



## **Telford and Wrekin Council**

### **Local Offer**

### **Annual Report 2019**

Welcome to the Local Offer Annual Report 2019

In the report we hope to give you a snapshot 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.

## SEN Support

We have reorganised and refreshed our SEN support pages on the Local Offer.

We delivered workshops to parents and carers and schools to support SEN support, the graduated approach and where to find information.

As a result of this training, parents and carers of those children without an EHCP needed to have clear and transparent information that was accessible on the local offer.

We now have information about the role of educational settings, the graduated approach, provision available at SEN support and information from the workshops for parents.

To view this webpage please [click here](#)

## Designated Clinical Officer (DCO)

An Information page regarding the roles and responsibilities of the Local Area DCO has been published on the Local Offer.

Please [click here](#) to view the DCO webpage.

**What changes have we made since our last Local Offer report in November 2017?**

## Feedback and enquiries

**“Do you have a question?”**

Feedback from our parent carer forum was that they wanted a prominent feedback button to enable parents to have their say.

We had “pop ups” when you entered into the Local Offer website, however this was not successful, so we change the way we gathered our feedback.

We now have a feedback form for all SEND queries on every webpage on the Local Offer and a link to the feedback form at the footer of the page.

Our parent/carers forum are also completing a mystery customer experience every term and feed back to the Local Offer group.

## SEND Newsletters

The SEND 0 - 25 newsletter is sent out monthly to our schools, settings, post 16 providers, internal SEND staff and partner agencies.

The idea of the newsletter is that it provides a regular update about SEND in the local area. For example, what is going on in the Local Authority, and what training is available.

The Parent/Carer Newsletter is sent out to our Parents/Carers on a termly basis, informing them about “what is hot” in the world of SEND and delivers key messages.

These are now stored and available on the Local Offer

## Preparing for adulthood

As the SEND team have worked with health, education and adult social care teams it was clear that the information on the local offer was not in one place.

Some information was in the adult services website, some on the local offer.

With parent carer forums and adult services support we created a preparing for adulthood page so all information was accessible and in one place.

To visit the webpage please [click here](#)

## Personal SEN budgets

In 2017 we had information on social care personal budgets, but not transport, health and / or education budgets.

We have worked with the DCO and the SEND team to get all of the information centralised on the Local Offer.

To visit the webpage please [click here](#).

**How have we developed the Local Offer over the past year?**

## Sensory Inclusion Service

Sensory Inclusion Service webpages have been streamlined, by being split into separate information pages. For example:

- [Hearing Impairment support](#)
- [Visual Impairment Support \(Mild to Moderate\)](#)
- [Visual Impairment Support \(Severe to Profound\)](#)

SIS Newsletters have also been made available on the Local Offer

## ICAN2 Short Breaks

We previously had separate sites for the Local Offer and Ican2. We have now merged these to make information easier to access.

To visit the ican2 webpages [click here](#).



## **PODS Parent Carer Forum**

*PODS Parent Carer Forum is the recognised strategic partner and Parent Carer Forum funded through a DfE Participation Grant.*

*Local Offer Mystery Shopper opportunities are shared through the Parent Rep Networking and feedback is encouraged with wider families at group events and workshops. Our weekly e-bulletins contain a link to the Local Offer, and any printed material including newsletters includes information about the Local Offer.*

*As a forum, it's important for us to ensure that as much information is available on the Local Offer as possible and we regularly encourage communities and groups to share their information on the Local Offer. We also share key information with the SEN team for inclusion on the Local Offer. Continued involvement at a strategic level sees us working through policies and procedures to ensure that all our families are supported appropriately, and where there is a need for criteria, that this is clear, with options available to cover all areas of need and relevant signposting. Through our work with Parent Reps we have recently discussed a 'TripAdvisor' scoring approach for events and activities and are discussing how this can be managed effectively and transparently for the future.*

**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 their initial point of contact e 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.*

**Debbie Gibbon, Telford SEND IASS**

### **Communicating the Local Offer to all**

It is essential that we continue the hard work to promote the communication plan and ensure the Local Offer is on everyone's agenda's.

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

### **Social Media account specifically for the Local Offer**

We have begun discussions with the Telford and Wrekin Council's corporate communication team about creating a Social Media account specifically for the Local Offer.

