



## **Telford and Wrekin Council**

### **Local Offer**

### **Annual Report 2021**

Welcome to the Local Offer Annual Report 2021.

In the report we hope to give you a snapshot of what we have achieved during the year for the Local Offer and our plans for the future.

### **What is the Purpose of the Local Offer in Telford and Wrekin?**

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.
- 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

The Local Offer should not simply be a directory of existing services. Its success depends as much upon full engagement with children, young people and their parents as on the information it contains. The process of developing the Local Offer will help local authorities and their health partners to improve provision.

## Preparing for Adulthood

The Preparing for Adulthood section has been developed to provide signposting and support for children, young people and families.

Information has been broken down into sections including:

Education  
Employment  
Independent Living  
Friends, Relationships and Community  
Healthy Lifestyle

*This section will be updated and reviewed to provide up to date and reliable signposting to education and services.*

## SEND Activities and Events New Section

This new section brings together a variety of activities and events for children and young people with SEND.

Clubs and activities mean children and young people can meet peers with similar interests and make friends, the information provided supports families to find and access these activities, included are:

Arts and Crafts  
Sports and Leisure  
Performing Arts and Dance  
Clubs and Hobbies  
Soft Play  
Family Groups

## What changes have we made since our last Local Offer report in November 2020?

### SEND Newsletters

A new area on the Local Offer has been dedicated to SEND News.

The News pages provide an area for new developments, consultations and information to be shared with Schools, Professionals, Parent Carers and Young People.

An electronic ebulletin is sent out monthly advising of the updates and developments on these pages.

SEND Newsletter – Schools and Professionals  
SEND Newsletter Parent Carers and Families

Both include:  
Updates and Guidance  
Top Tips  
Educational Resources

### Telford & Wrekin SEND Working Together Charter

To support the Telford & Wrekin SEND Working Together a new page has been developed.

This page supported the consultation on the Charter and more recently has been refreshed to support the promotion of the Charter and explain how the Charter will work in Telford & Wrekin.

## Annual Reviews

Information to support the Annual Review process has been added, including a presentation 'Annual Review Workshop'.

This workshop provides information on Annual Reviews, top tips and FAQ's.

An online feedback form has been added and promoted to encourage families to share their views on the Annual Review process.

## Young People's Pages

The SOS (Shout Out for SEND) Young Peoples Forum worked with us to develop pages for young people.

These sit within the Preparing for Adulthood sections and have been written and designed for young people.

- Young People - My Education
- Young People - My Job
- Young People - My Home
- Young People - My Money
- Young People - My Free Time
- Young People - My Health

**How have we developed the Local Offer over the past year?**

## Fair Share Fund Mainstream Schools

A new page has been created to share information on the Fair Share Fund that is available for Mainstream schools to apply for.

Fair Share of children with SEND across Telford & Wrekin Mainstream schools is a local priority area for action.

## SEND Transition in Partnership (STEP)

A new page to support Transition from Primary to Secondary. This information has been co-produced by schools, parents and supported by the Learning Support Advisory Teachers.

Information is include on best practice for children with SEND and is available for schools and families.

## **PODS Parent Carer Forum**

*PODS Parent Carer Forum is the recognised strategic partner and Parent Carer Forum funded through a DfE Participation Grant.*

*We have continued to attend regular Local Offer meetings and have been involved in the development that is ongoing, based on parent carer experiences. We have a very mixed responses to families accessing the Local Offer - some who have found it very useful once they've navigated it, whilst others don't know about it or haven't used it - and have found the information from other sources. This demonstrates the demographic of parents and the importance of a wide range of information sharing appropriate to their needs.*

*Local Offer links are regularly shared with families and there is a link to it on our weekly ebulletin.*

*Development of the Post 16 information sections has been useful to be able to signpost families too, as has the information about the Emotional Wellbeing Panel which families have been able to use to have discussions with schools.*

*We now have better links to wider service offers for disabled children/young people and their families, such as MyOptions, also to wider information via SEND Newsletters and Consultation opportunities including the one for Short Breaks.*

*We continue to believe that the Local Offer is a useful place for information for our families, and continuous improvement and adaptations are being carried out to meet the needs of local families.*

### **Working with our Independent Advice and Support Service:**

*“The IASS service gives opportunities for parents/carers and young people to access the Local Offer from their initial point of contact as part of its universal offer and throughout the various levels of support provided to families. The team facilitate the use of the Local Offer through their monthly SEN Information Sessions, SEN Training Workshops, individual face to face meetings, local events. Young people are also supported to find their way around the Local Offer at various drop-in sessions held in schools and colleges. The service provides opportunities for families who may not feel confident or have access to internet facilities, to use the facilities available within Telford SENDIASS to support them to self-serve and identify for themselves appropriate services that are available to them within the area.*

*The information provided on the Local Offer for young people and their preparation for adulthood has been particularly helpful. The introduction of the education notice board has also provided regular updates which the service can share with families. The service website provides a direct link to the Local Offer and provides a service leaflet giving information on what the Local Offer provides. The service continues to update these by working alongside the Local Offer Working Group to ensure information is current and relevant. The service regularly signposts both parents and schools to the information regarding SEND Support and Education, health and care needs assessment processes to ensure parents/carers and young people are fully informed.*

**Julie Collins, Telford SEND IASS**

### Home Page Refresh

A refresh of the SEND Local Offer Homepage will soon be taking place.

