



# Derby's SEND Local Offer Annual Report 2020/21

The annual report provides information on how Derby's Local Offer has evolved over the past year using feedback from its stakeholders, especially parent carers and children and young people



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## Introduction

Welcome to the 2020/21 annual report for Derby's SEND Local Offer. The purpose of the report is to provide an update on what has been achieved this year and outline plans.

The Children and Families Act (2014) places a duty on every local authority to publish a Local Offer, setting out in one place information on the provision they expect to be available in their area for children and young people (from 0-25) who have SEN and Disabilities (SEND).

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. (SEND Code of Practice section 4.2)

There is also a requirement on local authorities to publish comments received in relation to the Local Offer on an annual basis at the very least. This report sets out this has been achieved during 2020, and what our plans are to deliver an even better local offer.

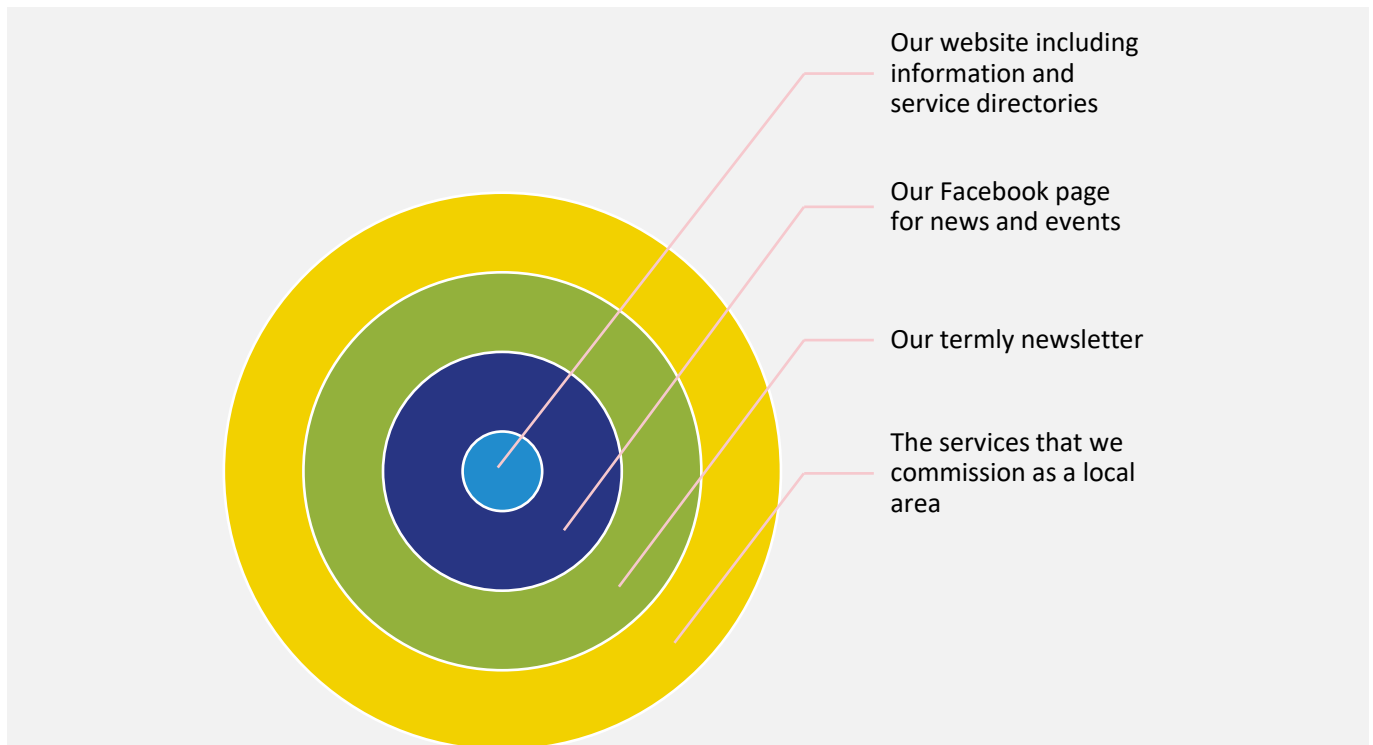
If you have any feedback on this report you can contact the local offer team on

[local.offer@derby.gov.uk](mailto:local.offer@derby.gov.uk)

