1. Promoting the Local Offer

The Local Offer provides access to comprehensive information for children and young people with special educational needs and disabilities (SEND) and their families. It is designed to empower families, individuals, groups and organisations by ensuring they can easily locate up-to-date information about available provision from education, health and care and how to access it.

Oxfordshire's Local Offer has been developed with parents and young people. It continues to be reviewed and improved with their involvement. SENDIASS, working with Parent Carer’s Voice Oxfordshire (PCVO), have created an easily recognised Local Offer icon.

This icon will be used to promote the Local Offer via posters and postcards circulated widely to settings and agencies as well as being used on the Local Offer pages. A QR code will be added to the posters and postcards to support easy access to the Local Offer pages.

Acting on a suggestion from parents an item was posted on Schools News for the attention of Head Teachers and SENCo’s. This identified that Ofsted and Care Quality Commission SEND Area inspection reports have highlighted knowledge and use of the Local Offer as an area for development. Suggestions for good practice included:

- Sharing information about the local offer in their SEN information report, on their websites and in their school newsletters.
- Adding a section to SEND documentation e.g. Pupil profiles or parent information leaflets called ‘Support for parents’ including links to the Oxfordshire Local Offer, SENDIASS, Parent Carers Voice (Oxfordshire) and any local support groups known.
- Show parents the Local Offer in SEND review meetings to encourage and empower parents to access the wealth of support in our area.
To further promote awareness of the Local Offer it was agreed that

- Professionals working with families will signpost and highlight information which could be useful to them on the Local Offer
- The Short Breaks Newsletter will include a focus on the Local Offer
- SENCo network briefings will include a focus on the Local Offer to ensure colleagues are clear about information available and how to support families access the Local Offer.

2. What have people been looking at on the Local Offer?

The graph below shows the number of people who have visited the 9 landing pages of the Local Offer between January and March 2017. It includes people who are ‘external’ to Oxfordshire County Council and those who work for the council (internal). The trend identified in previous reports continues – significantly more external users are accessing the pages than those who are internal although the actual numbers are small.

The EHCP and Support Services pages are the most accessed pages. This suggests families are finding the information they need. Whilst the numbers accessing the Practical Help page are small, it is the exception with an almost equal split of external and internal users. This may be a reflection of the recently added information on the wiki self-advocacy tool to this section. It continues to be recommended that all services/agencies check the Local Offer regularly to not only ensure that information is kept up to date, but also enable them to be knowledgeable about the information available which will support their ability to signpost and empower parents, children and young people.
Send Local Offer Bi-annual Report  June 2017

The OXME website for young people Local Offer and webchats graph below demonstrate a notable increase in people accessing information about activities for disabled between January and March 2017 alongside an increased focus on being work ready, traineeships and training provider. This is encouraging as they were areas previously identified in feedback as areas people wanted more information about.

![Graph showing increase in accessing information about activities for disabled](http://oxme.info/cms/)

3. Feedback

By following the contact us contact icon from the relevant page, feedback can be given which would support further developments of the Local Offer. However, as can be seen from the graph below the feedback received since September 2016 has been negligible.

![Graph showing feedback received](http://oxme.info/cms/)
One of the contacts was from a company called Ablemedia, offering its services to translate core information on the Local Offer to British Sign Language (BSL). This prompted a wider discussion about the accessibility of the Local Offer pages on the Council website. The Council web team have provided the following information in response to a query from the Local Offer Steering group:

- The council has a supplier for translation. [https://intranet.oxfordshire.gov.uk/cms/content/interpretation](https://intranet.oxfordshire.gov.uk/cms/content/interpretation)
- [https://www.oxfordshire.gov.uk/cms/content/sensory-impairment](https://www.oxfordshire.gov.uk/cms/content/sensory-impairment) provides information about how to access the Sensory Impairment team and Oxfordshire County Council
- Visually impaired users often have software (generally something called Jaws) which will read out the page. There is also the ‘Read page aloud’ option which is at the top of every page which will read out the entire web page or just the part that has been highlighted.
- There are some ‘easy read’ pages of a few services which have been identified as most requested.

Another query related to arrangements for information about Children’s Disability Register to be added to the Local Offer. Feedback from parents was that the register was onerous and not helpful. They felt it was more helpful to have information about the Max card scheme available on the Local Offer. Scroll down the Social Care page to find out more about the Max card.

4. Updates to Local Offer Pages

Teams are responsible for checking and updating their own pages on a regular basis. Detailed below are updates which are relevant to a large number of Local Offer users.

