

# Local Offer Report

## 21<sup>st</sup> February 2019



## What is the Purpose of the Local Offer?

The Special Educational Needs Code of Practice 2014 states that 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

In order for us to meet these requirements we must continue to consult with partners, engage with children, young people and their families to develop and improve the Local Offer, publish comments that we receive about the Local Offer and ensure the Local Offer is accessible.

This report details our achievements over the last year, feedback we have received and what our priorities are for the coming year.

## Middlesbroughs Local Offer

Middlesbroughs Local Offer [www.middlesbrough.gov.uk/localoffer](http://www.middlesbrough.gov.uk/localoffer) is part of our Childrens Services, Families Service Directory website and is hosted and supported by Open Objects. The website covers a number of different areas such as;

- Education and training
- Early years and childcare
- Health and wellbeing
- Leisure activities
- Transport
- Social care
- Support services
- Money and benefits
- Becoming an adult

## Our Local Area SEND Inspection

Middlesbroughs Local Area SEND Inspection took place in March 2017. It was identified that too few parents know about Middlesbrough's Local Offer or how to get the essential help and support they need stating that families do not know about the resources and support for children and young people who have special educational needs and/or disabilities in the local area. Few know about the local offer or specialist services such as the Special Educational Needs and Disability Information Advice and

Support Service (SENDIASS) in Middlesbrough. They concluded that the local offer is poor and, as a result, children, young people and families have a weak understanding of the resources and support available in Middlesbrough.

### Local Offer Developments

In the months prior to our Local Area SEND Inspection, the Local Offer project group had been working on revamping the Local Offer website. This new version was launched in May 2017.

In January 2018, responsibility for the Local Offer web pages transferred to the SEND and Vulnerable Learners Service with staff support from the SEND Officer and SEND Administrative Officer. This reallocation of responsibility has enabled staff to improve the Local Offer, engage young people and families and to increase awareness.

Our first plan of action was to find out what we needed to improve, we asked staff, parents and carers and young people to give us feedback on the site and provide us with comments on how we should improve it.

Early in the year, we completed an overall review of the Local Offer site to ensure the information and contact details were up to date. We re-organised the information and added new categories to make navigating the pages easier. We added company logos, images, videos and downloads in line with feedback we received from the surveys. In addition, all registered services have been requested to update their details.

Development has also started on the Preparing for Adulthood section to widen the information that is provided to not just service information but also additional Useful information around Internships, Apprenticeships and Work Experience to enable young people to make more informed choices.

During the last year, a total of **358** records have been added to the Local Offer.



## Working with SENDIASS

The SEND Officer is now a member of the SENDIASS Steering Group. This group meets bi-monthly. SENDIASS and the Local Offer are now working together to promote their services to parents, carers and young people. SENDIASS have recently used the updated Education and Training section to provide support to families.

## Marketing and Promotion

With the help of the Marketing and Communications team, a marketing plan was developed to increase awareness of the Local Offer amongst children, young people their families and professionals. New leaflets and posters have been designed and distributed to Council buildings, community hubs and schools.

A poster campaign was launched in July 2018 within Middlesbrough town centre. Posters were displayed in Ad-shell locations and within Middlesbrough bus station and the long stay car parks.

Adverts for the Local Offer were also placed within the Love Middlesbrough magazine and the Tees Valley edition of the Primary Times.

Regular social media promotion has also been introduced. Monthly posts are promoted on the Authority's Facebook and twitter pages.



## [Take a look at where we have been and how we have promoted the Local Offer](#)

We also looked at simple ways to develop awareness and use of the Local Offer webpages and launched a Local Offer quiz in time for Christmas. Questions were set based on information available on the Local Offer with entrants having to navigate to specific pages to find the correct answer.

## Widening Our Reach

To help inform how we needed to go forward with changes to the Local Offer, we have carried out a number of surveys. In February 2018, we launched our first 'Have Your Say' on the Local Offer survey for parents, carers and young people. We received 60 responses to this survey. A further 2 surveys have been conducted with education, health and social care staff which has resulted in 28 responses.

Feedback from these surveys has been used to inform our Local Offer action plan and developments to the Local Offer website. Comments are also included in the 'You Said, We Did' report for 2018.

## ***Engagement with Professionals, Parents, Carers and Young People***

During 2018 we have attended a number of events and completed workshops to promote and discuss the Local Offer. Total recorded attendance at these events is 1299 parents, carers, young people and professionals. The Local Offer team were able to directly engage with the following;



We spoke to 139 professionals working across Education, Social Care and Health



We spoke to 265 parents and carers



We spoke to 56 young people


Feedback from these events on how we can improve the Local Offer has been added into the 'You Said, We Did' report for 2018.

