

# Derby City Council's Local Offer Annual Report - December 2018



Derby City Council

## **Content**

- **Introduction**
- **Background**
- **Current position**
- **What information is included in our Local Offer?**
- **Local Offer website statistics**
- **Local Offer Facebook statistics**
- **How have we gathered the views of parents, carers, children and young people?**
- **Things that have changes as a result of what parents, carers, children and young people have said**
- **Strengths**
- **What's happening next?**
- **Getting Involved**
- **Further Information**
- **Appendix 1 - Local Offer Update on Webpages**
- **Appendix 2 – Examples of Local Offer Facebook Posts**

## Introduction

This Local Offer Annual Report provides details on the development and review of Derby City's Local Offer since November 2017 to December 2018.

The 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 a wide range of web landing pages as well as searchable directories. It is a 'live' resource which is continually developing. It can be found at:

[www.derby.gov.uk/sendlocaloffer](http://www.derby.gov.uk/sendlocaloffer)

All local authorities must seek and publish comments that are received about the Local Offer and publish these annually, along with their responses to those comments. Feedback must be sought on the content, accessibility and the future development of the Local Offer.

## 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 education needs and /or disabilities (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 SEND children and young people, their parents / carers and the professionals who work with them.

Section 4 of the Special Educational Needs and Disability Code of Practice: 0 – 25 years, provides guidance to Local Authorities on the range of information that must be included in the Local Offer. The Special Educational Needs and Disability Code of Practice can be found at:

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

## Current position

The Local Offer was developed in 2015 and is being co-produced with key stakeholders including children and young people from Derby City with SEND, their families and with input from service providers across Education, Health and Social Care including the voluntary and community sectors.

The Local Offer is a one stop information hub making it easier for families to find information; it provides clarity for families about services and the support that is available and enables families to identify any gaps in provision which provides an evidence base for service changes in the future.

In January 2018, FIS completed a full audit of the Local Offer landing pages to ensure that Derby City's Local Offer is compliant with the Special Educational Needs and Disability Code of Practice 2015. A Local Offer Development Plan is in place, which shows a rolling programme of key development activities that FIS will take forward each term.

FIS, through a planned programme of work, frequently reviews each of the Local Offer landing pages with key subject / service professionals. This year FIS has been working with key services professionals to identify Local Offer champions from services across education, health and social care to act as link offers between their service and the Local Offer. Useful links have now been secured with a Health Champion and FIS is in the process of reviewing Health services and how they are presented on the Local Offer.

Primary schools are regularly providing updates on the SEND support that they offer and many have also embedded a link from their school's web site to the Local Offer, giving parents a quick and easy link to this information hub, further work is required with secondary schools to build this effective two way communication.

In February 2018 Derby Local Offer undertook a peer to peer review with Leicester City, who found Derby's Local Offer to be fully compliant with the Code of Practice, having many good practice points.

The feedback stated that:

- The LO is easily found and easy to navigate.
- The LO landing pages are inviting, clear and that the icons used are not stereotypical.
- That the icons follow through from the landing page to the information pages which is reassuring to users.
- Contact details are available and that DCC through FIS offer a good telephone helpline alternative for customer who cannot access the internet.
- The signing service is a particular good feature regarding accessibility.
- The 'News Page' with rolling news is a good idea ensuring that parents and young people know when consultation events are planned and the actions taken to any feedback received.
- The education directory is well presented and covers providers across the age ranges 0-25 both in and outside the city.
- The Health page covers all the key areas, how to access services and that the health directory is really useful.
- Information on leisure services is easily located as is the social care provision for moving to adulthood, short breaks and independent living information.
- Forms to have a service included on the LO are clearly available, as are the forms for parents and young people to feedback their comments.
- SENDIASS and other independent support services are clearly listed.

FIS has reviewed the feedback forms and developed an easy read version as this was requested by young people; the documents are available on the Local Offer site and are being regularly used at consultation events with young people, their parents / carers and the professionals who work with them. FIS is working closely with Derby City Council's Children and Young People's Participation Officer to engage with young people and ensure that co-production is clearly evidenced in all future development and changes. Recent feedback has requested more diagnosis specific information and support for parents starting the SEND diagnosis journey; web pages have been developed and delivered in response to parents and young people's suggestions. All feedback is analysed and action is taken by FIS to address the points raised. Appendix 1 shows the web pages changes made to date.

Feedback received from young people's consultation highlighted that young people would not look to a council web site for information but would seek information from trusted sources such as parents, sibling, schools and if using social media would use Instagram which offers a more visual way to access information. FIS is exploring using the Council's Instagram account to support young people and makes sure that they can access relevant information that supports their information needs.