We would like to thank our Parents/Carers for bringing this idea forward. We will update you via the [Consultation and Engagement page](#) on the Local Offer in the coming months regarding the outcomes of these discussions.

## **Local Offer Future Developments**

### **Young Persons Local Offer**

With the help of our Young Persons group (Shout Out for SEND) we are planning on drafting a Young Person's Local Offer, which would consist of pages that are informative and fun. Ideas such as more videos and images have been suggested to help young people engage more frequently with the Local Offer.

### **Informing commissioners**

#### **What services are being accessed based on website analytics?**

With the aid of Google analytics we are now able to track which pages our visitor's access.

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

## Who has been looking at the Local Offer?

Below you will find data from the past year with regards to page views, most popular pages, devices used and how the public accessed the Local Offer.

You will also find data from the 2016-17 Local Offer Annual Report for comparison.

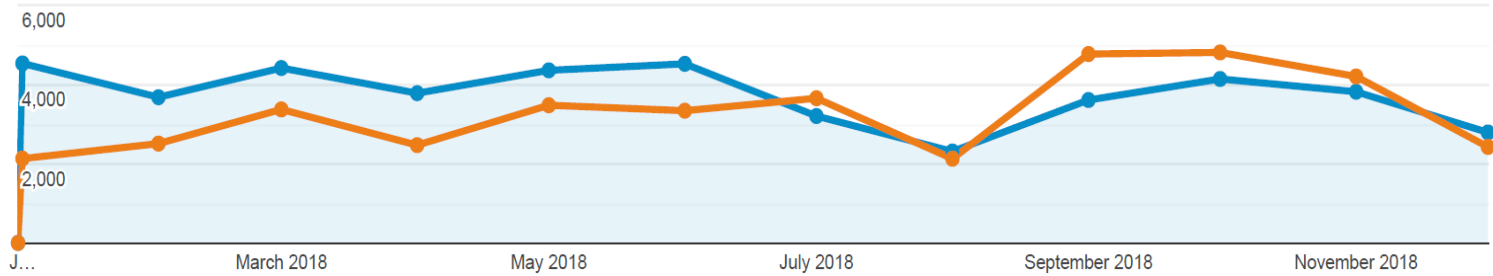
Dec 31, 2017 – Dec 31, 2018: **45,269** Total Visitors from Dec 2017 to Dec 2018

Compared with:

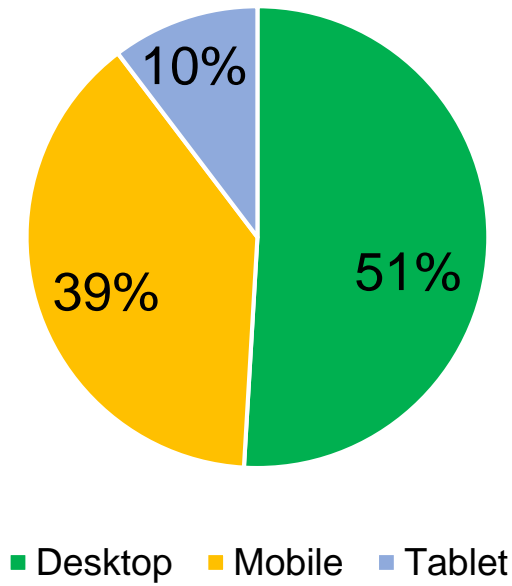
Dec 31, 2016 – Dec, 31 2017: **39,369** Total Visitors from Dec 2016 to Dec 2017