## “You Said, We Did” 2018



Responses received from consultation surveys, and feedback from #LetsChat sessions has been used to add services, improve layout and navigation of the Local Offer.

Take a look at what people have asked us to change on the Local Offer.

You Said	We Did
<p>It can take a while to find the information you need, as you have to search through different pages, with information branching off.</p>	<p>We are currently updating each section with easier straight forward category listings and adding the 'Info' logo to  stings.</p>
<p>There is very little available to meet the needs of their children within the local area, particularly when trying to locate sessions or activities that were autism friendly.</p>	<p>We are currently searching the local area for leisure activities and groups that are focused on SEND. Updates so far have included autism football sessions, a new Cheerleading group, the local cinemas and Play+ at local soft and Fun Days at Daisy Chain.</p> <p>We are advertising events on What's On section.</p> <p><i>This is something we will continue.</i></p>
<p>Couldn't find the FASD (Foetal Alcohol Spectrum Disorder) support service on the Local Offer.</p>	<p>FASD service made available to view.</p>
<p>Parents are left in limbo until they get a diagnosis.</p>	<p>We have started to promote of the Local Offer with professionals within Health, Social Care and Education so parents can be sign posted to useful information whilst waiting for diagnosis/services to start. This is taken the form of presentations, emails and training.</p> <p><i>This is something we will continue.</i></p>

Couldn't find Sunnyside School when searching using 'blind' or 'deaf'	We expanded the keywords within service description to ensure that Sunnyside appears in list.
To include more pictures/photographs on the Local Offer.	We are updating the Local Offer pages, adding company logos and flyers in addition to images on the carousel. We're also working hard to increase the images that providers add.
We want to be able to plan for school holidays.	We advertised local events and clubs in the What's On section.  This is something we will continue.
I think the access to the page is not straight forward.	We created a new hyperlink to direct people straight to the Local Offer pages <a href="http://www.middlesbrough.gov.uk/localoffer">www.middlesbrough.gov.uk/localoffer</a>
There is no information when you click on the Disabled Children - A legal Handbook link	We fixed this
The link to Education, Health and Care Assessment and Planning Pathway on the Health page is broken.	We fixed this
The link to Sports and Leisure activities on Middlesbrough Councils page only goes to a list of playgrounds	We've updated this to link to the overall Sports and Leisure centres website whilst we search out specific events and activities.
The link to download the Supported internship leaflet is broken	We fixed this
Not all services have contact details attached to their info.	We are working through all our services and updating them.
If I want a primary or secondary school for my child with SEN I want a list with their websites, it does not do that.	We added this, you can now download a .pdf
The Hollis school information takes you to an old website	We've updated this.
I am unable to find any information about Key Stage 3 support bases.	We've updated the introduction text on the Education and Training section. This now includes a clear link to the Middlesbrough Schools list pdf which includes this information.
The leaflet needs to be reviewed to provide parents/carers with better understanding of the Local Offer.	We changed our leaflet.

We get lots of our information from the School and their websites.	We contacted schools to ask them to add a link to our Local Offer onto their websites.  We sent schools a supply of the new leaflets and posters to display.
I think the 'Things to do in the area page' is a good starting point for many parents - if this was made more of promoted kept up to date with picture - it might become a more central starting point for families to find 'all and every' information in the area. I really feel there need to be more pictures - it would make it all more engaging and friendly.	What's On page is constantly being updated. We have also added Images applicable to the seasons to the Carousel to promote events during the holidays.
When I type in SEND Middlesbrough to Google the Local Offer isn't the first thing to come up	We have amended the title page for the Local Offer from SEN and Disability to SEND - Local Offer and also added a title in the script of the webpage and added a metatag page description to state "Middlesbrough Councils Local Offer pages provide information and advice for young people with SEND". This will hopefully improve the listing of the Local Offer on search engines.
SEND Local Offer in google takes me to the Council web page for SEN Assessment Team	We added a local offer link to the Councils page for those users who arrive here first.
You can't really read the 'News' and 'Information' bits. Its all words and grey writing.	We added two new categories in the style of the rest of the page; Middlesbrough Strategic Information and Useful Information and relocated the pages into them.
More options for text size needed when you have sight problems	<b>We're waiting to find out if the page will support this.</b>
Couldn't find information about PIP	We added this.
You can only find the Local Offer on the Council website if you know its called the Local Offer	We contacted the Councils Digital team and asked if they could amend this for us. The Local Offer now shows up in the list when you search for "SEND" and 'Special Educational Needs'. We also added a link to the Local Offer on the Council page for the SEND Assessment Team.
I couldn't find Overfields Speech and Language unit	We added this.
The new service, Robin Centre isn't on	We added this.



