Welcome to Stockton’s Local Offer 3rd annual report, providing a summary of the previous twelve months, September 2016 - August 2017.

Stockton continues to assess what works well and what we can do to improve the Local Offer website.

Section 30 (paragraph 4.2) of The Code of Practice places a duty on the Local Authority to publish a Local Offer with three key purposes:

- To provide clear, comprehensive and accessible information about the support and opportunities that are available,
- To maintain and regulate the SEND information available and together assure the quality of Stockton’s Local Offer, and
- To make provision more responsive to local needs and aspirations by directly involving children and young people with SEN, parents, careers and service providers in its development and review.

Stockton continues to provide accessible, clear and comprehensive information to parents and carers of children and young people with special educational needs or disabilities (SEND) aged 0 – 25 years and professionals through the Local Offer.

Those who cannot access on-line information can contact the Families Information Service (FIS) on 01642 527225. FIS are able to signpost to services and send out printed information from the Local Offer. There is also a booklet available: *What you need to know about Special Educational Needs and Disabilities Reforms*.

Stockton-On-Tees Borough Council’s dedicated Local Offer can be found at: [www.stockton.gov.uk/localoffer](http://www.stockton.gov.uk/localoffer)
Stockton-On-Tees Borough Council understands that the Local Offer will continue to provide up to date and useful information for all parents/careers, children, young people and professionals.

We have introduced several new key features and we are currently working on others.

One example of a new feature is the new red tab ‘You said, we did on the homepage. The new tab takes the reader to a section dedicated to our response to the most recent requests.

We have made the tab easy to find and accessible from the Local Offer homepage.

The clear link to our Department for Education delegated parent group for Stockton Borough Council was difficult to find.

Over the previous twelve months, many parents had voiced their concern and had drawn our attention to this.

The Statutory guidance from the SEN Code of Practice state the following:

- 1.13 Local Authorities are actively encourage to work with them
- 4.10 Local Offer should include details of this support, which should include Parent Career Forums and local voluntary organisations. DFE(2015)

The home page did not necessarily point stakeholders towards Stockton’s official partner, parent group, Stockton’s Parent Career Forum, previously known as (Stockton United for Change). We have now addressed this and the group name and relevance is available on the homepage, soon to be updated following the rebranding and launch.

Following a regional review, commissioned on behalf of The Department for Education, a neighboring authority carried out a review of Stockton’ Local Offer its visual format and contents. The review gave Stockton’s SEN Information and Engagement Officer the opportunity to liaise and consult with other regional partners and their representative parent /carers groups.

Resulting from the DfE review, a ‘peer to peer’ critically constructive network is now in the early stages of forming and partners regionally are considering a virtual group, meeting periodically to share and inform each other. At Stockton we feel this is another method we can practice to assure the standard of quality is retained.
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Several of the following actions came about as a result of the regional peer to peer support session the Local Authority SEN Information and Engagement Officer attended.

Which areas require further attention?

- Continue to produce fact sheets covering specific topics
- A scrolling news banner, to inform you of upcoming events
- Making the 20 week EHCP process clearer for parents to better understand it
- Review all information included within the Local Offer marketing materials
- Include links to other Local Authorities’ Local Offer sites
- Include where the view has come from i.e. child, parent, professionals and/or young person

Section 30 of the Children and Families Act 2014 clearly states:

Local services available to children and families must be made available in a clear, easy to read manner.

Ongoing progress including:

- Short Breaks, now linked to the homepage for easy access
- Transport from home to school guidance available for parents
- A comprehensive explanation of the SEN documents relevant to SBC school SENCOs
- A virtual schools feedback portal recording children and young people’s views
- Attending specialist group meetings with health professionals
- Personal Budget fact sheet available for parents
## Action Plan linked to Participation, involvement and engagement, focus working group and peer review