The Local Offer publicity materials have been refreshed to reflect the new page names and content. The new material includes a poster and postcard which are being distributed widely.

FIS continues to deliver a public facing helpline which supports the delivery of the Local Offer and ensure 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 supporting parents to find the information that they need. 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 and are shown here:

Behind many of the information landing pages are searchable service directories. Currently there are a total of 1212 records which represents a 31% increase in the service records held on the directories. The records are held across four provider types:

- Advice, Information and Guidance – 438
- Education - 103
- Health - 84
- Things to Do – 587

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 31% increase in record numbers. Service providers or parents can complete a 'Request Form' on the Local Offer home page to tell us about any service that they would like including. FIS aims to add new records 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.



## Local Offer website statistics

FIS uses Google Analytics to effectively monitor and record Local Offer web site usage. During the period January 2018 to December 2018 there were a total of 8303 visits to the Local Offer landing page which evidences a 32% traffic increase. The four most visited subject information pages were:

- Education Health Care Plan (7,358 visits)
- Travel (3,510 visits)
- Autism (3,480 visits)
- Education and childcare (3,053 visits)

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 Becoming an Adult and Preparing for the Future, Autism, Health and Educational Health Care Plan pages.

FIS will continue to monitor web site usage and report on site visits and visit trends and use this information to help support the continuing development of the site.

## Local Offer Facebook statistics

During autumn 2018, FIS re launched the Local Offer Facebook account and is delivering a very successful engagement campaign; information on services, events and interest articles are posted daily and followers have increased to 433 an increase of over 500% on the start of the year.

Local Offer averages 620 Facebook engagements daily, with one recent post reaching 6,700 readers. Follow up conversations via Facebook have been established with 191 question and answers interactions being delivered since September 2018 and published posts have generated 1,300 link clicks which evidences that followers are interested in and engaging with the range of information being published on the Local Offer Facebook.

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

The FIS is committed to co-production of the Local Offer and therefore proactively seek to find out the views of children and young people with SEND, their parents / carers and the professional who work with them. We offer a number of ways that Local Offer site and Facebook users can comment:

- Completing the feedback sheet that is available in the useful forms section on all pages of the Local Offer
- Email Families Information Service on [fis@derby.gov.uk](mailto:fis@derby.gov.uk)
- Telephone Families Information Service on 01332 640758
- Comment on Facebook
- Drop into any outreach events that FIS are attending and visit the Local Offer information table
- Attend a Parent Carers Together coffee morning and chat with a FIS colleagues
- Take part in a young people focus group hosted by further education providers
- Participate in consultation delivered through the youth council 'Voices in Action'.

We will also be considering the findings in the Personal Outcomes Evaluation Tool (POET) report which aims to provides unique local data that can be used to further improve services for children and young people and help local areas respond to the requirements in the SEN and Disability Code of Practice, the DfE Accountability Framework and Ofsted/CQC's inspection framework for SEN and Disability, the report is due to be delivered in Derby in 2019.

In addition FIS will also review the findings of the 'In My Shoes' project being delivered by Parents Carers Together that aims to explore what is working well for SEND families in Derby City and identify areas for improvement.

Moving forward FIS will continue 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 **Getting Involved** section at the end of this report.

## Things that have changed as a result of what parents, carers, children and young people have said

An 'Understanding Your Child's Diagnosis' page, has been developed with 3 diagnosis specific pages being linked behind this. Topics cover Autism, ADHD and Mental Health and Wellbeing.

Diagnosis specific pages are being developed as a result of a poll on Facebook and 3 new pages are due to be launched in the spring, this will include Hearing Impairment, Visual Impairment and Physical Disability.

New directory search routes have been built and are available on each diagnosis specific page. Parents can look for services relating to autism by visiting the autism page and click through to the directory. Each new directory holds records against Information

- Advice and Guidance
- Education
- Health
- Things to do

FIS is reviewing the house style used on the Local Offer pages to make sure it is streamlined and made accessible. All content is checked to make sure it is in Plain English and that acronyms are fully explained.

Contact has been made with the Short Breaks Team and the Local Offer will be reviewing the information held about respite care with them in the New Year. This information will include eligibility criteria, funding options and an overview of availability.