When searching for Visual Impairment it comes up with 28 services however when you use the filter at the left hand side of the screen: Supporting people with 'Visual Impairment' – It narrows down to just 8 and misses some key services such as Look UK which specifically supports children/young people with a visual impairment.	We added in the Visual Impairment tag to the services to make sure they remain in the search results.
It would be better if you moved the A-Z search below the Search option.	We did this.
You need a Facebook page!	We launched our Local Offer – Facebook group on 19 <sup>th</sup> February 2019.

## Co-production

### ***Local Offer website redesign***

Parents4Change representatives were involved with the redesign of the Local Offer website which was launched in May 2017.



### ***Local Offer Steering Group***

Our Local Offer Steering Group includes members from across education, health and social care services and includes representatives from our Parents Forum, Parents4Change. This group meets 5 times a year to ensure the Local Offer content is kept under review, to identify any improvements and to increase awareness amongst young people, families and professionals. Most recently the group has agreed changes to the categories and the layout of the Local Offer landing page.

### ***#LetsChat Sessions***

In order for us to increase our reach to those parents who are not part of the Parents4Change Forum we have also undertaken a number of #LetsChat sessions. These sessions are informal workshops with parents at schools or at other parent/carer groups within Middlesbrough. Feedback from these sessions has led to improvements in the Local Offer website content and navigation, in addition to providing us with the support we needed to establish a Facebook page for the Local Offer.



Feedback received from one session evidenced that we needed to take a look at the key words linked to services. Key words are added as tags to services to enable them to appear in search lists. We need to think as a parent and to use day to day terminology such as deaf or blind. As a result we have updated search terms for services.

A further #LetsChat session with parents of young people on the autism spectrum, outlined that we were doing a disservice to parents and carers by not having a Facebook page. This also supported suggestions that we received from parents/carers in our first Have Your Say survey. We are now in the process of launching our Facebook Group for Local Offer – Middlesbrough.

In addition, parent's feedback gained at a #LetsChat promotional event highlighted the need for the Local Authority to increase its local education provision for young people with an autism spectrum diagnosis. Middlesbrough Council is now in the process of developing secondary mainstream autism bases to enable young people to remain within the local area.

## Co-production with Young People

### **#LetsChat sessions**

A number of #LetsChat sessions have been held with young people at school. These sessions have been beneficial to the changes on the Local Offer and in helping us identify gaps in provision for young people. As a result of one session alone we have been able to relocate the A-Z search beneath the Search facility. This small adjustment has resulted in easier navigation for visual impaired users, particularly for those who use Braille readers when accessing the internet.

In addition, the #LetsChat session has resulted in a new afterschool club. As of February 2019, MFC Foundation launched a Blind and Partially Sighted Football afterschool club at Kings Academy School. This group is open to all young people with a visual impairment within the Tees Valley.

**MFC** FOUNDATION  
#BOROBILITY

**BLIND & PARTIALLY SIGHTED FOOTBALL**

Afterschool Club at The Kings Academy School, TS8 0GA.

For further information please use the contact details below:  
**Lee Grace** | MFC Foundation | t: 01642 757674 | e: lee.grace@mfcfoundation.co.uk  
**Liz Milburn** | Sunnyside & The Kings Academy | e: lmilburn@sunnyside.org.uk  
**Jill Patterson** | Middlesbrough Council CSVI Service | e: Jill\_Patterson@middlesbrough.gov.uk

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## Local Offer Analytics

Prior to May 2018 the existing analytics could not distinguish between Family Service Directory pages or the Local Offer pages. In May 2018, we added Google Analytics to the Local Offer pages to provide us with targeted data;

<b>Local Offer Users</b>			
<b>Period</b>	<b>No. of Users</b>	<b>No. Sessions</b>	<b>No. Page Views</b>
May 2018	450	535	3023
June 2018	532	659	2499
July 2018	447	542	2062
August 2018	433	532	2355
September 2018	546	637	2307
October 2018	495	613	2614
November 2018	609	706	2694
December 2018	364	432	2017
January 2019	765	869	3010

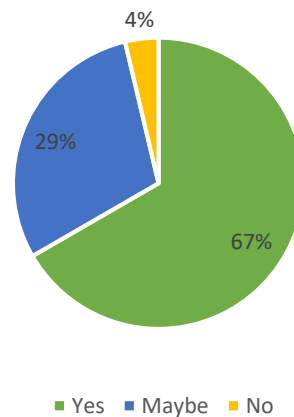
### Impact of work undertaken during 2018

The work undertaken by the Local Offer team to develop the content and layout of the Local Offer has resulted in the addition of 181 'Services and organisations', 114 'Activities and Events' and 58 'Advice and Guidance' records to the Local Offer website. This has ensured that the Local Offer is providing clear, comprehensive and up to date information of parents, young people and professionals. Analytics is now showing that the number of users and sessions has increased since May 2018.

