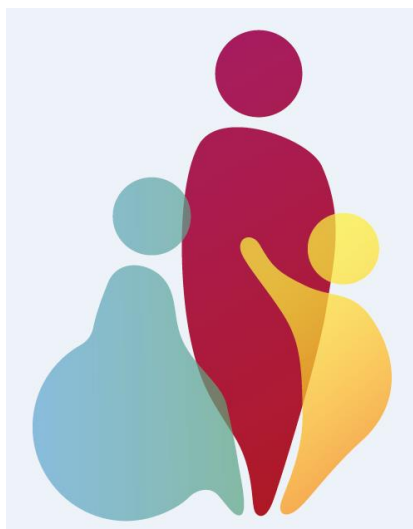


Derby City Council's
Special educational needs and
disability (SEND)
Local Offer Annual Report
January 2019 - March 2020



“The Local Offer allows families to access quality information at a convenient time, it is really beneficial and the team continue to improve the website taking into consideration parents views.”

Ann Rowlands, Derby City Umbrella



Derby City Council

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Introduction

The Children and Families Act 2014 requires Local Authorities to publish an Annual Report on the SEND Local Offer. In Derby's Local Offer report we aim to update you on the developments achieved during the time period of this report.

The SEND Local Offer is an on-line information hub that provides information and advice on a wide range of SEND and universal services and opportunities. It has two main purposes:

- To provide clear, comprehensive and accessible information about the services and opportunities that are available: and
- To make provision more responsive to local needs and aspirations by directly involving children and young people with SEND, parents / carers and service providers in its development and review.

The Local Offer is made up of over 30 information landing pages as well as subject specific searchable directories. It is a continually developing live resource and can be found at: www.derby.gov.uk/sendlocaloffer

All local authorities must seek and publish comments that are received about their Local Offer annually, along with any responses to those comments. Feedback must be sought on the content, accessibility and the future development of the Local Offer. The Council's Family Information Service (FIS) publish Derby's feedback comments termly on the '[Get involved and have your say](#)' page with the main themes and issues included within this report together with corresponding development actions.

All previous Local Offer annual reports are available on the '[Get involved and have your say](#)' page.

Background

The Children and Families Act 2014 places a duty on every Local Authority to publish a Local Offer. The Local Offer must provide information on services across Education, Health and Social Care for children and young people aged 0 – 25 years of age who have special SEND. The Local Offer must also include information on local and national provision and service and opportunities that are likely to be of interest to children and young people with SEND, their parents / carers and professionals who may work with them.

Section 4 of the SEND Code of Practice: 0 – 25 years, provides comprehensive guidance to Local Authorities on the range of information that must be included in the Local Offer.

The SEND Code of Practice can be found at:

<https://www.gov.uk/government/publications/send-code-of-practice-0-to-25>

Co- production

Derby City's SEND Local Offer is committed to co-production with young people and parents/carers that recognises co-production offers valuable opportunities to work together in an equal way, sharing knowledge, influence, skills and experience to design, deliver and assess the SEND Local Offer information hub; ensuring that it provides a single point of access to a wide range of information, advice, activities and provision for children and young people with SEND, which support them, their families and friends to enjoy life.

To facilitate co-production Local Offer Officers have attended co-production workshops and established a monthly Steering Group known as the Written Statement of Action Local Offer

Working Group. The group includes young people, parents, representatives of support groups including Parents Carers Together, Umbrella, Funability, SENDIASS as well as other key people known as Agency Champions.

Local Offer officers have also attended a number of outreach events, including but not limited to various coffee mornings and stakeholder events to gather feedback both verbally and via the on-line feedback form on all landing pages on the SEND Local Offer site.

Background and current position

The Local Offer was first launched in 2015 and continues to be co-produced with key stakeholders including children and young people from Derby City with SEND, their families and our community and voluntary sectors across Education, Health and Social Care.

The Local Offer is a one stop information hub making it easier for families to find the information they need; it provides clear information about services and the support that is available, whilst also identifying any gaps. This information is key in driving service improvements across the sector.

Ofsted and CQC Inspection

A SEND Local Area Inspection took place in June 2019 and in relation to the Local Offer the outcome letter stated that:

'Not all parents or young people are aware of, or can access, Derby's local offer for children and young people with SEND. For example, those who are new to the country or have a visual or hearing impairment cannot easily access the information available. A large proportion of parents who contributed to the inspection were not aware of the purpose of the local offer.'

