



Telford and Wrekin Council

Local Offer

Annual Report 2017-2018

Welcome to the Local Offer Annual report 2017 – 2018

In the report we hope to give you a snap shot of what we have achieved during the year for the Local Offer and our plans for the future.

What is the Purpose of the Local Offer in Telford and Wrekin?

The Local Offer has two key purposes:

- To provide clear, comprehensive, accessible and up-to-date information about the available provision and how to access it, and
- To make provision more responsive to local needs and aspirations by directly involving disabled children and those with SEN and their parents, and disabled young people and those with SEN, and service providers in its development and review

The Local Offer should not simply be a directory of existing services. Its success depends as much upon full engagement with children, young people and their parents as on the information it contains. The process of developing the Local Offer will help local authorities and their health partners to improve provision.

So what changes have we made since our last report in October 2016?

Following feedback from our parents / carers, professionals and providers we have created a feedback form entitled “Have your say” which can be used by parents / carers or professionals for any queries they may have relating to the Telford and Wrekin Local Offer.

Telford and Wrekin’s Ican2 short breaks programme has migrated over from its own dedicated website to the Local Offer. The purpose being to keep all SEND providers and services in one place.

A transition to adulthood page entitled “Preparing for Adult Life” has been created following feedback from our parent / carers forum, My Life Portal and the Future Focus forum. The webpage has useful links to help young people (post 16) transitioning from Children services into Adult services.

Ofsted CQC Local Area Inspection

Ofsted and the CQC conducted a joint inspection of Telford & Wrekin in May 2017 to judge the effectiveness of the area in implementing the SEND reforms as set out in the Children and Families Act 2014

[Inspection Report](#)

Communication Drive

Our Local Offer has had new posters, bookmarks and pull up banners created and delivered across Telford and Wrekin. The new posters were sent out to all settings and schools to display in their reception area.

For more information about how we have made changes to the website following feedback please visit our "You said, we did" page.

Local Offer Bookmark:



Local Offer Poster:



Ican2 short breaks

Telford and Wrekin's ican2 short breaks programme has migrated over from its own dedicated website to the Local Offer. The purpose being to keep all SEND providers and services in one place.

All of the information that was previously found on the ican2 website is now on the dedicated ican2 pages on the Local Offer, which we will continue to update and develop on a weekly basis.

The previous web address to access the ican2 site will now take you straight to the Local Offer ican2 pages www.ican2.org.uk

Transition

We worked closely with Adult services, My Life Portal, Future Focus and our parent carer forums to create specific Transition pages.

The request had come from a parent/carer who has recently supported their young person into adult services. The parent/carer felt that more relevant information regarding housing, benefits and opportunities to independent living needs to be clear on the Local Offer. The [Transition pages](#) went live to the public in May 2017

What changes have we made since our last Local Offer report in October 2016?

Feedback and enquiries

"Have your say – feedback form"

A feedback form has been created for parents/ carers, young people and professionals to contact us easily and swiftly with any queries regarding the Local Offer.

Future developments

Accessibility – we are looking into mobile apps, terminology used by parent / carers and a mystery customer audit from our parent carer forum.

SEN Support – providing information to our parents and carers about what is expected.

Medical needs in School – getting the information about local provision and what happens.

Working with our parent carer forums, IASS and IS

From the start our parent carer forums (Parents Opening Doors, Independent support and Information, advice and support service) have worked really well with the Local Offer Group to support and develop the Local Offer to make it as clear, accessible and as informative as possible.

“PODS Parent Carer Forum continues to be involved in the ongoing development and review of the Local Offer. We encourage families to access this by sharing the Local Offer link via our weekly bulletins and also via direct contact with families at weekly family groups and events.

We are able to share feedback in an ongoing manner directly to Local Authority. We are working with the LA to identify where there are gaps in information and the most recently highlighted ones have been around Preparing for Adulthood and links to Wider Employment offers, also SEN Support and Graduated Approach offer across the whole age range.

Through our network of Parent Reps we are sharing the information and ‘testing’ the system with feedback given to continually enhance the Offer” **Jayne Stevens. POD’s Parent carer Forum.**

Working with our independent advice and Support Service:

“The IASS service gives opportunities for parents/carers and young people to access the Local Offer from initial point of contact with the service as part of its universal offer and throughout the various levels of support provided to families. The team facilitate the use of the Local Offer through their monthly SEN Information Sessions, SEN Training Workshops, individual face to face meetings, local events. Young people are also supported to ensure they are able to navigate around the Local Offer at various drop-in sessions held in schools and colleges. The service provides opportunities for families who may not feel confident or have access to internet facilities, to use the facilities available within Telford SEND IASS to support them to self-serve and identify for themselves appropriate services that are available to them within the area.