The feedback we have gained from the #LetsChat sessions has not only helped to identify missing service records, gaps in leisure provision and ensuring that the Local Offer website is more accessible, but is also helping to inform strategic decisions around commissioning, with Authority now in the process of developing the secondary autism bases.

At the Parents4Change conference held in October 2018, Local Offer survey was completed with 67% of parents/carers who responded stating they would use the Local Offer as a source of information.

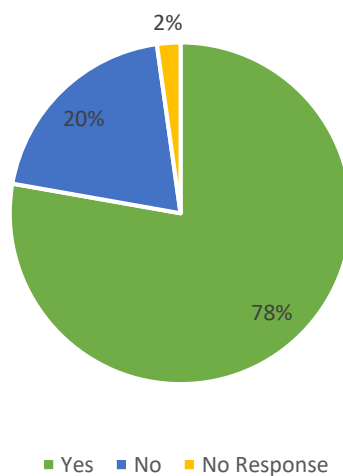
Going forward, will you use the Local Offer as a source of information?



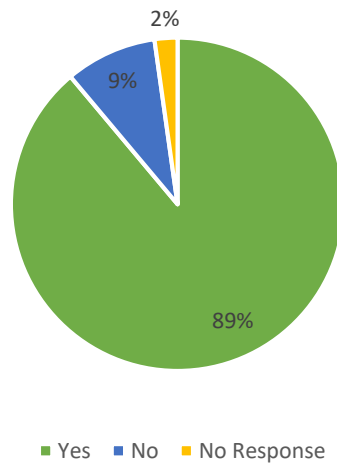
Our work in promoting the Local Offer to professionals within Education, Health and Social Care has resulted in a professional's awareness of the Local Offer growing. 139 professionals have been directly engaged with by the Local Offer team with the Local Offer being promoted at events where professionals have been present. This not only enables professionals to have a better understanding of the Local Offer and requirements under the SEND Code of Practice but to also provide better support and advice to young people and families.

Data from the recent professional's survey carried out in January and February 2019 showed that professionals with Education, Health and Social Care are now aware of changes that have been taking place and that they will now use the Local Offer to support and signpost families.

Have you been made aware of the changes that have been happening to the Local Offer?



Would you now use the updated Local Offer to help inform and signpost young people and their families?



### Future developments for the Local Offer

**Over the next year we have a range of improvements and activities to undertake. The main areas**

- On-going promotion of the Local Offer - Middlesbrough Facebook group.
- Development of SEND Young Peoples Voice Group with the support from KIDS. The first session is scheduled for 28<sup>th</sup> February 2019.
- Further development of Parents / Carers Engagement events and consultations.
- Further development of Preparation for Adulthood section of the Local Offer to increase parents and young people's aspirations. This will include identifying Young People as role models.
- Development of young person's Local Offer pages.

### Contact the Local Offer team

If you would like to become involved in the Local Offer or have any feedback about the about the Local Offer. Please contact Jill Leck or Kathryn Welsh  
Telephone (01642) 727598 or email [GetInvolvedLocalOffer@middlesbrough.gov.uk](mailto:GetInvolvedLocalOffer@middlesbrough.gov.uk)

*"I also wanted to provide some feedback ... simply put I wanted to feedback that the Local Offer is amazing but some people in our Parent Participation Group for CAMHS found initially getting it up and running was a little confusing. Once you showed us how to do that and the link which was best to use navigation couldn't be easier and the colours made it simpler."*

*"I like to do my own independent internet searches for information rather than rely on the Local Offer being up to date and complete. I might use the Local Offer to check 'unknown unknowns', things I've missed or as a place to start my own searches..."*

*"I think the 'Things to do in the area page' is a good starting point for many parents - if this was made more of promoted kept up to date with picture - it might become a more central starting point for families to find 'all and every' information in the area. I really feel there need to be more pictures - it would make it all more engaging and friendly."*

*"I like the colours and it's easy"*

*There's lots of things to do, I like drama and dance"*