<table>
<thead>
<tr>
<th>Focus Group</th>
<th>Intended Impact with Measureable target</th>
<th>Actions</th>
<th>By Who</th>
<th>Completed by (month)</th>
<th>Progress (RAG)</th>
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</thead>
<tbody>
<tr>
<td>Participation, involvement and engagement</td>
<td>Continue to produce and place on the local offer fact sheets covering specific topics:</td>
<td>Gather relevant information and design a minimum of three, easy to read factsheets. Consult with stakeholders regarding contents. Before final design and prior to distribution</td>
<td>DB</td>
<td>Dec 2017</td>
<td>Green</td>
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<tr>
<td></td>
<td>Personal Budgets [Peer Review ref: K] CoP ref: 4.58</td>
<td></td>
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<td></td>
<td>Transport [Peer Review ref: L] CoP ref: 4.30/4.48</td>
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<tr>
<td></td>
<td>Tribunals [Peer Review ref: O] CoP ref: 4.30</td>
<td></td>
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<tr>
<td></td>
<td>Review all information included within the Local Offer marketing materials:</td>
<td>Research marketing materials available. Liaise with the communication team/design and print. Redraft existing material update and produce new information. Inc: pocket cards, booklets, display banner Consult with SPCF and line manager</td>
<td>DB</td>
<td>July 2018</td>
<td>Green</td>
</tr>
<tr>
<td></td>
<td>Parent Forum [Peer Review Ref: N] CoP ref: 4.30/4.45/4.59</td>
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<tr>
<td></td>
<td>Include links to other Local Authorities’ Local Offer sites</td>
<td>Confirm links with other regional LA’s. Send links to SBC LO.</td>
<td>DB</td>
<td>May 2017</td>
<td>Green</td>
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<tr>
<td></td>
<td></td>
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<td>FIS</td>
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At Stockton’s Local Offer we value your feedback.

That is why we have decided to provide a dedicated area on our homepage.

Here are some examples of the ‘You said, we did….’ we are currently working on:

We had a meeting with our representative parent group, Stockton United for Change (SUFC), who recently restructured and are continuing to build their steering group. The working partnership between the Local Authority and our representative parent group remains both robust and proactive.

The current and most topical questions we are receiving include queries around documentation used across Stockton’s education arena, changes to home to school transport and personal budgets.

You said………We did (examples):-

**Q. Who and what criteria are used to establish the ‘suitable nearest school’?**

A. Stockton have a home to transport policy which clearly identifies, parental preference, measuring distance and safest routes.

**Q. Can parents claim mileage on temporary arrangements?**

A. Stockton have a home to school transport policy and recently produced an information for parents and carers –Eligibility and Decision Making document that explains both mileage and temporary arrangements regarding transport.

**Q. What if a child needs transport who has no EHC plan?**

A. Some children may be eligible for free home to school transport. The transport policy and guidance can be found on Stockton Borough Council’s website.
Q. Can the Local Authority produce an easy to read ‘Personal Budgets’ fact sheet?
A. We are looking at providing an easy to read; guide to personal budgets and tribunals, to build on our existing marketing materials such as the ‘SEN Reforms booklet’, available now on the Local Offer.

Q. What is the name of Stockton’s parent carer forum?
A. The Department for Education recognises Stockton’s parent group as Stockton United for Change. We placed their logo onto the home page of the Local Offer that now includes a direct link to their information. (The forum recently restructured Prior to the publication of this report).

Q. Where is the information I need if I don’t agree with the local authority’s decisions regarding my child’s Education, Health and Care assessment/plan?
A. We are trying to provide a clearer route within the Local Offer for this frequently asked question. The development of our one page factsheets, should address this request.

Q. Can the Local Authority produce an easy to read; guide to the tribunal system?
A. The document is in the planning stage and once in draft form will be circulated to all of the relevant stakeholders and then uploaded onto the local offer.

You will find previous feedback to the ‘You said, we did’ in Stockton’s, annually produced reports, available on our homepage.