### Parents said:

- We like the page on autism but can we have other diagnosis specific pages?
- As parents, it is disheartening to look at the services on the directories and find that few meet the needs of your child, can we have searchable directories that are diagnosis specific?
- Parents feel uncertain as to where to get support and what they can do to support their child when they first start to worry that something is wrong. Can the Local Offer have a SEND journey page?
- The pages hold too much jargon and need to be streamlined / simplified so that they can be navigated easily.
- We would like more information on respite care options and the eligibility criteria on how to access / fund.
- Are there any other routes that we can get information by which is more instant and less Council style?

A SEND journey page is being developed with an anticipated go live date in early spring 2019 and will offer parents a one stop site for where to go and who to contact as they raise their concerns about their child's individual needs.

FIS have re launched the Local Offer Facebook account which is offering parents a friendly alternative route to find out about local SEND services with excellent use. We are currently averaging 620 daily engagement.



### Young people said:

- The site is boring and there are too many words.
- Some young people would like more colour on the pages
- Young people would not go to a Council web site for information, they would go to people they trust, for example their parents, siblings, schools.
- We need the information as videos and accessible.
- We would like the information on Instagram, Snap Chat and Twitter as we use these but not Facebook that's out of date.
- We would like more information on budgeting for example we need to know that adults pay for prescriptions.
- More information on career paths and possible options and apprenticeships.

Young people were clear that they would not access a Council web site so the information on the Local Offer will continue to be compliant with the SEND Code of Practice and provide parents with a trusted information source and FIS will explore alternative routes to make sure young people can access information in ways that engage them.

We have broken up the information into subject headings, so that users can see less text on the landing pages. They can choose to expand the individual topics if they are interested in finding out more.

We have added some third party videos that are available free and we are working with the Council's design team to create some video animations to support young people's information needs.

Pages are being reviewed and we are trying to add colour, videos and animations to support more people to independently access the information that they need.

FIS are working with Corporate Communication to see if Local Offer information can be posted via Instagram one of the preferred media route identified by young people.

FIS are working to increase the range of information that the Local Offer holds on budgeting, career pathways and apprenticeships, this information will be held on the landing pages but also published via Facebook and Instagram to support accessibility.

**Professionals said:**

- Some local services are not on the searchable directories.
- Families are not aware of the Local Offer so don't use it.
- Search routes for the directories should be alphabetical and put access for SEND at the top in the search route.
- The criteria for specialist respite care needs to be clearer and give parents a realistic expectation on availability.

A request to 'add your service form' is available on the Local Offer so that services not already listed can ask to be included. FIS turn all new service requests around in one working day.

FIS are working with key partners to identify service Local Offer Champions who will be able to feedback to the Local Offer on any information or services that they think would enhance the Local Offer.

FIS are working with the SEND team to raise awareness of the Local Offer. All SEND team letters contain a link to the Local Offer and FIS hope to contact all parents, of children with an EHCP or who are in the EHCP assessment process to invite them to join the Local Offer community on the web site or via Facebook.

The FIS will be meeting with Short Breaks respite care services leads to ensure that service information on the Local Offer is robust and gives clear expectations and guidance to families.

## **Strengths**

The Families Information Service has sole responsibility for delivering the Local Offer which allows service providers and families to have one point of contact for information, feedback and updates.

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

A specialist IT system supports the searchable directories and new search routes have recently been developed to support the new diagnosis specific pages.

New service records have been added to the directories which has increased the range of information held by 31% and includes national as well as local support for families.

All primary schools have been encouraged to add Local Offer links to their school web site.

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

The Local Offer Facebook account has on average 620 daily engagements with 191 question and answers interactions being delivered since September 2018.

## **What's happening next?**

To ensure that the Local Offer is effectively co-produced and reactive to feedback the Families Information Service will deliver a robust consultation programme involving children and young people in decisions about how the Local Offer is developed.

To guarantee that the Local Offer supports the information needs of the local SEND community, FIS will continue to build and strengthen links with voluntary and community groups and with parents to address topics and suggestions that parents and carers raise.

To make sure that the Local Offer remains compliant with the SEND Code of Practice 2015, FIS will audit the Local Offer landing pages and directories and work closely with partner agencies such as Education, Health, Social Care and the voluntary and community sectors to ensure that information on the Local Offer is robust and up to date.

To raise public and professional awareness of the Local Offer and the support and information that it can offer families FIS will deliver a robust promotional campaign. Local Offer publicity material will be distributed to key organisations and services and FIS aim to identify and contact target families inviting them to use the Local Offer web site and join the Local Offer Facebook community.

To drive Local Offer development FIS will maintain a termly development plan stating the main development themes identified through consultation feedback and timescales for delivery. Delivered themes will be listed on the More Help and News page so that parents can see the impact of their suggestions.

