

Service Definition Document: Pop Pop Studio

Mainstream Inclusion Directory and Whole School SEND Audit Platform

- A comprehensive digital solution supporting schools and local authorities in managing SEND inclusion strategies and audits.
 - It provides localised, evidence-based inclusion strategies, customisable categories aligned with Whole School Universal and the Four Broad Areas of Need, and tools for long-term strategic planning and reporting.
 - The platform is accessible on all devices, including mobile, and complies with WCAG 2.2 AA accessibility standards and UK GDPR.
 - Key features include easy maintenance, real-time updates, digital audit tools, and secure reporting for council Special Inclusion Teams.
 - Comprehensive support includes onboarding, training, and ongoing technical assistance with a dedicated account manager and 24-hour SLA for critical issues.
 - A module for the Assistive Technology Lending Library can be added
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1. Service Overview

Service Name: Pop Pop Studio Mainstream Inclusion Directory and Whole School SEND Audit Platform

Short Description: The Pop Pop Studio Mainstream Inclusion Directory and Whole School SEND Audit platform is a digital solution designed to support schools and local authorities in managing and improving SEND inclusion practices. The platform provides evidence-based inclusion strategies, customisable categories aligned with Whole School Universal and the Four Broad Areas of Need, and tools for long-term strategic planning and reporting. It is accessible on all devices, including mobile, and complies with WCAG 2.2 AA accessibility standards and UK GDPR. The platform is designed to be easy to maintain, with real-time updates and secure reporting capabilities for senior leadership teams (SLT) and governors.

Key Use Cases:

- Managing and updating inclusion strategies for teachers and SENCOs.
- SENCOs conduct digital audits to plan long-term strategic improvements.
- Reporting to SLT and governors with clear evidence of school SEND practices.
- Breaking down silos between Specialist Inclusion Teams (SIT).

- Supporting schools in identifying and addressing SEND trends compared to local and national statistics.

Target Users:

- School SENCOs and teachers.
 - Local authority SEND and inclusion teams.
 - Senior leadership teams (SLT) and governors.
 - Parent carers seeking information on available support.
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2. Key Features

- **Evidence-based Inclusion Strategies:** Provides teachers and SENCOs with proven strategies for supporting SEND learners.
 - **Customisable Categories:** Aligned with the Four Broad Areas of Need and Whole School Universal SEND, using **familiar language within the council**.
 - **Easy Maintenance:** Update strategies individually without producing new PDF or Word downloads.
 - **Digital Audit Tools:** Supports SENCOs in conducting audits, planning training, and raising the profile of SEND.
 - **Secure Reporting:** Generates reports for SLT and governors, showing the direction and effectiveness of school SEND practices.
 - **Digital Action Plans:** Can be shared with council Specialist Inclusion Teams for immediate action and longer-term planning.
 - **Online Resource Directory:** Easy to maintain and update, with new resources added quickly and broken links fixed promptly.
 - **Accessibility:** WCAG 2.2 AA compliant, ensuring access for all users, including those with disabilities.
 - **Mobile Access:** Available on mobile devices, enabling access anytime, anywhere.
 - **Integration with EHCPs and IEPs:** Allows inclusion of strategies in EHCPs and IEPs, promoting consistency as children move through school.
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3. Key Benefits

- **Empowers Schools and SENCOs:** Provides easy access to evidence-based strategies, supporting effective SEND inclusion.
- **Promotes Consistency:** Uses shared language and strategies, ensuring continuity as children progress through school.
- **Enhances Collaboration:** Breaks down silos between Specialist Inclusion Teams and schools, fostering a unified approach to SEND support.
- **Supports Strategic Planning:** Digital audit tools and reporting enable long-term planning and improvement of SEND practices.

- **Increases Transparency:** Parent carers can see available support, promoting open communication and collaboration.
 - **Saves Time and Effort:** Easy maintenance and real-time updates reduce administrative burden.
 - **Ensures Compliance:** Meets UK GDPR and accessibility standards, providing a secure and inclusive platform.
 - **Comprehensive Support:** Onboarding, training, and ongoing technical assistance ensure successful implementation.
 - **Scalability:** Platform supports addition of new features and integrations as needs evolve.
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4. Technical Specifications

Aspect	Description
Hosting and Infrastructure	Cloud-based (compliant with UK Government Cloud Security Principles). UK-based data storage. 99.9% uptime SLA.
Integration Capabilities	API access for third-party integrations.
Accessibility	WCAG 2.2 AA compliant. Screen-reader compatible.
Security	GDPR-compliant data handling. Privacy-friendly analytics. Role-based access control.

5. Compliance and Standards

- **Legislative Compliance:** Children and Families Act 2014, UK GDPR, Data Protection Act 2018, Equality Act 2010 (accessibility).
 - **Standards Met:** WCAG 2.2 AA, G-Cloud 15 framework requirements
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6. Service Management

- **Onboarding:** Typical timeline of 9–12 weeks, depending on demands of gathering resources and defining categories. Includes project scoping, design, content co-production, and training.
- **Ongoing Support:** Weekly technical and organisational meetings. Dedicated account manager.

- **Content Support:** Optional add-on services for content updates, maintenance, and further development.
 - **Training:** Online tutorials, live sessions, and comprehensive documentation for administrators and users.
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7. Pricing

- **Pricing Model:** Annual subscription.
 - **Cost Tiers:** Base package includes core features. Add-ons available for content support, digital audit tools, and reporting.
 - **Example Costs:** Available on request or via custom quote based on specific requirements.
 - **Discounts:** Possible discounts for multi-year contracts or bulk purchases.
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8. Case Studies or Examples

- **Example Implementation:** Successful deployments in multiple local authorities, showcasing improved SEND inclusion practices and strategic planning.
 - **Testimonials and References:** Available upon request, highlighting user satisfaction and platform effectiveness.
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10. Terms and Conditions

- **Contract Length:** Minimum 12 months.
 - **Termination Clause:** 30 days' notice period.
 - **Data Ownership:** Local authorities and schools retain full ownership of all content and data.
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11. Additional Information

- **Scalability:** Platform supports addition of new features and integrations as needs evolve.
- **Future Developments:** Roadmap includes AI summarisation tools, and enhanced analytics.
- **Customer References:** Contact details for existing clients available on request.