



## **Telford and Wrekin Council**

### **Local Offer**

### **Annual Report 2016**

Welcome to the Local Offer Annual report 2015 – 2016.

In the report we hope to give you a snap shot of what we have achieved during the Local Offers first year 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 2015?**

Following feedback from our parents / carers, professionals and providers the Telford and Wrekin website which initially hosted our Local Offer did not meet the needs of our target audience. The feedback was:

- The search tool searches the WHOLE council website – not just the local offer.
- It looked very “corporate” and “boring”
- It wasn’t very visually accessible and clear
- It was very wordy and sometimes very complex to understand
- Whilst the information was good – it took sometime to find it.

### **New Local Offer website**

We worked with our partners to create a new site that would be fit for purpose. In June 2016 we launched our NEW Local Offer site which is what you see today [www.telfordsend.org.uk](http://www.telfordsend.org.uk)

The new site allows us to:

- Search purely within the Local Offer
- Choose the colours and visual appeal that would suit our parents, carers, children and young people with a visual impairment.
- Create a simple layout to make the pages clear and less cluttered
- Quickly amend document pages, fix any broken links and use the analytics to see who is visiting the site.
- Use BrowseAloud on the site to enhance the accessibility of the site
- Add events and news pages

### **GIS mapping**

As part of the feedback at a parent carer forum AGM in June 2015 – we tested the old website on tablets / phones and laptops.

As part of that feedback they suggested to having schools searchable by post code. We have now loaded a mapping system on the local offer that will search by post code.

Once a school is selected on the map a pop-up box will appear, with information regarding that specific school, including:

- Head teacher details
- SENCO details
- SEN Information Report (currently 69 of 73 educational settings have a report published)
  - Contact [SEND GIS Map](#)

### **What changes have we made since our last Local Offer report in October 2015?**

#### **Feedback and enquiries**

##### **"You said – we did"**

Our "You said we did" page went live in June 2015

This shows what comments we have received and how we have made changes to the Local Offer site and / or services as a result of feedback.

We add to this information constantly and have amended the look of the page to reflect the year in which we received the feedback.

#### **Future developments**

Over the coming months we will be adding new features to the SEND GIS map. These features include listings for accessible toilets, Post 16 providers, activities and local events. We hope to add details of service providers currently included in Health and Care services and mappings of our Early Years settings.

Work has begun on developing a dedicated Children and Young People's page, as well as a "preparing for adult life" transition page.

We will be informing commissioners about the performance of the Local Offer on a regular basis via the use of Google analytics.

## **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.**

*“We have continued to be involved in the development of the Local Offer and have regularly encouraged our families to use it to find out information about local services and guidance for accessing services. We include a reference to the Local Offer in most of our e-bulletins and in our printed newsletters. The SEND logo is used on all our printed materials (letterheads and leaflets etc) to demonstrate our commitment to the local work.*

*We have given families the opportunity to use the Local Offer site directly and helped to facilitate this - via our AGM, Family Group meetings and in one-to-one situations and providing links via email/social media.*

*We encourage families to feed back directly and highlight the You Said-We Did page to ensure. Further feedback is given directly at the project groups and through ongoing contact with Natalie.*

*We’re excited by the new interactive tool on the Local Offer and look forward to developing the site further to meet the needs of our local families.”* **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**

### **Working with Independent support:**

*“Independent support accesses the Local offer on almost a daily basis as part of our role supporting parents and young people through the EHCP process.*

*The last twelve months has seen a huge improvement in the Local Offer not only the visual appearance, but also the ease to navigate around the site and find relevant, correct and up to date information. The continual development around the accessibility of the Education Health and Care Needs Assessment forms, and the details around the process to support parents, make our role much easier, as the forms are now clear, concise and transparent.*

*Our engagement with parents helps us to feedback directly to our working group around the Local Offer and make sure that it is fit for purpose and providing parents and young people with the relevant SEN information they need. **Kim Fawkes, Service Manager, Independent Support.***

### **Working with providers and organisations to increase the content?**

If service providers want to be on the Local Offer, we ask that they make a request through the website and email the team.

We can make recommendations of the information that can be on their website and the short piece we have on our website with a direct link.

All information needs to be kept on the provider’s website so they remain responsible for keeping this up to date.

*“Back in September we started providing out of school, holiday and overnight respite care for children with special needs in the Telford and Wrekin area.*

*We contacted the local authority to discuss how to include us on the SEND local offer. We emailed all our details of what we offer to parents with children with special needs.*

*Within a week, we appeared on the SEND local offer and can honestly say that within days of appearing on there, we had many calls from local parents requiring respite for their children. We are now at the stage where we have very limited availability!*

*It really was that simple! We are extremely pleased that we have become part of the SEND local offer. **Sharron Roberts and Alison Maxwell Brightlights Respite.***

### **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.

### **GIS mapping**

Following feedback from our parent carer forums we are now looking to extend the mapping to:

- Post 16 providers (Information currently in 16- 25yrs Education services)
- Early Years settings (Information currently included in Education services)
- Accessible toilets (not currently anywhere on the Telford and Wrekin Local Offer)
- Service providers (information currently included in Health and Care services)
- Activities and events (information currently included in Leisure and fun)

## **Local Offer Future Developments**

### **Transition page**

Work is currently ongoing with Adult services, My Life Portal, Future Focus and our parent carer forums to create specific Transition page.