To support the recommendations set out within the [Written Statement of Action](#) (WSOA) the local authority together with all partners and stakeholders across the local area produced a detailed action plan. Section 5 of the WSOA action plan focuses on parental engagement with emphasis on the Local Offer providing clear and accessible information about the services that are available, and how to access advice and support.

The table below sets out the actions the local area are going to do, the actions already undertaken, progress to date and the impact and outcomes.

Ref	What we are going to do	Progress so far	Impact and outcomes
5.1.1	Establish an Interest Steering Group to review Local Offer Website	<p>First meeting held 12/12/2019 attended parents, service providers, colleges and local area officers. Agenda included: - Groups terms of reference, - LO content request from, - LO service details request and Web site house style guidance.</p> <p>Second meeting held 24/01/2020 agenda included: - DCC's Digital by Default Programme. - Browsealoud demo which was well received as an excellent enhancement to support access. - Identifying barriers to using the LO</p> <p>Third meeting held on the 03.03.2020 agenda included Parent Carers Together activity which looked at the different types of users, they information needs and barriers to use.</p>	Feedback from parent/carers will tell us the feel empowered to make choices effective and informative information is available to them at the earliest

			stages.
5.1.2	Create 'Agency Champions' to take ownership of the specialist subject content on Local Offer website	Agency Champions invited to Steering Group. Agreed subject specialist to attend as their area of the LO is reviewed and developed.	Feedback will tell us that there is confidence in our Local Offer website.
5.1.4	Update Local Offer Website ensuring it is fit for purpose	All LO pages are being reviewed by FIS supported by the web team and will be signed off by the Steering Group prior to publication. Directory records audited annually.	Analysis of Local Offer Website hits and outcomes of 5.1.1
5.1.5	Pilot a web based customer feedback tool	IT portal request submitted requesting support for options to procure a LO suitable IT solution.	Feedback received via the tool – volume of feedback and what responses are saying.

Local Offer audit and reviews

In March 2019 Derby Local Offer undertook a peer to peer review with Northamptonshire, who found Derby's Local Offer to be fully compliant with the SEND Code of Practice; they highlighted many good practice points and suggested areas for future development.

The feedback stated that:

- The widgets to support accessibility are great and really help users.
- All a parent wants is a name and a number, having FIS's contact details on every page helps users to access the information, advice and support via a variety of access routes.
- Information on funded childcare is easy to find and comprehensive.
- The information on the childcare brokerage service is really helpful and offers great support to parents' struggling to find suitable childcare.
- The smooth transition between social care, LO, adults care was loved and felt to be extremely helpful to service users.

Suggested development opportunities:

Users might not see the directories – new orange action buttons added and text explaining how to use directories.

School web link should link to schools' SEND policy – new field populated on the directory and pulled back to search result to comply with Code of Practice.

New EU legislation about accessibility of websites is being implemented? Browsealoud now deployed on the LO site to support accessibility and DCC working towards relaunching the DCC site to meet new standards by 31st March 2020.

More specialist team contact should be added to the web pages – individual team contact details are generally on the service directory and SEND team details are on the EHCP page.

Compliance audit:

In October 2019, FIS completed a full audit of the Local Offer landing pages to ensure that Derby City's Local Offer is compliant with the SEND Code of Practice 2015. A Local Offer Development Plan is in place, which shows a rolling programme of key development activities that FIS is taking forward.

FIS, through a planned programme of work, frequently reviews each of the Local Offer web pages with key subject / service professionals. This year FIS has been working with Short Breaks service to refresh their service details as well as the Neurological Pathways Health team to restructure both the Autism and ADHD web pages.

Working with the STePS team we have developed new Hearing Impairment and Visual Impairment pages and have actively supported the 'Talk Derby' programme by enhancing the Speech and Language information to include links and other supporting materials.

Primary schools regularly provide updates on their service and SEND offer, FIS has added a link to schools' Synergy IT platform so that their SEND information is published on the directories.

FIS were invited to work in partnership with Funability to support the development of their Transition Work Book, we sourced information on key local services for each area of transition and populated sections of the Work Book accordingly.