Stockton’s Local Offer sets out short, medium and long term objectives, (see page 7 for full list) and recognises that to improve the Local Offer, its contents and format, changes will be crucial to its longevity. In the main, the short term objectives have been carried out successfully. The commencement of the medium term objectives should be concluded prior to the end of the autumn academic term. Long term objectives will require the most time and should be in place by early 2018.
## Stockton’s Local Offer
### 2017 Objectives

<table>
<thead>
<tr>
<th>Short</th>
<th>Medium</th>
<th>Long</th>
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<tbody>
<tr>
<td>- Find a resolution for the <strong>Large</strong> text selection issue *</td>
<td>- Fact sheets on specific areas: tribunals, choosing a primary/secondary school, and pupil/parent advice when applying for EHCP-</td>
<td>- Annual report should state where views have come from i.e. child, parent, professional and/or young person-</td>
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<tr>
<td>- Make print button more visible ✓</td>
<td>- Scrolling news banner *</td>
<td>- Introduce photographs, pictures and video clips to enhance viewing experience-</td>
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<td>- Make language tab bigger ✓</td>
<td>- 20 week process, clearer parent detail -</td>
<td>- Assess the sustainability of an annual competition following the successful outcomes seen across other local authority’s-</td>
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<tr>
<td>- Link Parent Carer Forum to home page with explanation re: Co-production ✓</td>
<td>- Personal Budgets-easier to find, DSA with evaluation finance tab -</td>
<td>- Jargon buster linked to correspondence page-</td>
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<tr>
<td>- Pop up feedback box required should become visible regardless of page visited *</td>
<td>- Transport Policy-in draft, once approved to be highlighted on the ‘news banner’ *</td>
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<tr>
<td>- “You said, we did” tab required, including general feedback/actions ✓</td>
<td>- Provision Guidance available ✓</td>
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<td>- Chapel Mediation</td>
<td>- Marketing and material review</td>
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<tr>
<td>- SENDIASS should be more prominent, logo/link on home page ✓</td>
<td>- Links to other LA Local Offers-</td>
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<tr>
<td>- Accessibility policy requires link to home page ✓</td>
<td>- Text services for Stockton’s Local Offer-</td>
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<tr>
<td>- Disability Register link not working ✓</td>
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<tr>
<td>✓ Action completed</td>
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<tr>
<td>* Third party contribution</td>
<td></td>
<td></td>
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<tr>
<td>- Action pending</td>
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This is a summary of the usage data obtained from ‘Google Analytics’

New visitors, 2,663 between December 2016 and April 1st 2017

We gather feedback and information on the Local Offer through various means, including:

- Direct questioning/face to face
- Analytic data collection
- My views portal
- Meetings with various other professionals
- Regional events

This a summary of the age ranges visiting the site from ‘Google Analytics’
Towards the end of 2016 Stockton introduced the Stockton’s Special Educational Needs Coordinator Area. The specific area can be located within the Education index of the Local Offer.

The data sourced from ‘Google Analytics’ appear to demonstrate a correlation between client access and probable usage. A spike is evident over the three days following Stockton’s Special Educational Needs Coordinator Briefing event, held on the 7th February 2017. Stockton’s SEN Coordinators are accessing Stockton’s Local Offer as a source to support them supporting Stockton’s parents, carers, children and young people.

Analytics show the following day in day increase in usage.

8th February 2017 82% rise in user sessions

9th February 2017 71% rise in user sessions

10th February 2017 67% rise in user sessions
To further develop the Local Offer we aim over the next year to:

- Consult with stakeholders and review the current format of the Local Offer
- Continue to improve the quality of the contents of the Local Offer
- Continue to listen to your views and feedback
- Continue to widen the scope of professionals that we liaise with
- Review our data collection methods
-Continue to improve our virtual portal views area to seek specific views from children and young people who have educational specific needs or disabilities and live in Stockton
- Continue to consult with our parent partner group
- Review the parent/carer guide to reforms booklet
- Explore an opportunity to create a child/young person designated area where children / young people can include topics they can share with other children / young people

Ensure Stockton’s Local Offer continues to be:

- Accessible
- Up to date
- Collaborative
- Comprehensive
- Transparent