This will support easier navigation of the Local Offer for Education Settings and Families.

### Local Offer Social Media Account

We are in the process of setting up a Closed Facebook group for SEND Local Offer and will be consulting with Parent/Carers on the name for the Group.

We are also in the process of setting up an e bulletin service to share the SEND Newsletter & SEND Parent/Carer Newsletters.

We would like to thank our Parents/Carers for bringing this idea forward.

## Local Offer Future Developments

### Online Feedback Forms

Online forms are being developed to collect feedback from Families.

This will include feedback once a family has completed the ECHNA process.

Research into effectively collecting the voice of young people and parent carers is taking place.

### Summary Buttons

Currently underway is research in using summary buttons on individual pages on the SEND Local Offer. These buttons will link to easy read information and brief explanations of terms.

This will support the accessibility and readability of the SEND Local Offer.

## Who has been looking at the Local Offer?

Below you will find data from the past year with regards to page views, most popular pages, devices used and how the public accessed the Local Offer.

You will also find data from the 2019-20 Local Offer Annual Report for comparison.

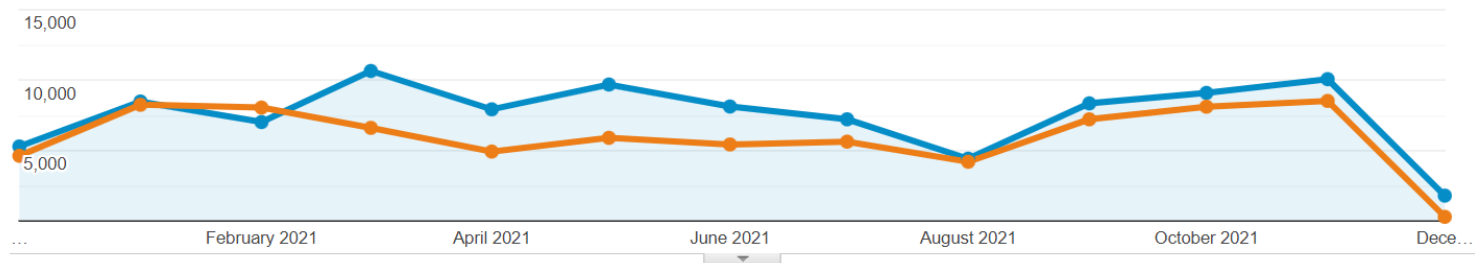
Dec 01, 2020 – Dec 07, 2021: **98,137** Total Page Views

Compared with:

Dec 01, 2019 – Dec 01, 2020: **77,793** Total Page Views

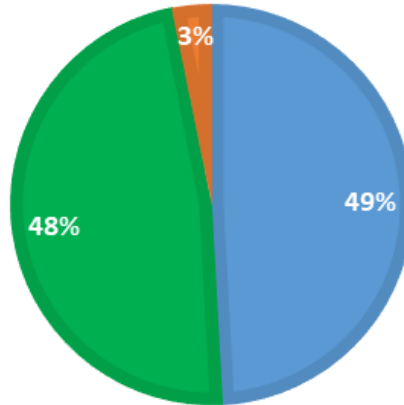
01-Dec-2020 - 07-Dec-2021: ● Page Views

01-Dec-2019 - 01-Dec-2020: ● Page Views



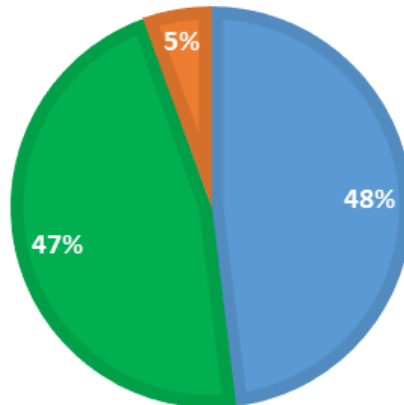
## DEVICES USED TO ACCESS THE LOCAL OFFER 2021

■ mobile ■ desktop ■ tablet



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■ mobile ■ desktop ■ tablet



Most popular pages:

What is an Education, Health and Care (EHC) Plan? - SEND - Local offer	8,210	8.37%
Strengthening Families - SEND - Local offer	3,292	3.35%
SEND News - SEND - Local offer	2,768	2.82%
SEND News	2,258	2.30%
0-5 Years	2,228	2.27%
SEN Support - SEND - Local offer	1,912	1.95%
Search Results - SEND - Local offer	1,842	1.88%
Early Years SEND Support - SEND - Local offer	1,818	1.85%
6-10 Years	1,748	1.78%

Where our visitors have accessed the site from:

Source	No. of visitors
google search	16320
direct	6300
facebook.com	816
bing search	764
telford.gov.uk	414
govdelivery / email	355
yahoo search	79

The information gathered from our analytics can really help to shape and support our Local Offer and inform commissioners.

***If you would like to become involved in the Local Offer Project Group and or have any feedback about the Local Offer.***

***Please contact***

***Jamie Hayward – Local Offer Implementation Coordinator***

***Telephone - 01952 567402 or Email – [localoffer@telford.gov.uk](mailto:localoffer@telford.gov.uk)***