Dec 31, 2017 - Dec 31, 2018: ● Sessions

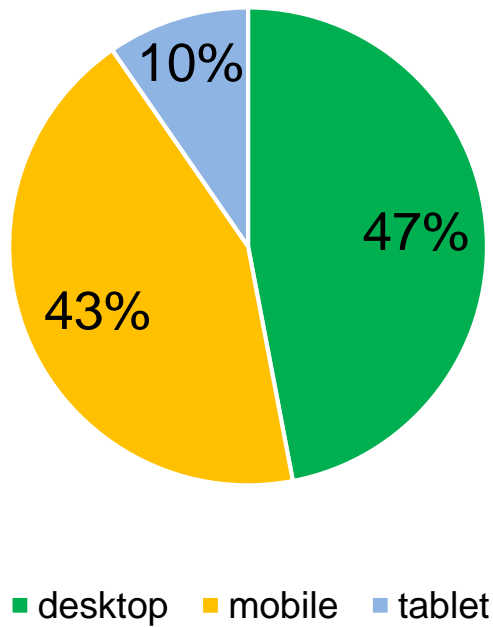
Dec 30, 2016 - Dec 30, 2017: ● Sessions



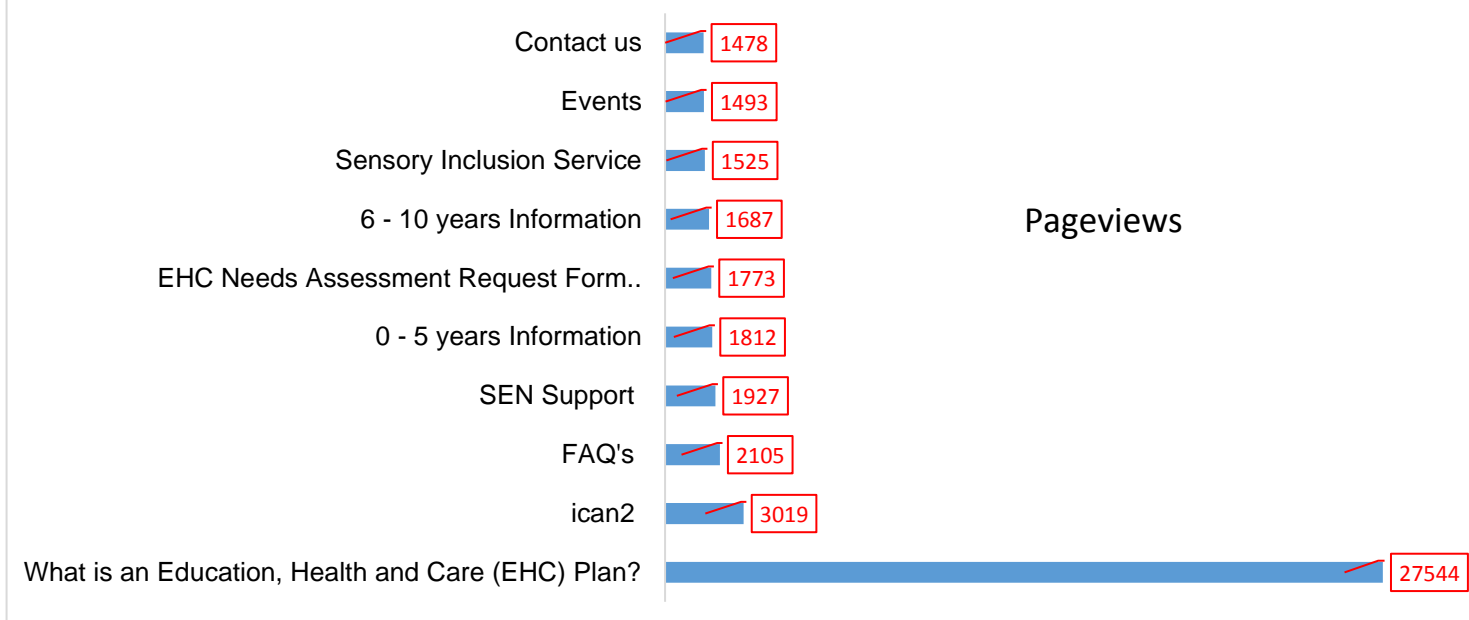
### Devices used to access the Local Offer 2018



### Devices used to access the Local Offer 2017



## Most popular pages



Where our visitors have accessed the site from:

Source	No. of visitors
Google Search	24,362
Directly via address bar / bookmark	8,787
Telford.gov.uk	5,864
Bing Search	3,038
Yahoo Search	435
Facebook	416
Familyconnecttelford.co.uk	298
Thebridgeschool.co.uk	269

The information gathered from our analytics 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***

***Jamie Hayward – Local Offer Implementation Coordinator***

***Telephone - 01952 567402 or Email - [SENDandInclusion@telford.gov.uk](mailto:SENDandInclusion@telford.gov.uk)***