



Telford and Wrekin Council

Local Offer

Annual Report 2020

Welcome to the Local Offer Annual Report 2020.

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.

Guidance for Young People applying for Post 16 Education

New Section: Details the processes and options for young people applying for a Post 16 Placement.

The information is separated into clear sections that follow through the process from start to finish, links are provided to educational settings and details about qualifications are available.

The information is available as web pages and as a downloadable document.

Independent Travel Training

New Page: This details information on how to access Independent Travel Training.

Information about the service is provided in written format and a Whiteboard Animation describes the experience of Travel Training.

The Whiteboard has been created specifically for the Local Offer, it has been coproduced by the Young Peoples Forum (SOS) and 'voiced over' by a young person in Telford.

What changes have we made since our last Local Offer report in November 2019?

Mental Health Service Directory

Two new pages added into the Local Offer.

The [Mental Health Service Directory](#) brings together all the service across Telford that are available to support children, young people & families. This is available for download as an interactive PDF.

SEND Newsletters

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

New development for the Parent/Carer Newsletter. Setting up an EGov email delivery service that links to a 'Parent/Carer News' Section on the Local Offer.

This will enable us to send out key messages to parent/carers in an efficient way and enables parent/carers to sign up for the service themselves through the delivery system.

SEND Parent/Carer FAQ's

New Page: the Parent/Carer FAQ's page enables us to respond directly to key themes raised by parent/carers.

This was originally designed to answer questions during the pandemic, however it has been decided to keep this as a useful tool to provide feedback to parents. This is provided by holding regular communication meetings with the Parent/Carer forum (PODs) and IASS service.

Covid-19 Response

New Section: During this year we have had to respond to many challenges during the Coronavirus pandemic. As schools closed we developed a section on the Local Offer in response to parental feedback to share resources for home learning, mental health and wellbeing.

The pages were adapted throughout and have been now been renamed as: [Moving Beyond Lockdown](#) they focus on providing information and support for going back to school, activities over the summer, transition support and more.

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

Emotional Health & Wellbeing Panel

New Page: the [Emotional Health & Wellbeing Panel](#) page details information about a new provision that has been developed to support schools and young people.

ELSA

Emotional Literacy Support Assistant

New Page: to share information about the [ELSA \(Emotional Literacy Support Assistant\)](#) programme that is delivered by the Education Psychologists in Telford & Wrekin.

PODS Parent Carer Forum

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

We have continued to attend regular Local Offer meetings and have been involved in the development that is ongoing, based on parent carer experiences. We have a very mixed responses to families accessing the Local Offer - some who have found it very useful once they've navigated it, whilst others don't know about it or haven't used it - and have found the information from other sources. This demonstrates the demographic of parents and the importance of a wide range of information sharing appropriate to their needs.

Local Offer links are regularly shared with families and there is a link to it on our weekly ebulletin. We have taken part in some mystery shopping projects although we recognise much more work needs to be done in this area. If we become aware of an organisation or an offer, we'll encourage them to share their information with Local Offer.

Work on the Early Years pages has been really beneficial, as have links to schools SEN information.

Through these past 6 months, the Local Offer has been particularly important for sharing COVID related updates and also as a focus point of ongoing communication with 'COVID Command' and ensuring that families questions are answered through the FAQ and the 'You Said, We Did' links.

We're excited about the future plans of the Local Offer, to bring about a refresh and easier sharing of information and look forward to continued work on this area.

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.

Julie Collins, 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.

Local Offer Social Media Account

We are in the process of setting up a Closed Facebook group for SEND Local Offer and will be consulting with Parent/Carers on the name for the Group.

We are also in the process of setting up an e bulletin service to share the SEND Newsletter & SEND Parent/Carer Newsletters.

We would like to thank our Parents/Carers for bringing this idea forward.

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.

Local Offer Refresh

Over the next year we will be developing a 'refresh' for the Local Offer.

This will keep all the features that are liked about the Local Offer, including the colour palate and parts of the layout.

But, we will be looking at how the information is displayed and making the sections less of a 'directory' and providing more information.

And including a menu to search for services by specific area of need.

Who has been looking at the Local Offer?

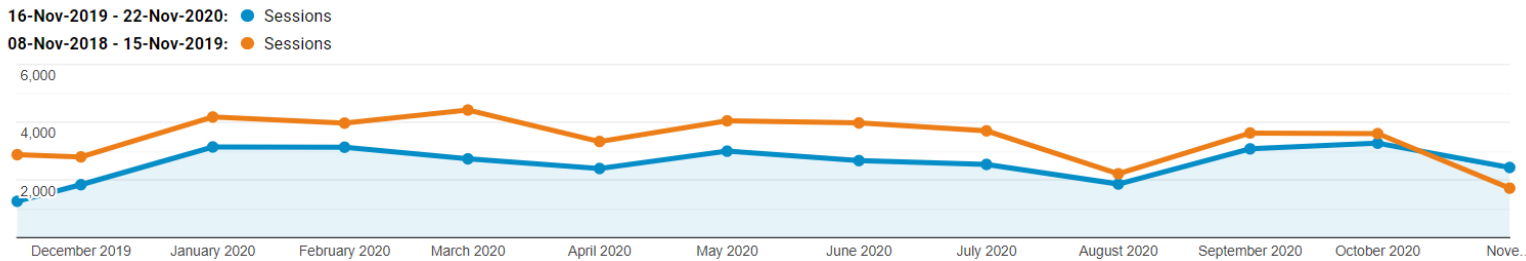
Below you will find data from the past year with regards to page views, most popular pages, devices used and how the public accessed the Local Offer.

