

Feedback report for the SEND Local Offer

July 2019



London Borough of Merton strives to make sure that that families feel they have fully participated in the process of reviewing the content and navigation of their Local Offer. There are a number of ways that we help parents / carers and young people to have a sense of co-production - attendance at parent support groups such as Kids First, schools parent groups, surveys, the Local Offer Focus Group, the Local Offer email inbox and the opportunity to provide feedback on every page of the Local Offer website. These avenues allow parents / carers and young people to have a voice and have a sense of ownership of the Local Offer.

The website is monitored continuously. Broken links are identified via a weekly report and investigations undertaken into repairing these and updating other information that has changed. We welcome and act on feedback to help us keep the information up to-date and to identify possible new services to include, from parents and carers, young people, professionals and practitioners and the providers of the services themselves.

Between 1 August 2018 and 31 July 2019, details of 419 Local Offer services were updated (including new additions). This is 72% of all services detailed on the website. All advice and guidance pages on the website have been reviewed over the course of the year and updates resulting from these reviews are on-going.

As part of the registration process for the new Merton Disability Database, which was launched in November 2018, parents / carers are asked to rate the information provided by the Local Offer. As of 1 July 2019, 62% of parents / carers who provided this feedback rated the information on the Local Offer as “good” or “very good”.

General comments received
<i>“Maybe the website can be more organised and clear”</i>
<i>“I have confidence in the quality of material on the website as it is monitored; I feel like the information on the website is reliable because of this”</i>
<i>“The Website is difficult to navigate, I find it goes in a circle”</i>
<i>“The Local Offer has good quality information on services and activities”</i>
<i>“Some information on the Local Offer is out of date and telephone numbers don’t work”</i>
<i>“I had never user the Local Offer as I assumed it was useless waffle, but [following an information session] now I’ll take a look myself”</i>

Your question or request	Our response or action	Completed Y/N
<i>Information about transitions is unclear</i>	<p>A review of information published on the Local Offer took place as part of the Focus Group identifying areas where the presentation and nature of the information could be made clearer. Better indexing, a 'transitions' category, removal of duplication an overview of transition at all ages are to be added</p> <p>Information on the Local Offer about transitions is also being taken forward for consideration into a partnership working arrangement across agencies and incorporating the views of young people as well as parents and carers about arrangements for transitions in the future</p>	Underway
<i>The literature and Local Offer 'Flag' triangle on the website say SEN Local Offer. This should be SEND Local Offer</i>	The name has been changed on literature and on the Local Offer flag on the website itself	Yes
<i>There is a Lack of support in mainstream schools to help parents with children with SEND find services</i>	We have reviewed our communications strategy and as part of this we have developed narratives for SENCOs in schools about the Local Offer and are developing a Local Offer SENCO toolkit to support them in informing parents and colleagues.	Underway
<i>A link in signatures on emails would help attract the attention of families the council works with</i>	A signature has been developed using the Local Offer flag and is used widely across the Children, Schools and Families Department	Yes
<i>Short Breaks information and wider leisure activities information is not easy to work around to find what is available</i>	Mapping of activities and leisure to clearer categories has been agreed and explanatory text is being added to landing pages to better explain better what activities there are. Links to Young Merton, the website for young people, are being developed as that is where even more activities / leisure information can be found.	Underway
<i>There is nowhere in the Local Offer advising parents where to start, specifically a section following realisation / recognition of SEN</i>	The possibility of adding a section covering "What do I do when I get a diagnosis of SEN?" is being researched and will be raised at the next Local Offer Focus Group in September	Underway

<i>Can you add a link on the Local Offer home page to advice and support services?</i>	A link to a listing of local advice and support services has been added to the home page	Yes
<i>There is no specialist information on conditions and co-morbidities</i>	It is possible to search for services that support more than one diagnosis of SEND using the filters on the website. The Local Offer signposts to national organisations for specialist information about conditions	Yes
<i>Local offer is missing adventure play</i>	The Acacia Adventure Playground in Mitcham and Lady Allen Adventure Playground in Wandsworth are on the Local Offer. As a result of this feedback, indexing of these entries has been extended, hopefully making them easier to find. The new Activities and Leisure categories will also make it easier to find these services	Yes
<i>Touch typing services would be useful to have on the Local Offer</i>	There is the Typing's Cool service for 8 to 16 year olds which runs in New Malden during the school holidays. We have also identified a free national resource called Touch Typing Tutor and this has been added to the Local Offer.	Yes

Special Review of Local Offer Promotional Material

We have been seeking feedback about the promotional material used and the channels of promotion used to inform parents about the SEND Local Offer.

When meeting with parents, they were asked to review the current leaflet and, in some instances, a number of potential images to include on literature. Feedback was varied and included the following:

- *"I think that photos of children with "visible" disabilities on the leaflet will make people think that "this isn't for me" if their child / they has an 'invisible' disability."*
- *"Children in the proposed images were too young, too happy"*
- *"Local Offer Leaflet was functional (told people about what the Local Offer was and what it was used for)"*
- *"Leaflet is bland and boring, don't really know what it stands for"*
- *"The Local Offer leaflet isn't boring and it doesn't have too much information"*

In addition to the above, the Local Offer Focus Group was asked to review messaging for information about the Local Offer for parents.

It was agreed that the messaging should be less about what the Local Offer is, but more about how it can be used and that the multiple images should be used and wording developed to reinforce how the Local Offer:

- Can help young people be aspirational and achieve
- Can empower parents

This is now being taken forward into development of new literature for autumn 2019

Sources

- Merton Disability Database online registration forms
- Kids First Parents Forum
- SEN / Parent coffee mornings at schools
- Merton Local Offer Focus Group (*The key aim of this group is to ensure that the local offer is providing a clear, comprehensive and up-to-date information about the local provision in Merton that meets the needs of children and young people with SEND*)
- Email feedback sent to localoffer@merton.gov.uk
- Feedback sent via the 'contact us' option on the website