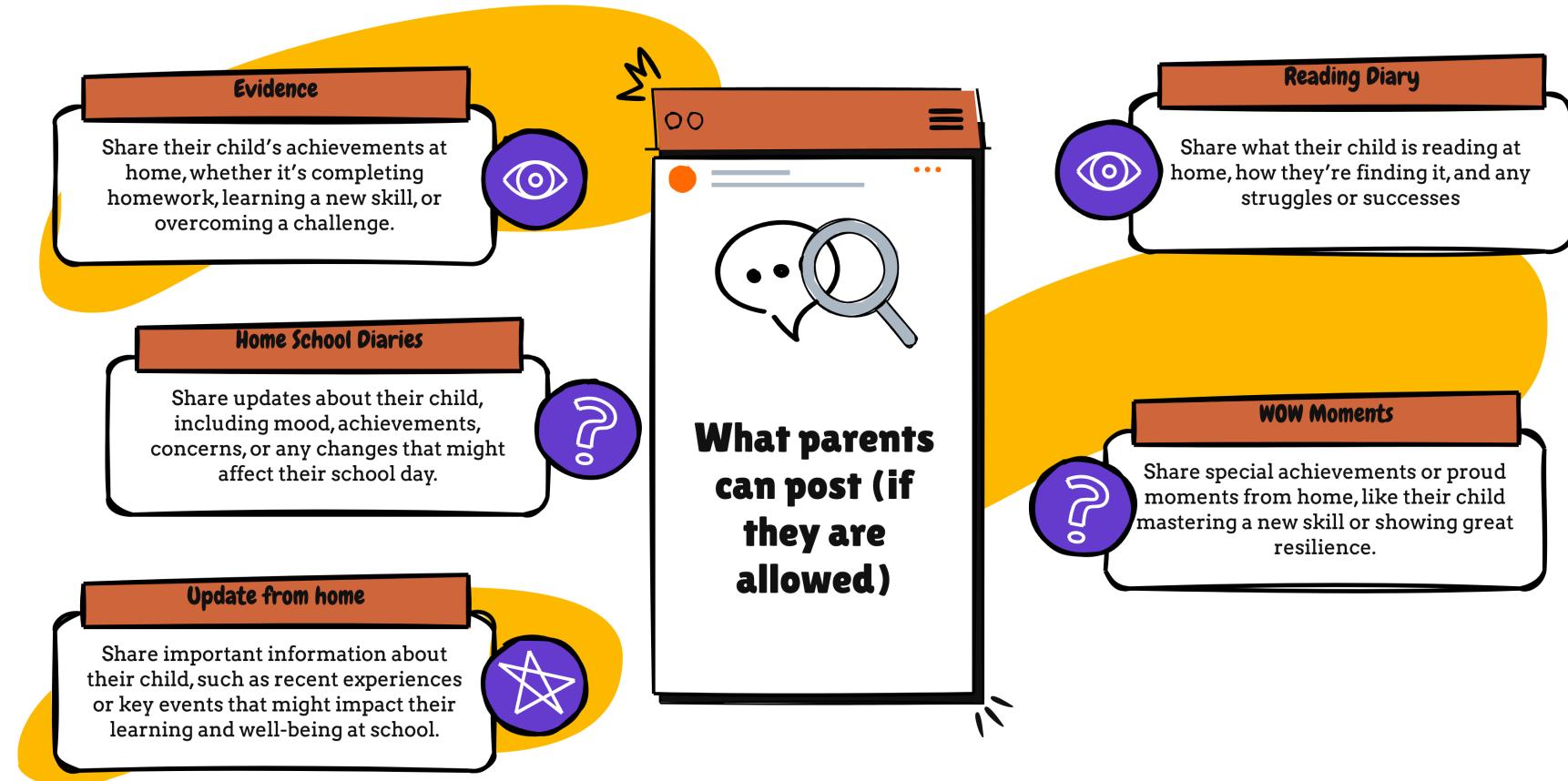
PARENTS CAN SHARE THEIR  
OWN POSTS WITH TEACHERS



**THESE ARE SET PER PARENT!**

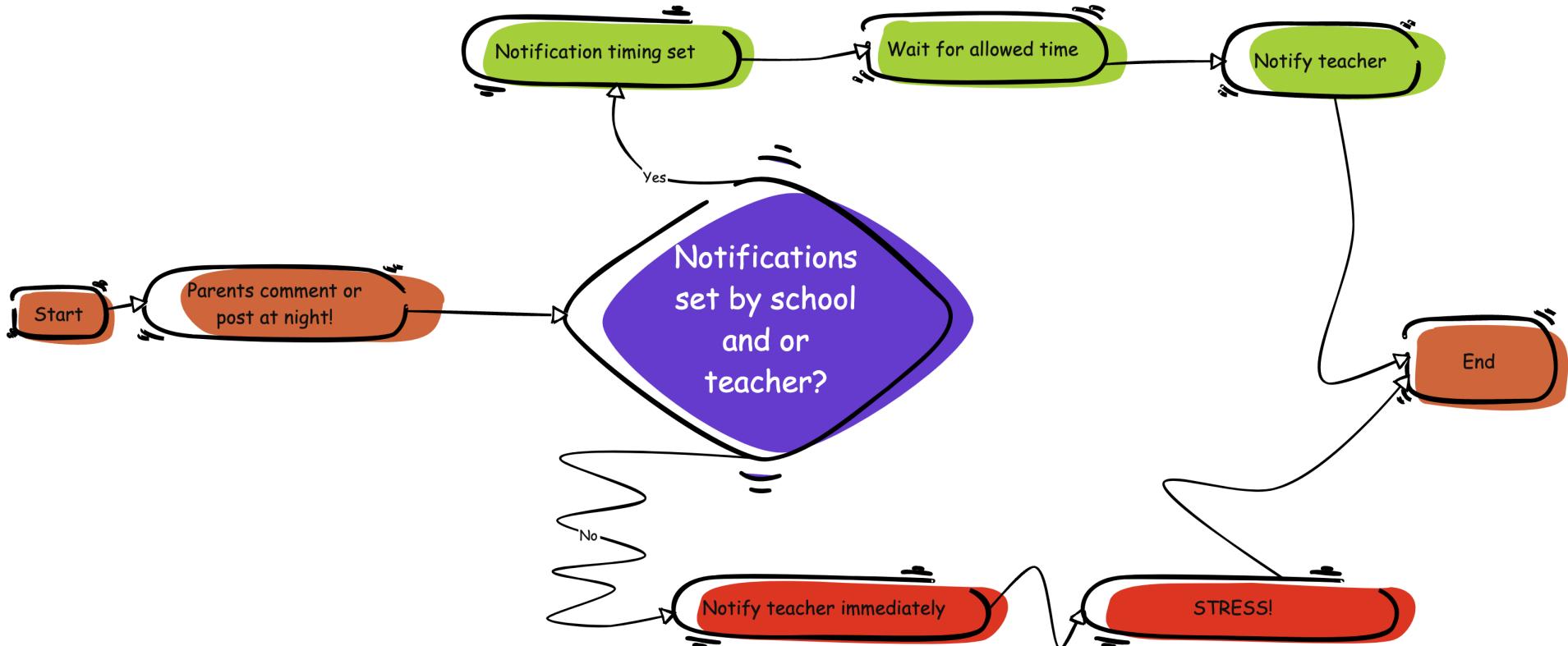
# Posts

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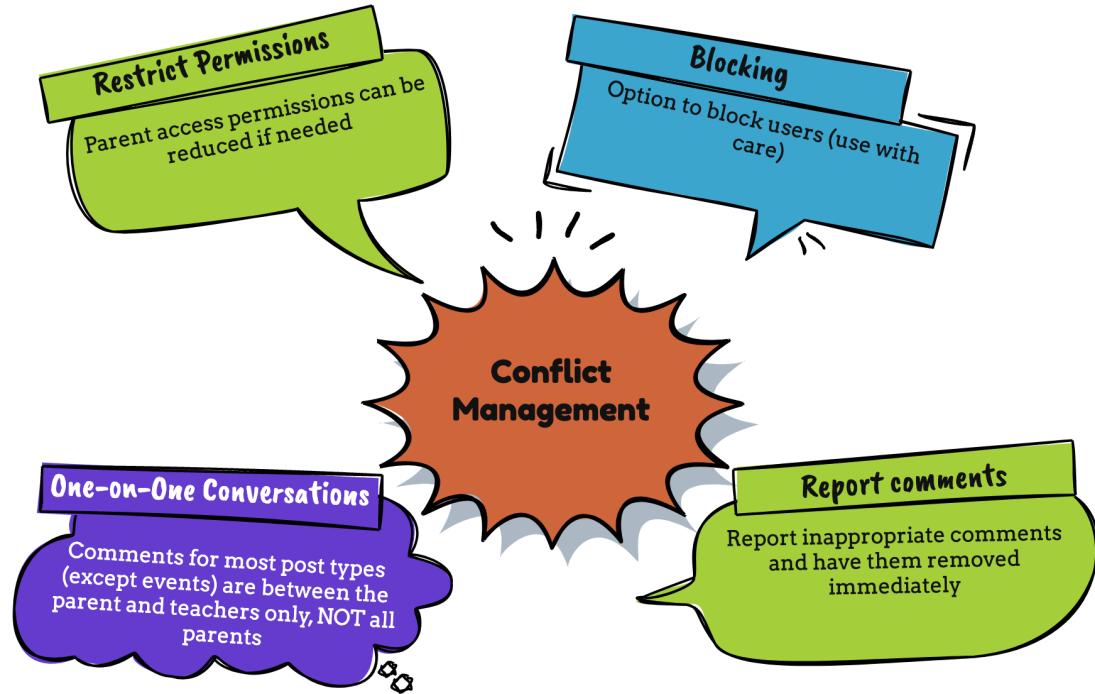


# When can they say it?

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# Conflict?



# How implement/grow your Evisense

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**Flexibility is key!**

# Ideas

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## Launch Evisense Effectively



### Start Small

Begin with a few children initially to manage effectively.



### Use with teachers only

Allow teachers only to access Evisense



### Use print outs/PDFs

Share with parents via print outs/PDF documents direct from Evisense



### Use Parent Mode

Use the parent mode at parents evenings to share evidence



### Setup permissions

Tailor system settings to your school!

