



Telford and Wrekin Council

Local Offer

Annual Report 2023

Welcome to the Local Offer Annual Report 2023.

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.
- 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.

Redesign

We have redesigned the Local Offer in collaboration with SEND IASS and PODS, to give a more streamlined and informative website to our parents and carers. The homepage has been fully revamped with an emphasis on less clicks for the user and to help make information easier to find.

- The navigation bar on the left hand is less condensed
- Homepage buttons have replaced the four age range categories
- An introductory video has been created
- Plus much more...

SENCo Space

A dedicated page has been created for our SENCo's in Telford and Wrekin. [Here](#) you will find information regarding SEN support, Annual Review paperwork, SENCo network meetings, Inclusive Schools Forum and much more.

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

New pages

[Early Years](#), [Education](#), [PfA](#), [Health](#), and [Mental Health](#) buttons have been created for the homepage. These buttons link to dedicated information pages for each phase of education. Previously we had dedicated pages for four age ranges between 0-25. The list consisted of Education, Health and Social Care information that was pretty much duplicated between the four age ranges and quite laborious to scroll through. By creating specific categories that sit behind Early Years, Education and PfA (e.g starting an early years setting) we hope that parents/carers can find relevant and specific information with less clicks and less fuss.

Specialist Provision Hubs

Recommendations to develop specialist provision hubs in mainstream schools that cater for children with communication and interaction needs, including those with Autism and associated cognition and learning difficulties have been approved by cabinet. These Hubs have proved to be successful with both schools, parents, families and young people.

For more information [please click here](#)

PODS Parent Carer Forum

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

Our commitment to the parent carer voice has meant that we have fed in valuable feedback, comments, suggestions and experiences regarding the Local Offer. This has led to some significant changes over the past year with a 'button' approach to information areas and a simplified way of accessing information.

As any online resource, information is ever changing and we do our best to keep up to date with information, alongside changing legislation and conflicting priorities across health, social care and education.

When asking for information, we signpost families or share the Local Offer links with them. Local Offer links are regularly shared with families and there is a link to it on our weekly e-bulletin.

Development of the Early Years information sections has been useful for families and also the most recent short breaks information and activities pages.

The Local Offer is a useful resource tool, and we will continue to share information from it and work to keep it updated.

Jayne Stevens
PODS Strategic Co-ordinator

Working with our Independent, Advice and Support Service

Telford SENDIASS provides opportunities for parents/carers and young people to access the Local Offer from their initial point of contact 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 SEND Information Sessions, face to face meetings and Talking SEND Sessions, including promotion through SEND events. Young people are also supported to find their way 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 SENDIASS to support them to self-serve and identify for themselves appropriate services that are available to them within the area.

The information provided on the Local Offer for young people and their preparation for adulthood has been particularly helpful. The introduction of the education notice board has also provided regular updates which the service can share with families. The service website provides a direct link to the Local Offer and provides a service leaflet 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 information regarding SEND Support and Education, health and care needs assessment processes to ensure parents/carers and young people are fully informed.

Julie Collins,
Service Manager
Telford SENDIASS

A-Z Directory

An a to z directory will be developed to further enhance the websites accessibility/ease of use for our parent and carers. Information pages relating to each letter of the alphabet will be included in the directory.

For example, under the “A” section of the directory you will find informative pages relating to “Autism” and “Asperger’s”.

Speech Language and Communication Needs Pages

In collaboration with the Designated Clinical Officer, we will be developing information pages for Speech, language and communication needs.

Local Offer Future Developments

Specific Area of Need Page Development

Working collaboratively with health and education we want to further develop the website by creating information pages regarding specific areas of need that are related to health, education, advice and support for children, young people and their families.

Summary Buttons

Currently underway is research in using summary buttons on individual pages on the SEND Local Offer. These buttons will link to easy read information and brief explanations of terms.

This will support the accessibility and readability of the SEND Local Offer.

Who has been looking at the Local Offer?

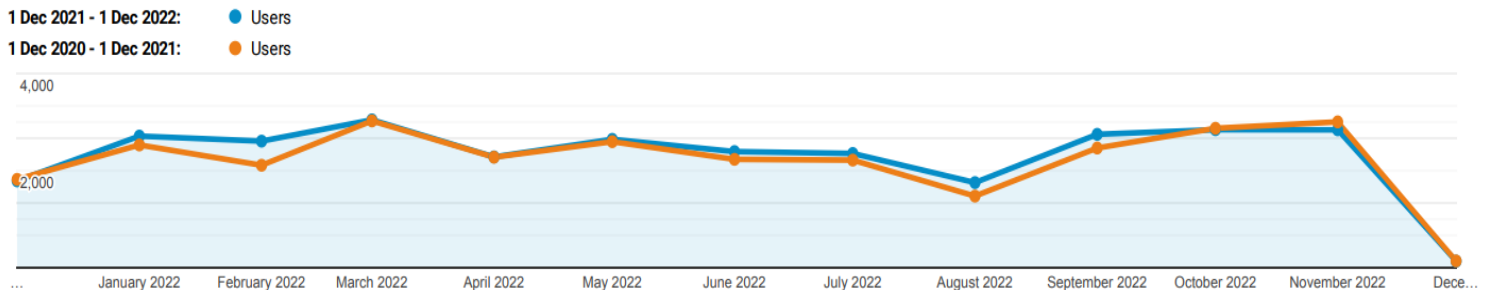
Below you will find data from the past year with regards to page views, most popular pages, devices used and how the public accessed the Local Offer.

You will also find data from the 2020-21 Local Offer Annual Report for comparison.

