

# LOCAL OFFER REVIEW REPORT

## November 2019



### 1. Background

Plymouth's SEND Local Offer was developed in partnership with parents, young people and our partner agencies. Co-production is at the heart of the Plymouth SEND Local Offer. In reviewing our Local Offer during 2019 we have worked with:

- Parents/carers and young people
- Professionals from our partner agencies
- with all of our maintained schools who have produced their local offer by responding to questions from parents and children
- with service providers, including those within the voluntary sector
- closely with our SEND information and Advice group

Since the last review of the SEND Local Offer, the Plymouth Online Directory has been migrated to a new platform which initially caused a number of issues but a significant amount of work has been carried out across the last 12 months and the pages are now much more accessible. The report refers to some of the issues and measures put in place to resolve them.

Annex I is the action plan which is a result of the review and will be implemented across 2020.

### 2. Feedback on local offer

Feedback has been obtained from as wide a range of stakeholders as possible. These have included

#### Parents

- informally meeting with parents at events, and individual feedback
- formal feedback from parent led groups on the experience of parents using the Local Offer directory

#### Young people

- were consulted at the beginning of the review and the SEND Young Person's Forum "Youth Ascends". The feedback from the consultation that the forum is carrying out on behalf of the SEND Steering group will feed into the review.
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#### Partners

- Short break service providers have fed back their experiences using the POD and registering to manage their entry on the POD.
- Feedback has been received via the "contact us" and "Tell us what you think" functions on the directory.
- Feedback formally and informally has been received from partner agencies and organisations e.g. CHSWG, Health, schools

### 3. Analysis of feedback

During the different consultation events and workshops a number of responses to some individual questions

Delegates were asked to review the POD prior to each meeting so that the discussion could focus on the following questions.

- How useful is the site for families?
- Is the information accessible?
- How can we improve it?
- Was the information helpful?
- Did it provide enough information or a place to go where that information could be found?
- How hard was it to find the information?
- What do you think would improve the experience of parents and professionals trying to find the information?

The table below is the feedback from the Parent Group that met at the end of the Summer.

Strengths	Areas for development
The <b>search function</b> is greatly improved. The search now prompts the user with common phrases.	Further investigation is required with regards to the specificity of the search results and whether the search returns results only from the local offer or the entire POD. Meeting to be set up and key terms decided based on feedback from the PPCV steering group.
When clicking through to a section the user is presented with broad topics before clicking through to a list of specific items with introductory sentences. All of this information was previously displayed on one page.	The order of links needs to be reviewed to reflect user priorities.  The benefits section in the PfA section requires a specific review to ensure that relevant content is grouped.  Add a link to NHS dyslexia information.
Large banner on each page for displaying key local area messages.	Banner to be used for PPCV content, e.g. events as well as recruitment.
It is useful to have a list of suggested organisations on each page of the LO.	A sentence to introduce the purpose of the content would be useful. For example, adding the text 'organisations that may be able to help you'.  Suggested organisations list requires checking.  Link to 'The Zone' required in the PfA and secondary sections.  Link to 'Go Carer' to be removed as no longer a Plymouth service.

The new local offer platform provides greater opportunity for understanding website traffic.	Analytics requirements to be decided.
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A survey was carried out by PIAS with 40 parents and the following information provides some analysis of the results:-

**Have you used the Plymouth SEND Local Offer?**

13 have never used the Local Offer.

**Do you know what the SEND Local Offer is?**

13 did not know what the Local Offer is

**Could you find the information, advice or links to services you were looking for?**

23 found the information they were looking for.

**Was the information useful?**

Of the 23 who found information they all found it useful

**Was the information up to date?**

9 felt that the information was up to date

**What can we do to improve the Local Offer?**

- Less jargon
- Some school SEN information reports out of date
- An explanation of what the Local offer is would be helpful
- The design of the website isn't, to me, that important - good, useful and relevant is far more important.
- More simple guides with step-by-step instructions for what to do in each scenario. Reduce Council information
- Would be helpful to have a list of qualified childminders for children with SEND
- Lot's of words that told you very little! I wanted information about post 18 didn't find anything useful so went to IPSEA, their site was very helpful
- was difficult to navigate. But provided me with good information to help me with a transport appeal
- Maybe give a case study example of the local offer in action
- Easier to get to information required and make sure it is up to date. A GP tried putting in Learning Disability and nothing came up?
- Perhaps a feedback section whereby people can send in comments and a small paragraph about how they used the services and the benefit especially about the events as it may encourage people to come along.

In reviewing the Local Offer with families and professionals it was agreed by the working group that the development of a Champions model needed to be a central part of the action plan. The results of the consultation showed that families needed to have more support from people they were in touch with on a regular basis to be able to make the most of the Local Offer.