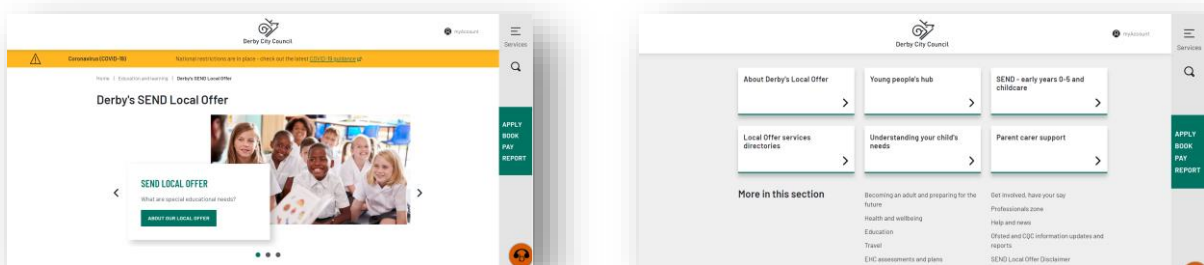
**The report has been agreed by our Local Area Co-production Partnership Group**

## About our local offer

The Local Offer is our way of communicating the support and services available to young people, parents/carers and professionals in Derby. At the core of our local offer is our website [derby.gov.uk/sendlocaloffer](http://derby.gov.uk/sendlocaloffer), but our local offer channels also include a Facebook page @derbysendlocaloffer and our new termly newsletter.



Our local offer website is designed around the key requirements set out in the SEND Code of Practice, and the information and advice that you have told us you want to know about. Our homepage features easy navigation to the key services that you have identified as being important to you:



The Local offer website also consists of over 1500 services within searchable 'directories'. These directories are accessible from a directory homepage and from relevant content pages.

## OFSTED/CQC and the written statement of action

In 2019 the local area was subject to a joint inspection from OFSTED and CQC. This inspection identified a number of weaknesses in the local area and included findings on the effectiveness of the local offer.

The report 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 inspection, the local area co-produced a [Written Statement of Action \(WSOA\)](#). 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:

<p>We will establish an Interest Steering Group comprised of parents, carers, children and young people to lead a review</p>	<ul style="list-style-type: none"><li>• We've merged our LO group into the co-production group to enable the local offer to be part of the narrative for all coproduced decisions and content. The Local Offer Website is reflective of Derby's offer of support and identify clear pathways to access support, at all levels of need. A calendar of events and roadshows will be established to engage and or enable consultation with parents by the Local Area across Derby, however this has been delayed by COVID and the restrictions on direct engagement events</li></ul>
<p>We will create a range of 'Agency Champions' who will take ownership of the specialist subject content on our Local Offer Website</p>	<ul style="list-style-type: none"><li>• Agency champions have been appointed and are all reviewing their sections. Amendments will be coproduced with parents and young people to ensure that the tone and voice is right and that information provided is the information needed.</li></ul>
<p>We will update our Local Offer Website using the knowledge of professionals and key stakeholders</p>	<ul style="list-style-type: none"><li>• We have a new Local Offer website that is up to date and regularly reviewed. 75% of content is now reviewed, ready to be updated online</li><li>• A higher population of parents/ carers are aware of, and use the local offer as their first point of call for accessing good quality information about services for their child in the local area.</li></ul>
<p>We will pilot a web based customer feedback tool using a traffic light system and pop up boxes to aid active feedback and inform our future improvements. We will also work to improve accessibility for parents</p>	<ul style="list-style-type: none"><li>• Web resource required to develop and implement this has been redirected to COVID management. Deadline for this has not yet passed but little progress has been made to date.</li><li>• We have improved the accessibility of our website through the use of Browsealoud and we are auditing documents as part of our review to ensure any downloads meet accessibility standards</li></ul>

## Engagement

Due to the COVID-19 pandemic, plans for face to face events have been placed on hold for much of the past 12 months.

Our co-production partnership group is the main forum for engaging with the local offer and shaping its development. However we recognise that this hasn't always been successful in helping us to redefine and develop our local offer, and we haven't always managed to reach out to young people through this group.

## Supporting families through the Coronavirus pandemic

We know that children and families with Special Educational Needs and Disabilities have been particularly affected by the impact of COVID-19, because of access to services and changes in legislation.

Local offer channels have been used for sharing key information with the local SEND community.