Dec 01, 2020 – Dec 07, 2021: 98,137 Total Page Views

Compared with:

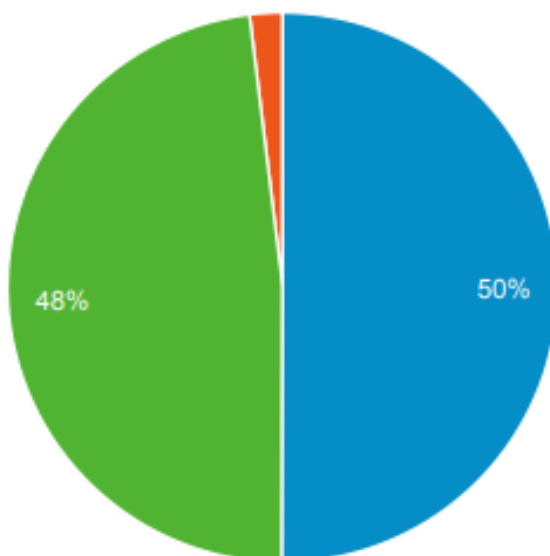
Dec 01, 2021 – Dec 01, 2022: 101,825 Total Page Views



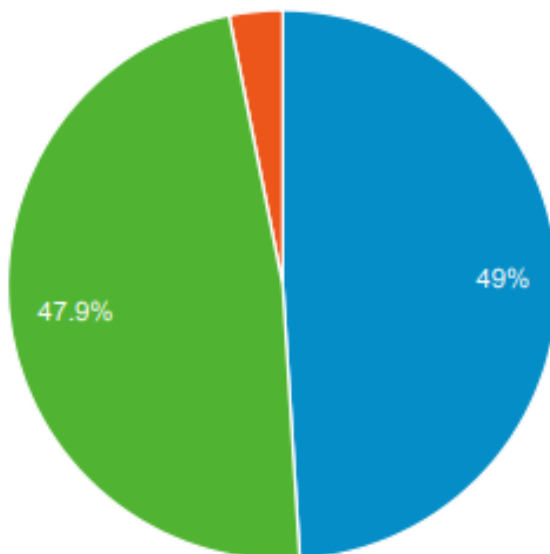
Devices used to access the local offer

1 Dec 2021 - 1 Dec 2022

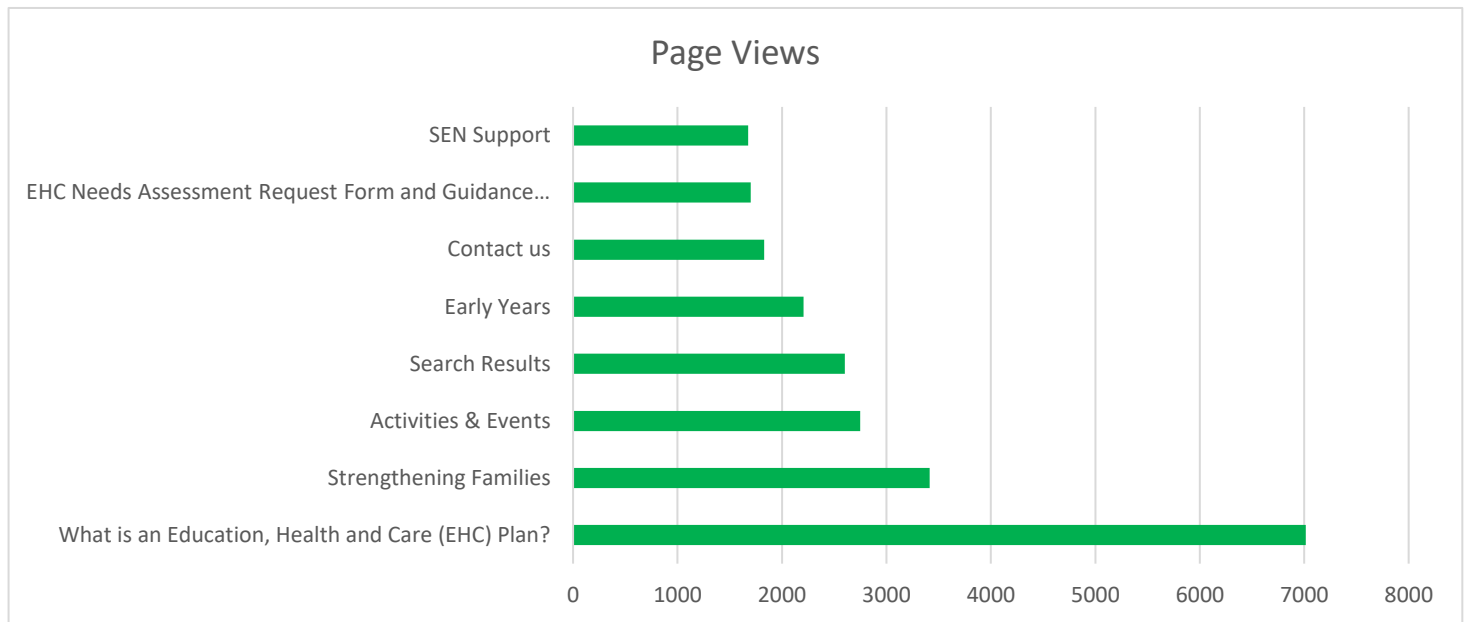
- mobile
- desktop
- tablet



1 Dec 2020 - 1 Dec 2021



Most popular pages:



Where our visitors have accessed the site from:

Source	No. of visitors
google	17587
direct	6655
bing	908
m.facebook.com	306
telford.gov.uk	278
govdelivery / email	213
lm.facebook.com	151
baidu	94
yahoo	85
livewell.telford.gov.uk	77

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

Email – localoffer@telford.gov.uk