FIS has worked closely with KIDs.org to facilitate two young people consultation events one with Key College in May 2019 and one with Funability in November 2019. During the consultation sessions young people were given the opportunity to comment on the importance of the information on the Local Offer in particular the Young Peoples Zone. They were asked what they would see as being the most important and least important. These recommendations have been used to inform web site development in relation to the Young Peoples Hub:

1. Increase the use of YouTube videos
2. Leaving Home
3. Travel
4. Socialising
5. Relationships
6. Health and Well being
7. Education
8. Money

Feedback collected through all consultation routes is analysed and action is taken by FIS to address the points raised. Such as the Deaf Parents Group recently advised FIS that minicom is rarely used by their community and they would be happier using a texting service, FIS repurposed a mobile telephone already held within the team and promoted this contact route on the Local Offer site and its promotional materials.

Raising professional and public awareness of the Local Offer has been a priority for FIS; publicity materials have been refreshed to reflect the new page names and content and the new material including posters and postcards have been distributed widely. FIS has made contact with GP practices meeting with Health Centre manager and arranged for a Local Offer advert to be hosted on their AV screens. FIS has also attended:

- School SENCO events held at the University - Local Offer resource bags were distributed to all schools,
- Hospital SEND Parent's Group – Local Offer was explained and parents were invited to attend the WSOA Local Offer Working Group
- Health Visitors meeting - raised awareness of the Local Offer and the support it can offer parents, with the aspiration of including the Local Offer in the 'Red Book'.
- Derby City Council Commissioning team and STePs team – offered a walk-through of the site to increase understanding that can be cascaded to parents by trusted professional.

FIS continues to deliver a public facing helpline and has now added a texting service at the request of Derby's Signing Families Group, both of which supports the delivery of the Local Offer and ensures that Derby City Council complies with the SEND Code of Practice which states that local authorities must make their Local Offer widely accessible and that they have arrangements for enabling those without access to the internet to get the information. Local authorities must also enable access for different groups, including disabled people and those with different types of SEN.

FIS is managing these calls and enquiries, supporting parents to find the information that they need at a first tier level. During this reporting period FIS has given advice and guidance to 253 families covering a wide range of topic relating to SEND. This can involve guiding parents through the website so that they can self-service their information needs or where necessary signposting them to other services and possible sources of advice and support.

What information is included in our Local Offer?

The Local Offer holds a wide range of information on local and national SEND support, services and opportunities. We aim to bring together information on Education, Health, Social Care and services that families would find useful.

The categories on the Local Offer landing pages have been revised after feedback from consultation. A new Icon was added for the SEND local area inspection and holds all information pertaining to the inspection, outcome letter and Written Statement of Action.



Behind many of the information landing pages are searchable service directories. Currently there are a total of 1500 records which represents a 24% increase in the service records held on the directories. The records are held across four provider types:

- Advice, Information and Guidance
- Education
- Health
- Things to Do

Additional Local Offer information is also held against provider types such as schools both maintained and independent, colleagues, children centres and childcare providers.

A significant amount of work has been undertaken on the directory search routes which has improve accessibility and ensure that records returned are pertinent to the parents' information requests.

New services are actively being sourced and added to the directory hence the **24% increase in record numbers**. Service providers or parents can complete a [Request Form](#) on the 'What is the Local Offer' page to tell us about any service that they would like including or records that

need updating. FIS aims to add new records and make updates within one working day to ensure that site users are able to access the most up to date information and support.

Existing records are audited on an annual rolling programme and data accuracy is checked via services' web pages and direct contact with providers. All data is stored and handled in accordance with Data Protect Regulation 2018. FIS snapshot the service record data in January 2020, 16% had a last updated date of 2018, 60% have a last updated date of 2019 and 24% were new records added in 2019.



Significant work had been undertaken on the 'Understanding you child's need' subpages, FIS has asked parents which conditions they wanted us to develop information for first and we have mapped their suggest to diagnoses data so that relevant information and support to prioritised.

Local Offer website statistics

FIS uses Google Analytics to effectively monitor and record Local Offer web site usage. During the period January 2019 to February 2020 there were a **total of 36,230 visits to the Local Offer** web pages. The four most visited subject information pages were:

- Education Health Care Assessment and Plan
- Education
- Autism
- Parent Carers Support

FIS has reviewed site usage and included in this the time spent on individual pages which helps to evidences how the site is used by families and professionals. Time spent on page evidenced that users are spending longest on the [Ofsted and CQC Information Updates and Reports](#), [Community Short Breaks](#) and [Travel](#).