The request has 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.

### **Informing commissioners**

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

With the new website 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.

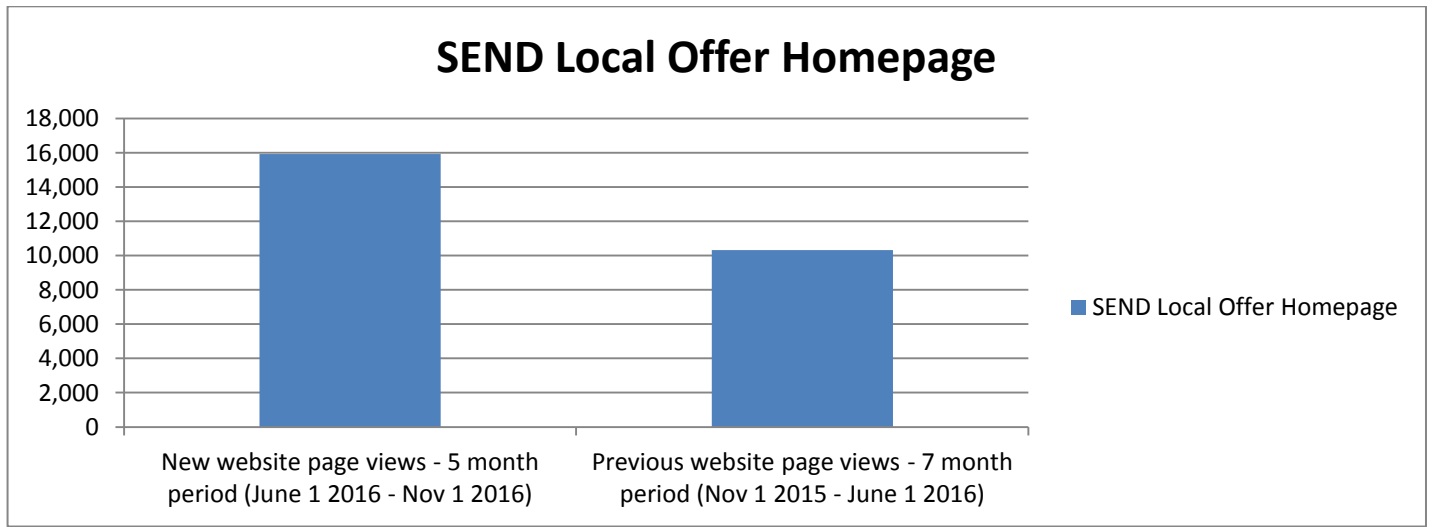
## Who has been looking at the Local Offer?

We have two data sets for the local offer - looking at the basic analytics of the old website and from June 2016 the new Local offer site.

In Total we have received:

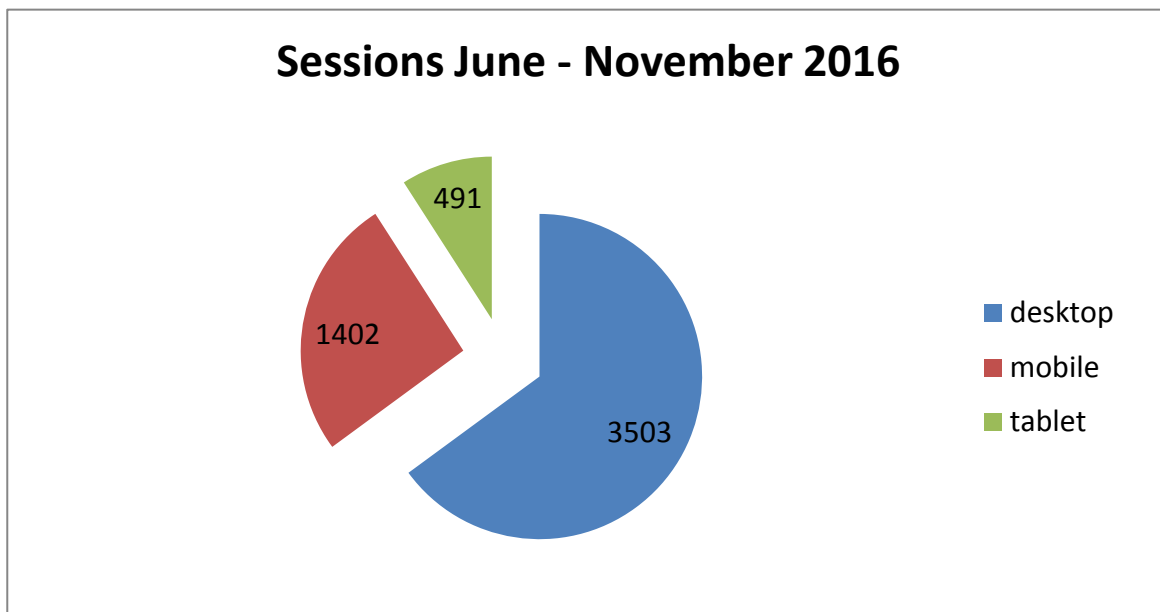
**OLD website:** 12,630 Total page views from November 2015 to June 2016 external and internal.  
7,877 from external users only (public)