Feedback from parents has been positive and they have been able to find the appropriate services to meet their own needs. The service website provides a direct link to the Local Offer and we provide a service leaflet specifically giving information on what the Local Offer provides. The service continues to update these by working alongside the Local Offer Working Group to ensure information is current and relevant. The service regularly signposts both parents and schools to the EHC assessment request forms, enabling parents to submit their application with ease. The team continue to develop working relationships with local parents, carers and young people through a variety of means. Direct work with Telford Independent support service ensures a whole family approach.” **Debbie Gibbon, Head of Projects, IASS**

Communicating the Local Offer to all

It is essential that we revisit the communication plan and get the Local Offer on everyone's agenda's and bookmarks across the council.

Communicating the Local Offer through all of our partners and ensuring that we reach the most vulnerable families.

Local Offer mobile/tablet application

We are currently in discussions internally to introduce a mobile/tablet application for the Local Offer on both the IOS and Android platforms. The app would make for an easier and cleaner experience when browsing the Local Offer from a mobile or tablet device.

Local Offer Future Developments

Health - CCG

The SEND inspection made recommendations on the health contribution to the local offer. The Designated Clinical Officer will be working alongside providers to further enhance the content of their information and links. New pages will be developed to reflect recent changes including the Designated Clinical Officer Role, Children's Continuing Care and Personal Health Budgets. Further examples of improvement will be enhanced information on transition to adult health services.

Informing commissioners

What services are being accessed based on website analytics

With the aid of Google analytics we are now able to track our visitors.

We can see how visitors have accessed the site, how long they spend navigating the site and which pages are popular/not popular.

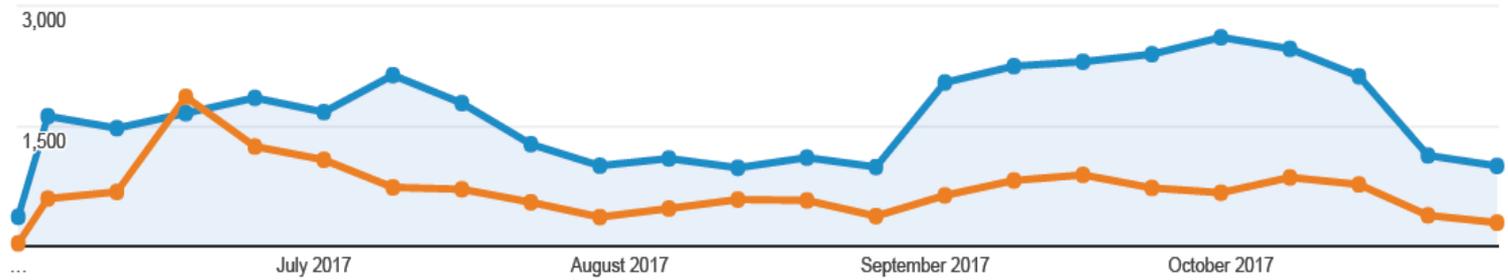
Who has been looking at the Local Offer?

Below you will find data from the past year in regards to page views, most popular pages, devices used and how the public accessed the Local Offer. You will also find data from the 2016 Local Offer Annual Report for comparison.

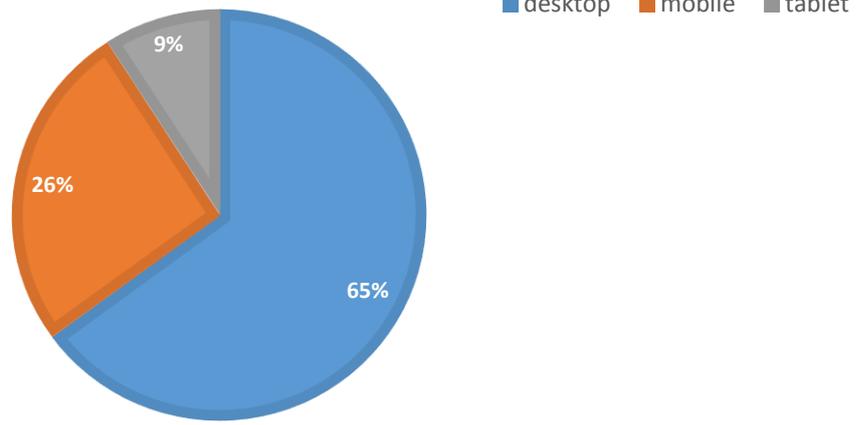
June 1 – November 1 2016: 15,921 Total page views from June 2016 to November 2016 combined external and internal. 8,194 from external users only (public)

June 1 – November 1 2017: 37,267 Total page views from June 2017 to November 2017 combined external and internal. 31,978 from external users only (public)