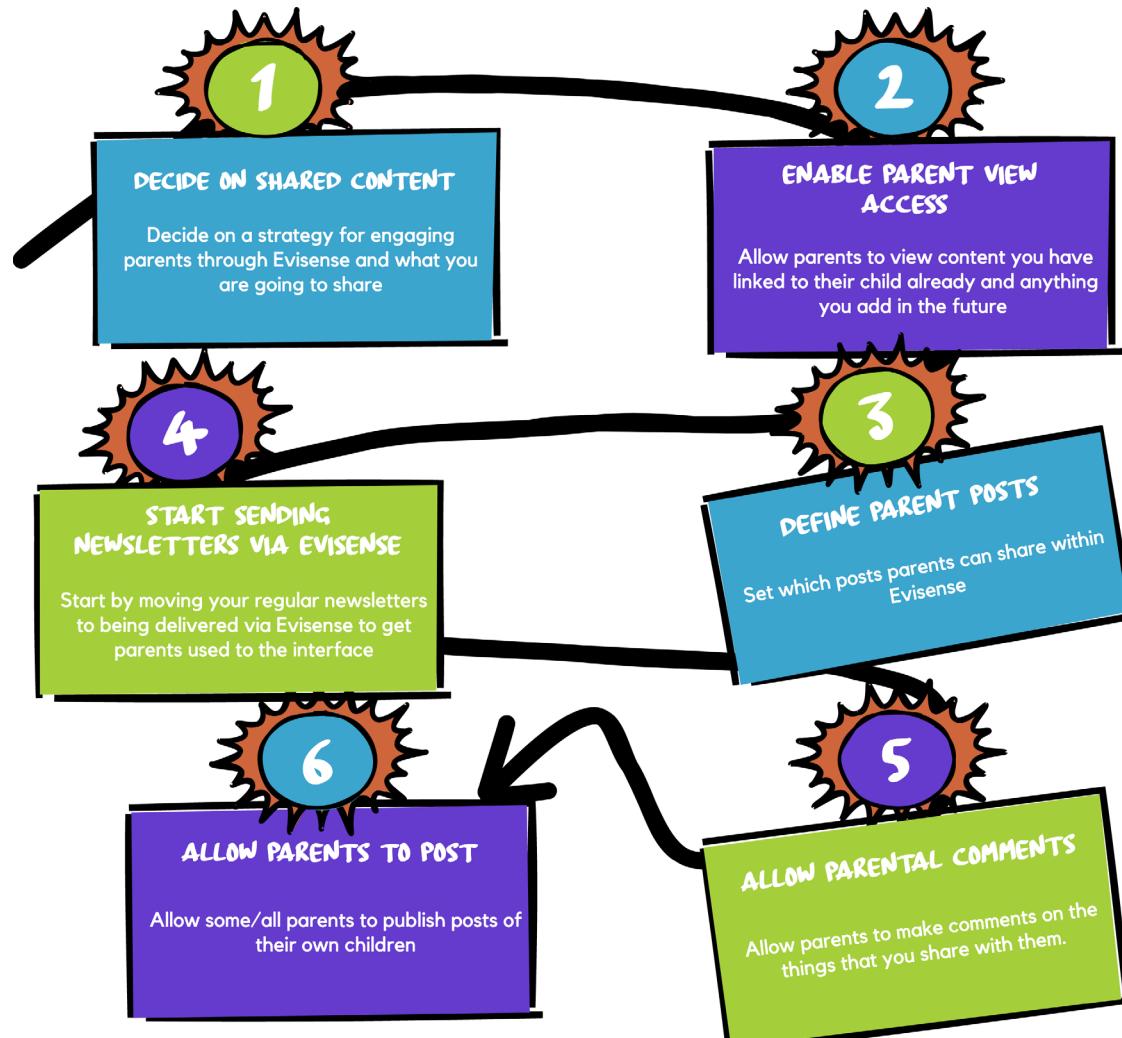


# How implement/grow your Evisense

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Grow confidence...

# Expand...



# Expand...



# Q&A – Ask Your Questions

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**What do YOU want to know?**

**Let's see what you asked,  
and see if I can answer your questions**

**(If you haven't asked yet, ask now!)**

*Email me for more information or if you have any questions - [jon@bsquared.co.uk](mailto:jon@bsquared.co.uk)*

Book a **FREE** online meeting using the button below if you have any questions.

Podcast - [www.thesendcast.com](http://www.thesendcast.com)



# SENDcast – #1 FREE podcast for SEN

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The image shows the SENDcast Podcast logo, which includes a microphone icon above the text 'SENDcast PODCAST'. Below the logo is a green banner with the text 'Multi-Award-Winning Podcast'. On the banner, there are three award badges: 'BETT AWARDS 2025' (FINALIST), 'WINNER – RESOURCE FOR SEND AWARD 2024' (nased), and 'BRITISH PODCAST AWARDS 2023' (FINALIST). At the bottom of the banner are links for 'APPLE PODCASTS', 'SPOTIFY', and 'GOOGLE PODCASTS'.

- FREE podcast, listen via the website, Spotify, Apple Podcasts, Audible, Amazon Music and any other podcast app
- New episode every week, with over 230 episodes featuring 80 different guests
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- Created to support everyone in schools, parents and more

[www.thesendcast.com](http://www.thesendcast.com)

Or just search SENDcast in any podcast app

# SENDcast Sessions – online CPD for schools

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*“Excellent content delivered in a very convenient way and at a very reasonable price.”*

Janet Bristow, SENCO - Perrymount Primary School

- High quality online SEND training delivered by experts
- Improve outcomes for children with SEND
- £10 for 1-hour training sessions for your whole school
- Build a library of online CPD training to access anytime
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- Created to support everyone in schools – so your whole school can get training around SEND, not just the SENDCO!
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