**NEW website:** 15,921 Total page views from June 2016 (launch) to Nov 2016 external and internal.  
8,194 Total page views from external users only (public)

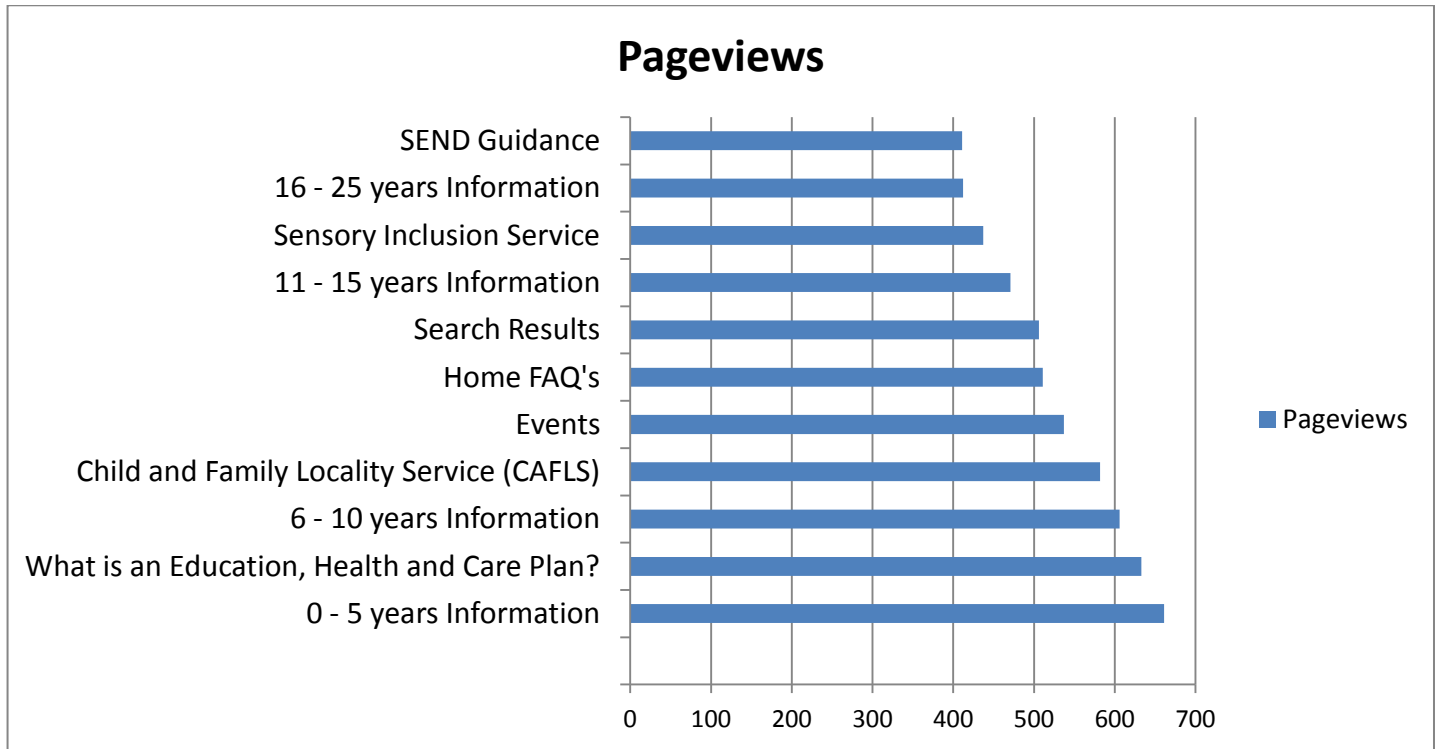


We are able to establish with the new site how they are accessing the Local Offer and for how long:

Device Category	Sessions	Pages per Session	Avg. Session Duration (sec)
Desktop	3503	3.32	279.52
Mobile	1402	2.25	121.60
Tablet	491	2.35	173.98



Service pages that have been viewed over 400 times independently:



Where our visitors have accessed the site from:

Source / Medium	Sessions	New Users
Direct (via bookmark or address bar)	2178	1449
telford.gov.uk / referral	1783	684
google search	809	513
bing search	177	95
ecouncil / referral	161	71
m.facebook.com / referral	70	57
search3.openobjects.com / referral	29	14
ican2.org.uk / referral	25	10
my2.siteimprove.com / referral	20	1
thebridgeschool.co.uk / referral	15	5

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***

***Natalie Bevan or Jamie Hayward***

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