Local Offer Facebook statistics

The Local Offer Facebook account delivers a very successful engagement campaign; posting about information on services, events and public interest articles. Multiple posts are posted daily and followers have increased to **749 an increase of 72% on the start of the 2019**.

In January 2020 the **Local Offer averaged 839 Facebook engagements daily**, with one recent post reaching 9,200 readers. Which lead to the post being shared 75 times, receiving 7 likes and initiating 4 conversations.

How have we gathered the views of parents, carers, children, young people and professionals?

The FIS is committed to co-production of the Local Offer and have therefore proactively sort the views of children and young people with SEND, their parents / carers and the professional who work with them. During 2019 – 2020 we offered a number of ways that Local Offer site and Facebook users could comment:

- Complete the feedback sheet that is available on each Local Offer page
- Email the Local Offer on localoffer@derby.gov.uk
- Telephone Families Information Service on 01332 640758
- Comments on Facebook
- Drop into any outreach events that FIS attended
- Attend a Parent Carers Together coffee morning and chat with a FIS colleagues
- Take part in a young people focus group hosted by FIS
- FIS has attended a number of colleagues team meeting, demonstration the LO site and seeking comments on the sites functionality

We have also considered the findings of the Ofsted and CQC inspection, the 'In My Shoes' report published by Parents Carers Together and the Local Area's Written Statement of Action. FIS continues to value co-production and actively looking for opportunities to engage with families and professionals, if you would like to get involved please see the **Get Involved** section at the end of this report.

Compliments received about the Local Offer

The site has changed and been updated so much since I last visited

The site is easy to navigate and the a – z index is good

I really appreciate the Graduated Response booklets

I am new to the area and was not very aware of what the local offer is, it is very enlightening.

When Umbrella was set up in 1986 information for families was their core responsibility, it is wonderful parents now have access to the Local Offer 24/7. The Local Offer allows families to access quality information at a convenient time; it is really beneficial the team continue to improve the website taking into consideration parents views.

It good knowing that we can request stuff to go on the Local Offer and that there is an on-line form to do this.

Things that have changed as a result of the Ofsted and CQC inspection

The Ofsted and CQC outcome letter stated that:

- Not all parents or young people are aware of the Local Offer.
- Not all parents or young people or can access, Derby's local offer for children and young people with SEND. For example, those who are new to the country or have a visual or hearing impairment cannot easily access the information available.
- A large proportion of parents who contributed to the inspection were not aware of the purpose of the local offer.'

FIS has attended School SENCO events and distributed Local Offer promotional materials to staff so that they can share details with young people and parents.

FIS regularly attend Parent Carer Together coffee mornings and other support groups to chat to parents and raise awareness

FIS has worked closely with GP Practise Managers to have a Local Offer advert added to all surgery AV screens.

FIS is now attending the Hospital SEND Parents group to raise awareness of the Local Offer with parents and Health professionals.

FIS have attended key team meetings such as Health Visitors, Department of Works and Pensions Work Coaches, DCC Children's Commissioning Service, STePS and Children Centres to deliver a walk-through of the Local Offer site and

Derby City Council has improved accessibility by applying the Browsealoud tool to the site. This supports users by offering translation, text highlighting, text reading and many more access support options

FIS now offers a texting service to meet the needs of the Deaf community and support Deaf parents' access information and support from the Local

FIS added a new 'What is the Local Offer' page was added to the site which explains the purpose of the Local Offer.

Things that have changed as a result of what parents and carers have said

FIS rewrote the whole EHCP page with new content that gives clear information on the assessment process and EHCP time line, contact details for where to get advice and support from and we added a useful video.

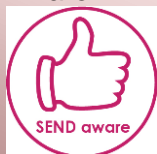
FIS developed and added a new dropdown expander to the parent carer support page about local support services which included all their contact details.

FIS repurposed a mobile telephone already held within the team and promoted this contact route on the Local Offer site and its promotional materials.

FIS found out about the Max Card scheme and the local administrator and added a link on the parent carer support page.

FIS build a new suit of directories that focussed solely on SEND services so that parents no longer have so many records returned that are not relevant or pertinent to their children's needs and interests.