You will also find data from the 2018-19 Local Offer Annual Report for comparison.

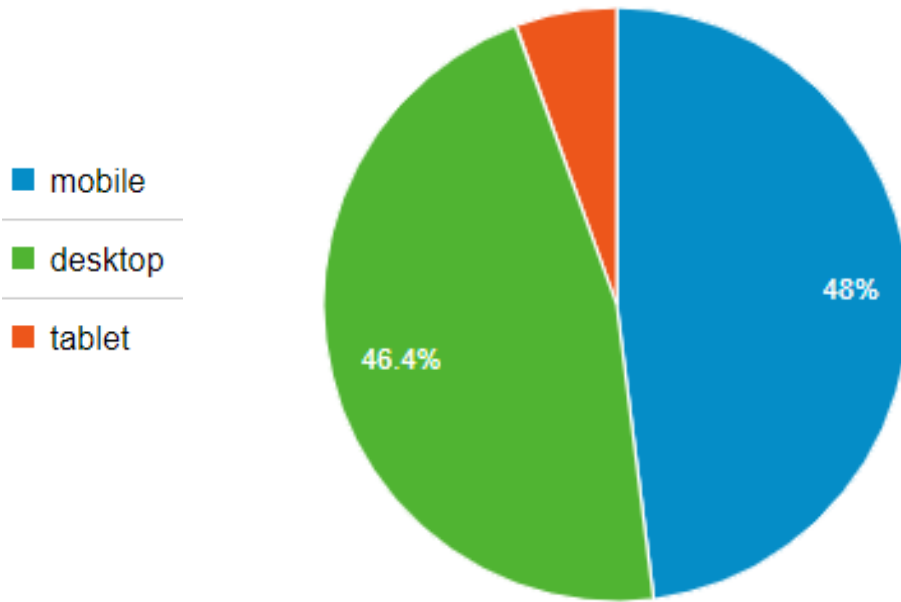
Nov 16, 2019 – Nov 22, 2020: 33,349 Total Visitors

Compared with:

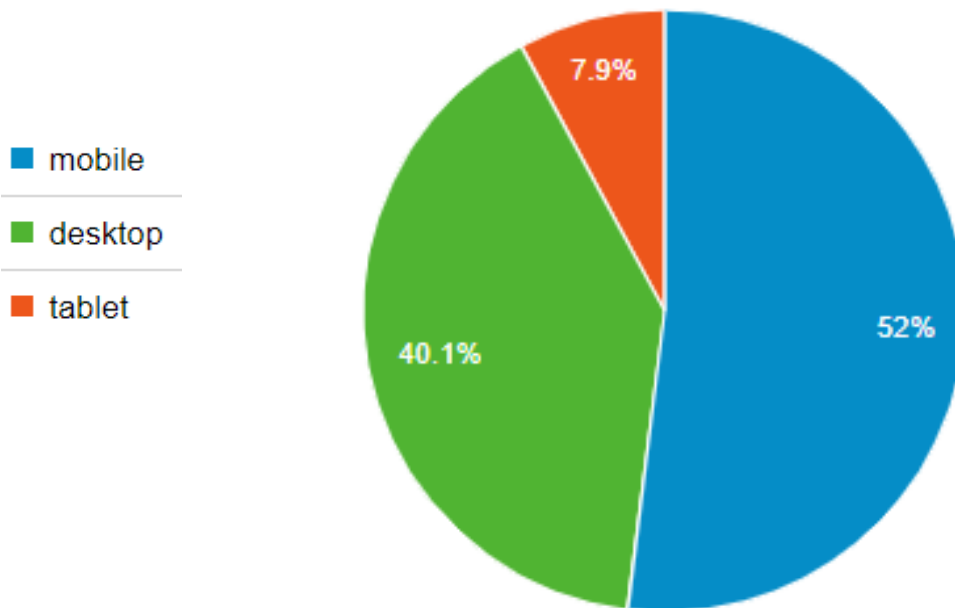
Nov 16, 2018 – Nov, 22 2019: 44,457 Total Visitors



Devices used to access the Local Offer
2020



Devices used to access the Local Offer
2019



Most popular pages:

What is an Education, Health and Care (EHC) Plan? - SEND - Local offer	11,045	14.21%
Disabled Children's Team (DCT) - SEND - Local offer	2,146	2.76%
Search Results - SEND - Local offer	2,042	2.63%
Strengthening Families - SEND - Local offer	1,921	2.47%
Early Years SEND Support - SEND - Local offer	1,802	2.32%
SEN Support - SEND - Local offer	1,623	2.09%
0-5 Years	1,607	2.07%
Resources for learning and wellbeing for all children, including those with SEND - SEND - Local offer	1,589	2.04%
6-10 Years	1,442	1.85%

Where our visitors have accessed the site from:

Source	No. of visitors
Google Search	22,112
Directly via address bar / bookmark	8,884
Telford.gov.uk	5,556
Bing Search	3,635
Yahoo Search	445
Facebook	343
Familyconnecttelford.co.uk	245
Thebridgeschool.co.uk	243

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

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