



Information, Advice  
and Support Service  
Herefordshire &  
Worcestershire

## Information Charter

Below are the principles that will underpin the development of information resources and services for parents, carer and young people by SENDIASS Herefordshire and Worcestershire.

Our information will be:

### Clear

- Use plain English, no educational jargon.
- Any special terms will be explained.
- Use short sentences and paragraphs focussing on one idea at a time.
- Cut out unnecessary information.
- Use tools like bullet points, sub headings and images to make information easier to read.
- Use boxes to highlight legal information.
- Present information in small chunks.
- Summarise key points.
- Each leaflet will contain a summary/introduction at the top, SENDIASS logo at the top and contact details at the bottom.

### Accurate

- Use reliable, high quality sources.
- Quote the law where appropriate.
- Review information regularly.
- Put a production and review date on information.

### Accessible

- Be available in a number of formats for a range of audiences.
- Provide various levels of detail to meet a range of abilities and needs.
- Be available in places that service users go e.g. website, social media, leaflets in schools.
- Ensure that alternative information services are available for those without access to the internet.

Worcestershire:  
Tel: 01905 768153  
Email: [sendiass@worcestershire.gov.uk](mailto:sendiass@worcestershire.gov.uk)

Herefordshire:  
Tel: 01432 260955  
Email: [sendias@herefordshire.gov.uk](mailto:sendias@herefordshire.gov.uk)



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### Relevant

- Involve service users in information development where possible, follow a shared decision-making approach to information and advice (co-production).
- Understand your audience.
- Model productive, constructive communication and relationships.
- Give real life information and examples.

### Empathetic

- Be reassuring, realistic, positive and supportive.
- Always keep in mind that there are people, some of whom are under considerable stress, at the end of any information or service.

### Honest

- Have transparent processes, accountability and feedback mechanisms.
- Be clear what parents, carers and young people can realistically expect.
- Acknowledge difficulties and uncertainty.

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