FIS designed a new badge to use on the directories which quickly identifies services that are SEND Aware



Parents said:

- The EHCP page is confusing and out of date.
- Would it be helpful to have key local support service contact details on the landing pages rather than having to search the directory?
- Deaf signing parents told us that the minicom service is not widely used by their community and a text service would be preferable.
- What is the Max Card and how do we get one.
- Can the page layout be more consistency across the whole Local Offer site.
- It wasn't clear where parents could get support.
- The service directories returned too many results to comb through some of which were universal services and not SEND focussed.

FIS ensured the helpline contact number, the glossary, useful downloads, links and feedback forms could be found in the same place on each Local Offer page.

FIS renamed the Advice and Information to Parent carer support. The page was subsequently rewritten to give more information on local support organisations.

Things that have changed as a result of what young people have said

Young people said:

- You wanted videos featuring YP in real life scenarios
- Use big bold headings more images, audio links, more precise links
- You wanted to know how to ace an interview.
- The phrase 'having fun' was too childish.
- The word-clouds are too small.
- You didn't like the Young People Hub icon
- The landing page looked too adult with too much text.
- We want numbers for helplines on staying safe, relationships, health and wellbeing.
- After young people requested a separate section the 'Young People's Hub' it was agreed that to raise awareness a postcard needs to be developed.

FIS reviewed the videos on the Local Offer and added loads of videos to the new Young People's Hub.

On the Young People Hub FIS made headings larger, added more images and researching and added audio links.

FIS looked at the employment section and added some top tips for interviews and a link to create a CV. We upload Getting a job and going to work video and 'Luciano's story' about living independently.

FIS changed having fun to your suggestion of 'socialising and stuff to do'

FIS contacted 3 young people's groups and asked what they would like the image to be, they unanimously voted for this young people image:



FIS enlarged the word cloud infographic so that more people can access and see the information they give.

A Young People's Hub postcard was co-produced bring together the idea of a work experience student, young people from Key College and Council Design team.

FIS added a whole new section to the Young People's Hub about relationships and safety, the section has videos, links and loads of information about keeping safe.

FIS revised the text on the Young People's Hub and edited it down.

Things that have changed as a result of what professionals have said

Professionals said:

- Where can professionals go on the Local Offer/
- Health professionals requested links on Autism and ADHD pages and multiple editorial changes.
- The Council's STePS team has been restructured please can the Local Offer be updated to reflect the changes.
- Children's Centre staff suggested site map.
- Feedback from Health suggested that it is necessary to have an explanation of the SEND acronym which is used more in Education than Health services.
- We need a centralised Local Offer page to capture all the information and documentation about the Ofsted and CQC SEND Local Area Inspection.
- The SEND transport information required updates.
- SEND team wanted a 'myth buster' adding to the EHCP page.
- Via the new communities team, the LO was found to be not very accessible.
- Parents need more information on the Graduated Response.

FIS created a professionals zone and populated it with useful links and downloads.

FIS reviewed the page changed the wording from medical term diagnosis to assessment or need and added links to their Neurodevelopmental Assessment Pathway specialist service as

FIS rewrote the section called 'Where can I get support' on the Autism page and included details about what the STePS team services and how to access.

FIS responded quickly to the request for an Ofsted/CQC pages to be developed and worked closely with the Council Design team to meet a tight but critical timescale. FIS has published all pre and post inspection information on the page as well as highlighting key stages on the 'More News' page.

FIS created an A-Z index of all Local Offer webpages which is now available on the Local Offer home page.

FIS sourced and uploaded revised transport policies and forms on the Local Offer travel pages.

FIS added a paragraph with a definition of SEND to the Local Offer homepage.

FIS created a list of myths surrounding EHCP's and uploaded it to the EHCP page on the Local Offer.

The Council has enabled the Browsealoud tool across the site which translated all content and FIS has had the LO postcard translated into Slovak. More translations will follow but Slovak was identified as key by the New Communities Team will

FIS worked with the SEND Team to develop a 'Graduated Response' leaflet that supports parents to understand what schools can offer individual children.

Strengths

The FIS currently has specific responsibility for delivering the Local Offer enabling service providers and families to have one point of contact for information, feedback and updates.

The Local Offer peer to peer review confirmed that the content is compliant with the SEND Code of Practice and that Derby City's Local Offer has examples of good practice.

A specialist IT system supports the searchable directories and new SEND specific search routes have been developed and delivered in response to parental feedback.

New service records have been added to the directories which has increased the range of information held by 24% and includes national as well as local support for families.