## Getting Involved

The Families Information Service would like as many people as possible to be involved in shaping and developing further the City's Local Offer which will continue to be developed in 2019 and beyond. We welcome the involvement of parents / carers, young people, children, partners and voluntary / community groups.

You can contact us via the feedback form on the Local Offer site or by:

Email – [Local.Offer@derby.gov.uk](mailto:Local.Offer@derby.gov.uk)

Telephone – 01332 640758

You can shape the Local Offer in a number of ways:

- Please 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.

If you would like your service to be included in the Local Offer please complete the Local Offer Request form which can be found on the home page of the Local Offer -

[www.derby.gov.uk/sendlocaloffer](http://www.derby.gov.uk/sendlocaloffer)

## Further Information

If you have any comments about the annual report or would like further information about the Local Offer please contact:

Judith Allbutt – Families Information and Local Offer Co-ordinator

Email - [Judith.allbutt@derby.gov.uk](mailto:Judith.allbutt@derby.gov.uk)

Telephone – 01332 642614

## Appendix 1 - Local Offer Update on Webpages

### August 2018

Page	Section	Improved edit
Parental support	Children's centres	Changed image on
EHCP	Mediation	Add a link to SEND complaints: guide for young people aged 16 to 25 in education
Parental support	Funded early learning three and four year olds	Added rocket image

### September 2018

Page	Section	Improved edit
Derby's SEND Local Offer	Introduction	LO buttons decreased in size and made clearer.
Derby's SEND Local Offer	Introduction	New diagnoses buttons sent to design team – ADHD, Autism, Hearing impairment, Learning need, Mental health and wellbeing, Physical need, Visual need.
Derby's SEND Local Offer	Introduction	Added new Diagnosis button and repositioned the original Autism button.
Derby's SEND Local Offer	More help and news	Parent and carers feedback.
Understanding your child's diagnosis	Diagnosis at a later date	Updated the Glossary of Terms with DCC black and white logo.
Understanding your child's diagnosis	What is Autism?	Added video to Autism page.
Derby's SEND Local Offer	Introduction	Line of text about more diagnoses to come.
Understanding your child's diagnosis	Autism	Edited and rewrote Autism page.
Derby's SEND Local Offer	More help and news	Reformatted the date and page.
Derby's SEND Local Offer	Introduction	Image added.
Derby's SEND Local Offer	More help and news	Introduction to Engagement Officer.
Derby's SEND Local Offer	Introduction	New introduction written on landing page, more informal, warm and human.
Education, health and care plans	Who can we contact for help or updates?	Uploaded new locality map and contact details.
Parental support	Funded early learning three and four year olds	Merged funded early learning three and four year olds with Extended Entitlement page.
Parental support	Parent support and linked sections	Deleted the Extended Entitlement pages.
Understanding your child's diagnosis	Introduction	New introduction written, more informal, warm and human.
Across the whole website	Across the whole website	Edited SENDIASS links to direct traffic to their new website.
Derby's SEND Local Offer	Across local Offer	Deleted Umbrella's Support Service.

### October 2018

Page	Section	Improved edit
Derby's SEND Local Offer	More help and news	Added report: Improving Special Educational Needs and Disabilities (SEND) Provision in Derby.

Health	Annual health checks	Added new section - Annual Health Checks.
Parental support	Funded early learning two year olds	Reformatted two year old page using dropdown expander.
Derby's SEND Local Offer	More help and news	Deadline for Autumn headcount.
Derby's SEND Local Offer	Activities	Reformatted Activities page using dropdown expander.
Derby's SEND Local Offer	More help and news	New merged childcare information.
Derby's SEND Local Offer	More help and news	Derby College open days.
Understanding your child's diagnosis	ADHD	Wrote new page

