



Target Customer and Client Base

Target Customer Base:

- Local Authorities and other statutory or voluntary agencies.
- Academies, Schools (Free and maintained), mainstream, special, primary, high, Children's Centres and Early Years Settings.

Target Client Base:

- Children with a range of social, communication, emotional and behavioural needs and their families.
- Staff in schools working with children who have social, communication, emotional and behavioural needs.

Values

We are committed to the promotion of the following:

- **Achievement, attainment and progression in learning:**
Providing high quality learning experiences for pupils to progress in learning and achieve in line with their age, aptitude and ability;
- **Promoting emotional well being, continuity in learning and progression:**
building resilience by providing services to support transition between different phases of education and training at points of vulnerability or crisis;
- **Child and family centred services:**
providing choices and meet needs, so that children and young people can grow socially, emotionally and developmentally with skills to build positive long-term relationships.
- **Protection and respect for children:**
Providing, nurturing environments, where children feel safe and secure, listened to and have their views valued;
- **Reducing inequalities:**
Providing a service which closes gaps in achievement and is positive about difference, reduces social, educational and economic inequalities and;
- **Building social and emotional capacity within local communities:**
Developing the social, communication and emotional intelligence skills of children and young people so that they can keep themselves safe, build confidence through success and develop independence skills.
- **Transparency and accountability:**
Working openly and within professional frameworks of accountability to provide a responsive and responsible service for clients.
- **Partnership and interdependency:**
Engaging and working collaboratively with partners to build the social and emotional well being of individuals and communities.
- **Service Aims:**
These relate to our purpose, mission and vision statements.