FIS ensures that all primary schools directory records have a live link to their SEND offer.

FIS established a Local Offer Steering Group and are delivering a wide range of consultation events with young people and parents to facilitate the co-production of the Local Offer.

The Local Offer Facebook account has seen a 72% increase in the number of followers - in January 2020 the Local Offer averaged 839 Facebook engagements daily, with one recent post reaching 9,200 readers.

Get Involved

We encourage and welcome involvement from parents / carers, young people, children, partners and voluntary / community groups and would like as many people as possible to be involved in continuing to shape and develop the Local Offer.

You can get involved in a number of ways:

- Tell us what you think about the information on the Local Offer and let us know what was helpful or if there is any other information that you would like to be included. You could also tell us how we can improve the clarity and accessibility of the sites information.
- Attend or host consultation events, we are currently working with Horizons, Umbrella and Parents Carers Together but welcome opportunity to engage with others groups.
- Take part in on-line surveys which will be made available through the Local Offer page
- Join the Local Offer Facebook community and get involved in the consultation and conversation that it facilitates.
- You can contact us via the feedback form on the Local Offer website or by emailing Local.Offer@derby.gov.uk

If you would like your service to be included in the Local Offer please complete the [Local Offer Request Form](#).

Further Information

If you have any comments about the annual report please contact Judith Allbutt – Families Information and Local Offer Co-ordinator
Email - Judith.allbutt@derby.gov.uk
Telephone – 01332 642614

If you would like further information about the Local Offer please contact:
localoffer@derby.gov.uk

Appendix 1 – Examples of Local Offer Facebook Posts

15th January 2020 at 11am – Impressions 10,086

9.4K 10.1K 75 7 4

Autism Derby is running courses for parents of children under 8 years old with a diagnosis of Autism Spectrum Disorder (ASD) or Social Communication needs.



13th January 2020 at 10.30pm - Impressions 2,379

2.2K 2.4K 22 3 4

Hands and Voice Youth Club! This club is for d/Deaf and hearing aged 10 and over who have deaf family, and hearing who want to learn sign language are also welcome. Only costs £1 and the first time visit is free!



Reach/ Impressions/ Shares/ Likes/ Comments/ Clicks

1st February 2020 at 9pm – Impressions 2,514

2.4K 2.5K 2 2 2 47

Ambitious about Autism's Right from the Start toolkit! From the autism assessment process to the first day of school, this toolkit is packed with practical tips and checklists to support parents during the earliest years of their child's life. It also provides signposts to sources of support or additional information.

<http://socsi.in/Ljr20>



8th January 2019 at 8pm – Impressions 3,415

2.2K 3.4K 16 11

Rainbows and Unicorns is a new group for girls, parents and carers. This group is for parents and carers of girls with additional needs to attend with their daughters.

23rd July 2019 at 8.30pm – Impressions 2969

1.9K 3K 18 13 4 58

People with invisible disabilities can now apply to use blue badge parking permits, including autism and mental health conditions, removing the barriers many face to travel. Applications open 30 August: <http://socsi.in/zq3bZ>

15th July 2019 at 3.45pm – Impressions 2,685

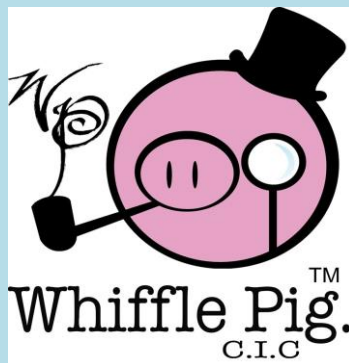
1.8K 2.7K 16 11

Derby Signing Families group is available to families with a deaf child and/or parent in the Derby City area. A Health Visitor will attend every second Tuesday of the month with a Sign Language Interpreter to provide a Child Health Clinic.

7th January 2020 at 10.30pm – Impressions 1,914

1.8K 1.9K 16 6 2

Whiffle Pig starts back in 2020 supporting families with deaf and hearing children aged under 5 with Makaton based stories, song and sign with creative play.



13th July 2019 at 3:45pm – Comments 239

889 1.3K 28 20 1 239

People with invisible disabilities can now apply to use blue badge parking permits, including autism and mental health conditions, removing the barriers many face to travel. <http://socsi.in/ylcQ8>

Find out more here: <http://socsi.in/SrzHd>