Information shared during this year included:

- Updates on the pandemic and any restrictions including from Public Health
- How the pandemic was impacting the delivery of services e.g hospital appointments and access to the neuro-developmental pathway
- Local and national helplines
- Financial support
- Changes to education provision during the pandemic
- The temporary easements of Education Health and Care Plans.
- Information on keeping safe, including domestic violence
- Coronavirus Travel Passport
- Activities families could do at home during the lockdown
- Support to maintain good mental health and where to go if you need support

## What the data tells us

We track the use that our website gets using Google Analytics. This tells us who is accessing the local offer, where from and on what devices. It also gives us an insight into the pages that are most popular and how long people are spending on these pages. This data helps us to target the pages that we need to work on and those that we need to promote.

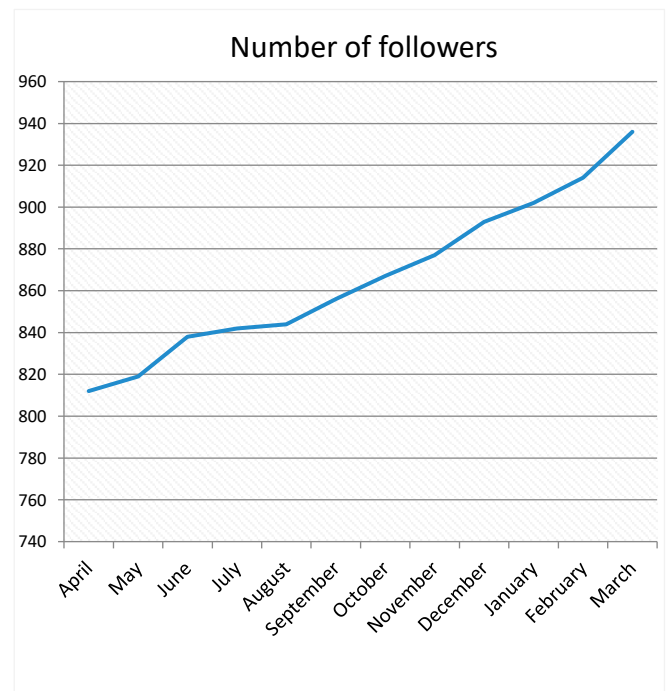
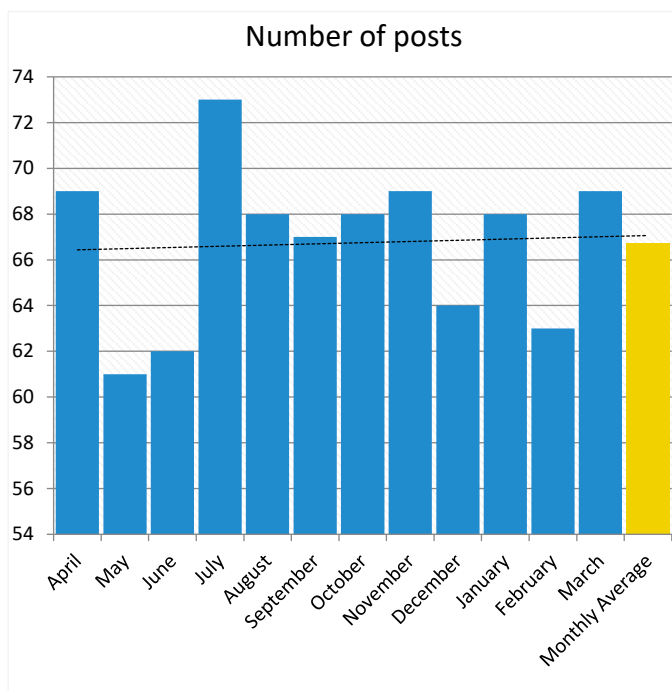
*(Due to the launch of our new website in November, data prior to December 2020 is unavailable – data is from between December 2020 and April 2021)*

More of you are visiting the local offer  
15,235  
Up on the same period last year

Your most visited pages are about understanding your child's needs and EHC assessments.

You spend longest looking at the EHC assessment page

We also monitor closely how people are interacting with our Facebook page to make sure that we are providing the right type of content. Our data shows that interaction with our Facebook content is increasing:



Average monthly impressions of our Facebook posts

14,750

the number of times content has been displayed on someone's screen or device

Average daily reach of

5224

the number of people who have seen the content at least once, the 'potential audience' number, calculated by combining the LO audience with the audience of those who interact with our posts

# What we've done this year

## The launch of our new look website in Autumn 2020

A new look Local Offer website was launched in November 2020 as part of the relaunch of the corporate Derby City Council Site. The new website was designed to:

- Be more responsive - able to use on PC, laptop, tablet and mobile.
- Have a modern look and feel, in accordance with corporate online brand guidelines.
- Standardise the user experience and navigation – the previous website had a lot of bespoke design affecting the overall user experience, particularly when internally signposting to other services, with web visitors having to find the same content in different ways.
- Be clearer and simpler to navigate
- Make it easier to search
- Be more accessible for people with visual, hearing or readability impairments including Browsealoud across the site.