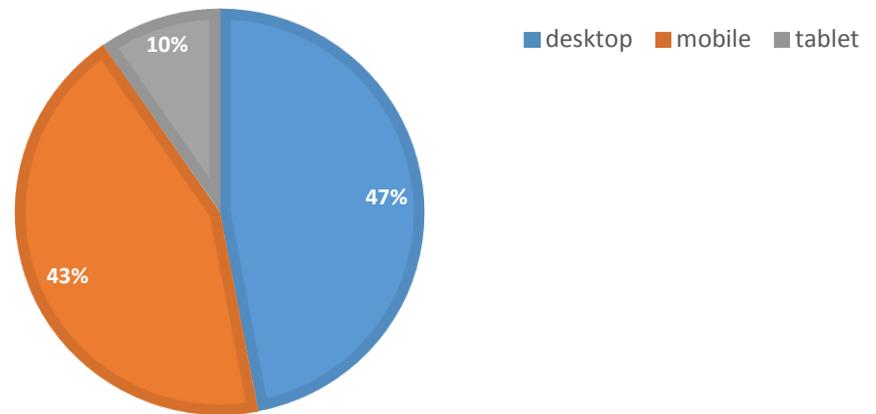
Jun 1, 2017 - Nov 1, 2017: ● Pageviews
Jun 1, 2016 - Nov 1, 2016: ● Pageviews



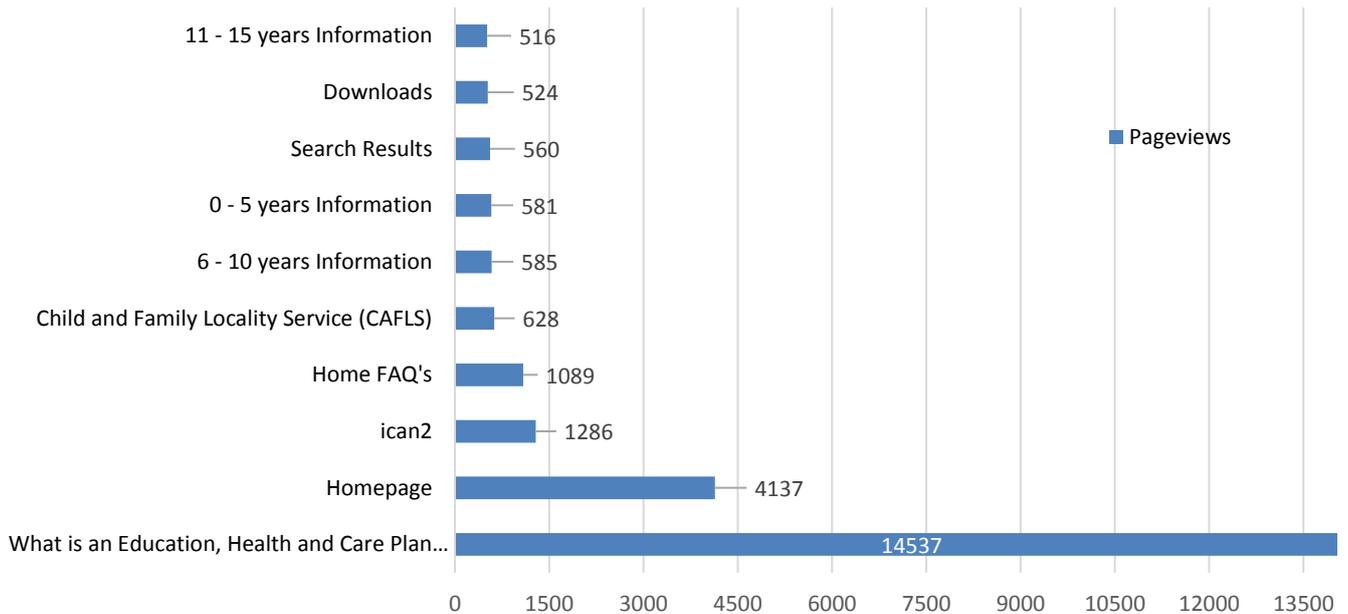
DEVICES USED TO ACCESS THE LOCAL OFFER JUNE - NOV 2016



DEVICES USED TO ACCESS THE LOCAL OFFER JUNE - NOV 2017



Most popular pages



Where our visitors have accessed the site from:

Source	Sessions	New Users
Google search	12,847	10,802
Directly via address bar / bookmark	2,607	1,997
Telford.gov.uk	1,992	759
bing search	612	283
Facebook.com	171	157
Internal communications	159	16
FamilyConnectTelford.co.uk	102	34
Thebridgeschool.co.uk	37	21
Yahoo search	26	22

All this information that can be gathered from our page views and can really help to shape and support our Local Offer and inform commissioners.

If you would like to become involved in the Local Offer Project Group and or have any feedback about the Local Offer.

Please contact

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