In addition it was agreed that a piece of work needed to be carried out to make young people more aware of the Local Offer and to be able to use it. The Youth Ascends Groups have been researching the Local Offer use across their groups and will feedback to the working group with ideas for accessible pages.

#### **4. How will the local offer change and develop?**

A dedicated officer is working on the development of the POD and focussing on developing the Local Offer in line with the review. The development will continue the co-design work and will involve all stakeholders. The following key messages are going to be addressed in response to the feedback we have received on the POD.

- Develop a champion role in partner agencies e.g. GP surgeries, libraries and children's centres to support families to access the directory
- Continue to develop the POD to become more accessible and responsive to the needs of families and professionals
- Work on new marketing methods and engagement with stakeholders as the POD is linked in with the development of the wider early help offer
- Improve the navigation of the Local Offer so that information can be accessed more effectively. Test the navigation through workshops and training sessions to continually improve the functions
- Working with families develop a communication plan to inform families and professionals of what is available on the Local Offer and how we can all improve it together
- Co-production: regular reviews are schedule with representatives of PPCV which focus on a specific area of the local offer, for example, the search functionality. Outcomes of this meeting continue to inform the Local Offer Plan 2019 – 20.

#### **5. Messages to commissioners**

The key messages to go back to commissioners are:-

- In order to deliver the statutory requirements of the Children and Families Act 2014 the SEND directory must provide comprehensive information of what is available in the SEND Local Offer. This must be in one place and must be accessible for families. To achieve this continued investment in the infrastructure and management of the POD will be essential.
- Oversight of the implementation plan for changes needs to be held at senior management level to ensure that the changes that are needed will be implemented at the earliest opportunity. The governance for this oversight needs to be held by the SEND Steering Group.
- All commissioned providers need to have written into their contract the need to keep the Local Offer updated and for their service to be on the Local Offer.
- Despite awareness raising, families and professionals do not know about or use the local offer in sufficient numbers. A continued programme of awareness raising and action resulting from feedback is required.

**ANNEX I Action Plan 2019/20****1. User feedback indicates that the information offer is fit for purpose.****Actions**

1.1 Ensure that the search functionality of the local offer returns relevant results for professionals, families and young people through:

1. Building a data base of key terms and understand user journey through regular review
2. Contributing to regular champions meetings in order to 'test' whether information is up-to-date, relevant and easy to locate
3. Regularly surveying users in order to respond to feedback
4. Maintaining key contacts in health and care so that updates can be made as required.

1.2 Ensure that information relating to education, health and care services is relevant for families, young people and professionals by:

1. Recruiting champions from the health and care sectors
2. Recruiting family champions
3. Recruiting young people to the champions role
4. Ensure that SEND service staff see themselves as champions
5. Designing a review tool so that the impact of the champions model can be accurately assessed.

1.3 Ensure that the Plymouth Local Offer reflects best practice nationally by:

1. Auditing Local area SEND inspection reports in order to identify local offers with particular strengths.

**2. Liaising closely to officers in peninsula local authorities in order to share ideas and identify effective ways of working.****Actions**

2. User feedback indicates that the SEND local offer is valued by families, professionals and young people.

2.1 Develop a communications plan with families, professionals and young people that outlines that values and vision of the local offer

2.2 Research systems in place in other LA areas, in particular those where reach is improving or sustained

- 2.3 Ensure that use of terminology and language is consistent across the local offer through carrying out a review with partners in health and care to identify barriers. For example, the use of the term Thrive
- 2.4 Ensure that all evaluation work is written up and stored centrally for reference
- 2.5 Create a transparent evaluation tool for local offer reach and impact
- 2.6 Facilities are in place so that families and young people without access to the internet, or for whom access to the internet is difficult, are able to use the Local Offer through:
  1. Ensuring that the local offer is available at key points of access such as 'One Stop' and libraries
  2. Ensuring that support from champions is available 'on site'
- 2.7 Updates to the POD and the Local Offer are harmonised
- 2.8 Local offer content is audited on an annual basis by appropriate service leads
  1. A system to ensure that required changes to the local offer are logged and actioned is designed.
  2. Contacts in health, care and the voluntary sector are established and contacted on an annual basis so that content can be updated

### **3. The local offer is compliant with statutory requirements**

#### **Actions**

- 3.1 A register of statutory requirements is established and audited on an annual basis
- 3.2 A register of 'shoulds' is established, reviewed and audited on an annual basis.
- 3.3 A working group is established with key representatives from education, health and care in order to evaluate the compliance of the local offer