### November 2018

Page	Section	Improved edit
Derby's SEND Local Offer	More help and news	New NICE guidelines
Advice and information	Where can I go for information, advice and support?	Edit the information on Contact and added their new Guide link.
Childcare	Childcare Provider Webpages	Moved the SEND Funding for Early Years Providers info from Education over to Early Years.
Derby's SEND Local Offer	Becoming an adult – preparing for the future	Reformatted Becoming an adult page using dropdown expander.
Across the whole website	Across the whole website	Edited all pages about early years funding from Free to Funded
Childcare	Childcare - information for parents	Added translation pages on the Family Information Services for Arabic, Czech, Latvian, Polish, Punjabi, Russian, Slovak, and Urdu.
Derby's SEND Local Offer	Early years 0-5	Reformatted 0-5 years page using dropdown expander.
Derby's SEND Local Offer	Education	Reformatted Education page using dropdown expander.
Derby's SEND Local Offer	More help and news	Flying Start for Two Year Olds' potentially 80% by the end of the year.
Derby's SEND Local Offer	Advice and information	Reformatted Advice and information page using dropdown expander.
Derby's SEND Local Offer	Travel	Reformatted Travel page using dropdown expander.
Derby's SEND Local Offer	Get involved	Reformatted Get involved page using dropdown expander.
Derby's SEND Local Offer	More help and news	The Family Information Service Facebook page.
Derby's SEND Local Offer	More help and news	New search facility on the directory using maps.
Derby's SEND Local Offer	EHCP	Reformatted EHCP page using dropdown expander.
Derby's SEND Local Offer	Health	Reformatted Health page using dropdown expander.
Derby's SEND Local Offer	More help and news	DCC and POET heading nationwide survey asking parents, carers and young people about the support their SEND child or young person receives.
Derby's SEND Local Offer	More help and news	Voice of the child toolkits.
Understanding your child's diagnosis	Mental health and wellbeing	Wrote new page

### December 2018

Page	Section	Improved edit
Understanding your child's diagnosis	Mental health and wellbeing	Uploaded revised Mental health and wellbeing button
Derby's SEND Local Offer	Introduction	Reorganised SEND buttons in keeping with google analytics

## Appendix 2 – Examples of Local Offer Facebook Posts

**6<sup>th</sup> October at 6pm – Total reach of 6,700**

81 Interactions

Umbrella is hosting a Marketplace event whereby lots of organisations have stalls of information and advice on how they can help you. This will give parents and carers of children and young people with additional needs an opportunity to meet service providers all under one roof. If you'd like to come along use this link to let them know you're coming. This event is totally free.



**25<sup>th</sup> September at 8pm - Total reach 1,800**

130 interactions

Help! Volunteer BSL signer wanted! Tegan's Butterflies in Paradise and Gerry Graham's Touring Pantos are presenting a relaxed performance of Sleeping Beauty. Unfortunately their BSL signer has dropped out and they are on the lookout for a replacement.

**15<sup>th</sup> December at 7am – Total reach 2,600**

52 Interactions

The Hollie Gazzard Trust is a new app keeping families safe. The app is extremely clever; you set up emergency contacts on your phone, and if you feel you're in danger, tap on the app and it will track your exact location. Shake your phone, and your location, as well as audio and video from your phone will be sent to your set contacts. A second shake of your phone will produce a flashing light and high-pitched beep to draw attention to the situation.



**11<sup>th</sup> December at 7.50pm – Total reach of 2,200**

147 interactions

The Oakland's in Littleover is hosting a fundraising event this Sunday in aid of St. Giles School. There will be: a coffee & cake sale, Santa on his sledge, locals singing & signing using Makaton and a fantastic raffle with some great prizes! Staff, pupils, family, friends and the local and wider community are all very welcome.

**14<sup>th</sup> November at 6pm – Total reach 5,200**

1,746 interactions

Derby Signing Families Group at Mackworth Morley Children's Centre every Tuesday 1.00 - 3.00pm. This group aims to provide deaf and hearing parents and carers with children under 5 (both hearing and deaf) access to a safe and welcoming environment. A Health Visitor will attend every second Tuesday of the month with a Sign Language Interpreter to provide a Child Health Clinic. This group is available to anyone in the Derby City area, no booking necessary, just turn up!

**13<sup>th</sup> October at 10am – Total reach 785**

43 interactions

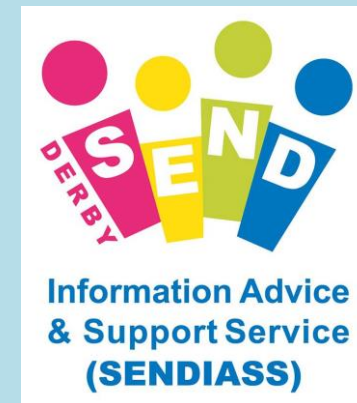
The clever people Contact - For families with disabled children have produced a very useful booklet called "The helpful guide for families with disabled children".



**29 September at 8pm – Total reach 1,300**

115 interactions

SENDIASS has a brand new website just for Derby Families! 😊 Derby SENDIASS is a free, confidential, impartial information, advice and support for parents, children and young people up to the age of 25 about Special Educational Needs and Disabilities.



Derby City Council

- Derby Homes Holiday Hunger – Total reach 4,300
- Derby Children's Health Operation Winter Coat – Total reach 1,800
- Derby Health's Big Disability day – Total reach 1,400