The corporate Derby City web team consulted with the Local Offer steering group as part of the website redesign in summer 2020. This led to a recognition that some changes would be needed to reflect your different needs:

- Recognition of the need for engagement and co-production, however updates will follow the overall best practice design and content guidelines
- Landing page (not yet made live) has been specifically created for the SEND target audience eg use of icons and colour, in line with overall brand guidelines.
- Subject matter is key – make it easier to find the information needed

## Undertaking a content refresh

60% of our content has now been reviewed by agency champions ready to be looked at and refined by our co-production group. Content has been developed alongside the corporate web team at Derby City Council, using the following standards:

- Consistent tone of voice.
- Leaner content - get to what you need to find, quicker.
- Less technical jargon - 'Plain English'.
- Removal of outdated content.
- Focus on transactional content if the main goal of the page eg search/apply/book/pay/report. If 'information gathering', then clearly laid out to find what you need.
- Navigation further streamlined where possible "three clicks rule"
- Benchmarked against leading content local authorities within England.

## Our local offer newsletter

The SEND Local Offer Newsletter is a new termly channel for sharing the great things that are going on in the City. It focusses on what's going on, and celebrates the great things that our children, young people, parents, carers and professionals are doing to help people with SEND to 'live their best life'.

[You can find copies of our newsletter here](#)

## **Agency Champions**

We've identified professionals in key services to help us to maintain the content of the local offer.

Agency champions help:

- To actively promote the Local Offer within your service area and amongst service users
- To support the Local Offer team to ensure that all information required by the children and families act, and summarised in the SEND Code of Practice 2015, in respect of your area is available on the Local Offer website
- Review the information, documents, and downloads on the Local Offer content pages on a monthly schedule to ensure that it is current, accessible and relevant
- Identify and highlight opportunities for new content, for the Local Offer website, social media channels and electronic newsletters
- Provide validation and challenge where other agencies suggest new content for your allocated area
- Provide marketing materials to the engagement officer for use at events to help to promote the Local Offer and the availability of services
- Attendance at a quarterly Champions Meeting to review feedback, and provide scrutiny alongside parents and young people of the Local Offer



## You said, we did

We publish any feedback and actions that we take as a result here:

<https://www.derby.gov.uk/education-and-learning/derbys-send-local-offer/get-involved-have-your-say/>. Some of our you said, we did feedback is listed below:

At the Equality Impact Assessment meeting, you said you did not like the name "Local Offer"	<ul style="list-style-type: none"><li>• We added this as an agenda item for the SEND Partnership Co Production Group.</li><li>• We looked again at our branding to make sure it linked to our strategic vision of 'living my best life'</li><li>• We re-emphasised DERBY SEND in our new logo</li></ul>
You said the Activities directory wasn't pulling through any results	<ul style="list-style-type: none"><li>• We fixed glitches in our system that were affecting the results that got shown when you searched our directories</li></ul>
You said the EHCP Myth Buster didn't reflect everything correctly	<ul style="list-style-type: none"><li>• We have reviewed this and we will have a specific web page to pick up mythbusters instead of our hidden word document, as part of our reviewed EHCP section</li></ul>
Professionals said they preferred You Said, We Did to describe these actions.	<ul style="list-style-type: none"><li>• We changed our feedback section back to 'You said, we did' from 'Issues and Outcomes'</li></ul>
Parent carers forum requested directories with SEND services only	<ul style="list-style-type: none"><li>• All universal services were stripped out of our FIS directories and new SEND specific directories built</li></ul>
Need for equipment suppliers	<ul style="list-style-type: none"><li>• We created a new equipment search directory</li></ul>

## What else are you saying?

In spring 2021 we carried out a survey as part of our High Needs Transformation project. This survey captured views on a wide range of local services including the local offer. 32% of professionals agreed/strongly agreed that they frequently used the local offer to help support individuals and had a good understanding of the full range of services on offer (30% neutral). Elsewhere there was feedback about the navigation, local area 'buy-in' and accessibility of the site:

There is a lack of BSL in the local offer	I don't feel there is enough buy-in and support from professionals to make the local offer as successful as it could be, this could be lack of understanding despite the best efforts of the LO team to spread awareness	The local offer website has improved but there is still an issue with there not being much substance to it
I don't have a good understanding of the local offer - I signpost families to the site and know where to find information if I need it but that's about it	The Local Offer remains patchy and tricky to navigate, especially in relation to accessibility and the promotion of aspiration / independence / employment / PfA.	The local offer is hard to navigate and it is not clear what support is available for parents/schools.
The Local Offer although updated, is not user friendly, in particular for those parents with SEN themselves	I don't have a good understanding of the local offer - I signpost families to the site and know where to find information if I need it but that's about it	The website is much better now, and there's actually lots on there - maybe too much! The facebook page is really useful for things that are going on

This feedback reflects the amount of work done over several years to improve the local offer but also the extent of the work still to be done to tackle the content and navigation, as well as clearly defining its role in the local area. We will use these views as part of our ongoing review of content and navigation, through our co-production group.

Elsewhere, our local offer Facebook page continues to grow and receive positive feedback.



## Things we could do better

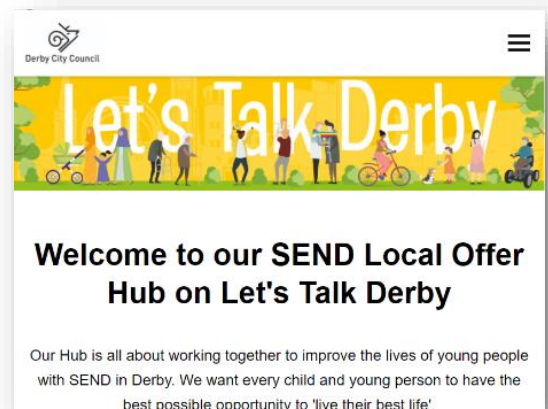
- We want to engage more with young people so that the local offer becomes a relevant source of information for children and young people as well as with their parents. We want to work with focus groups of young people to help us to shape the content we provide and the way we deliver it.
- We need to develop our co-production group to make sure that we are hearing enough voices about the local offer and getting a representative view of how well all our channels deliver against our objectives. Our co-production group will be invited to take a more proactive approach in reviewing content and feeding back on things we can do better.
- We want to build on our new newsletter to make it more accessible and to ensure that it celebrates all the great things that are happening across the local area.
- We need to embed our agency champion roles to make sure that professionals across the local area are supporting us to improve and promote the local offer.
- We need to continue to work with our corporate web team to raise the standard of what we offer.
- Increase our mystery shopping approach to make sure we are getting real life feedback of what it is like to use our channels to find the information that people want and need.

## What we've got planned for the year ahead

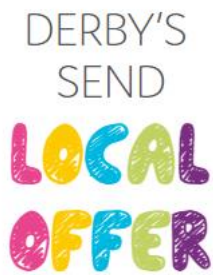
In spring 2021 we plan to start the next stage of our local offer development and launch a discovery phase to discuss what improvements families and practitioners want to see. This will involve interviews with a range of people who use the website.

We will also continue to use functions such as the feedback link on the Local Offer along with events to improve the quality of information and identify gaps.

- The launch of our [local offer engagement hub](#):  
The Local Offer Engagement hub will be accessed through the website but will give us another channel to increase our engagement with parents, carers, and young people.  
The hub will allow us to gather feedback about services, policies, and initiatives in a much more engaging way through traditional surveys, message boards, videos, and story boards.
- Rate this page – feedback tools:  
We will launch a rate this page tool across the derby.gov.uk website to help us to be more responsive to the experience of people accessing our pages. This will help us to better target the pages that aren't delivering.
- Working with our local education providers to help us to develop content:  
We will work with children and young people with SEND in Derby to help us to generate more engaging video content and animations so that we can tell the story of life in Derby through the voices of our own families.



- Strengthening our local offer 'brand':



We will be refreshing the local offer branding, logos and promotional materials to make sure that it reflects the new imagery of the SEND Strategy.

We've taken logo ideas to our co-production group and gathered feedback from our parent carer forum.

Our new logo and refreshed branding will be launched across our channels

- Relaunching our professionals' zone to link it to our planned Information, Advice and Guidance Hub for SENCOs and other professionals.
- Integrating our local offer with the newly developed DerbySAL to ensure that gaps in information and provision are identified and reflected in commissioning opportunities and/or updated content and signposting

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## And finally

A massive thank you to all our stakeholders and partners for your ongoing support. In the words of one of our SEND students.....



"If we work together,  
anything is possible"