<table>
<thead>
<tr>
<th>Update</th>
<th>Location</th>
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<tbody>
<tr>
<td>Live Well Oxfordshire is an online service directory about a range of support services across Oxfordshire for adults (18+), families and carers.</td>
<td>A link to the Live Well Oxfordshire pages had been added to the Moving into Adulthood home page and each of the 6 sub-pages <a href="https://www.oxfordshire.gov.uk/cms/public-site/moving-adulthood">https://www.oxfordshire.gov.uk/cms/public-site/moving-adulthood</a></td>
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<tr>
<td>Special Educational Needs Support Guidance for Foundation and Primary years has been updated with a new section for Cognition and Learning (SpLD) for Foundation Years (D4)</td>
<td>The updated version has been added to the Guidance and Policies section under Local Guidance and Policies <a href="https://www.oxfordshire.gov.uk/cms/content/guidance-and-policies-about-sen-and-disability">https://www.oxfordshire.gov.uk/cms/content/guidance-and-policies-about-sen-and-disability</a></td>
</tr>
<tr>
<td>A wiki website is a simple, accessible, secure and easy to build website used to support interactive person centred plans through pictures, words, videos and sound. It is owned by the child/young person and their family</td>
<td>Information and an on line application form has been added under the Practical Help home page <a href="https://www.oxfordshire.gov.uk/cms/public-site/practical-help">https://www.oxfordshire.gov.uk/cms/public-site/practical-help</a></td>
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Disability Rights UK have new *Into Higher Education* and *Into Further Education* guides for anyone with a health condition, learning difficulty or disability thinking about studying in higher education starting September 2017.

Oxfordshire’s policy for children with medical needs – *The Education of Children and Young People who are unable to attend school due to Medical Needs* - has been added.

The *Schools Accessibility Strategy* has been recently revised and updated reflecting input from children, young people and their families alongside a wide range of professionals. This strategy is designed to help school leaders, disabled students and their parents understand the reasonable adjustments duty and includes examples of good practice. Within this strategy is an *Accessibility Strategy Toolkit* (pdf format, 425Kb) which any school can use.

Children’s Services have been restructured with effect from 1 March 2017. The *Integrated Children’s Services* comprises the Locality and Community Support Service (LCSS) and a Family Solutions Service (FSS).

The link to the guides has been added to the Education and Employment section under the Moving into Adulthood home page [https://www.oxfordshire.gov.uk/cms/content/education-and-employment-young-people](https://www.oxfordshire.gov.uk/cms/content/education-and-employment-young-people)

The updated version has been added to the Guidance and Policies section under Local Guidance and Policies [https://www.oxfordshire.gov.uk/cms/content/guidance-and-policies-about-sen-and-disability](https://www.oxfordshire.gov.uk/cms/content/guidance-and-policies-about-sen-and-disability)

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Updated information has been added to the ‘Particular help when there are problems’ section on the Social Care page under Support Services [https://www.oxfordshire.gov.uk/cms/content/support-families-disabled-children-and-young-people](https://www.oxfordshire.gov.uk/cms/content/support-families-disabled-children-and-young-people)

### 5. Matters arising from the Local Offer Champions meeting

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<tr>
<th>Discussion points</th>
<th>Action</th>
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<tr>
<td><strong>Definitions</strong> have been added to pages of the Local Offer which appear on the Family Information Service Directory (FISD). Concern expressed that these are not in ‘user friendly’ language.</td>
<td>Helen Womack and FISD colleagues will investigate whether there are other definitions available which are more accessible</td>
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<tr>
<td>Revised <strong>Schools Accessibility Strategy</strong> and toolkit shared. It was noted that the link to the toolkit was not opening</td>
<td>Helen Womack has followed up with the web team and this is now corrected.</td>
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<td>It was raised that the <strong>search facility</strong> on the public website does not find all information available in the Local Offer pages, for example a search for CAMHS locates a page for CAMHS and foster carers.</td>
<td>Helen Womack has followed up with the web team. They advise that a search will pick up on key words found anywhere on the public site. In the case of CAMHS this does not appear as a ‘word’ on the Local Offer pages (a search for Child and Adolescent Mental Health Service does locate the information on the Health Services page of the Local Offer). The web team advise they might be able to arrange for some user testing to happen using the usability lab which is part of the new digital transformation hub. Users could be asked to look at the pages and find out what they’d expect to find or if the way they navigate to find information isn’t getting the results they want on the current site.</td>
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<td>A draft of a proposed format for the <strong>Behind the SEN</strong> section to be located under the Practical Help page was shared. This attempts to bring together easily accessible information about help available from Health, Education and in the Community for different groups of SEN. Initial feedback was very positive.</td>
<td>Helen Womack to share draft for further comments and suggestions about links which need to be reflected within each of the sections.</td>
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<tr>
<td>Janet Johnson summarised key points relating to the <strong>SEND Area Inspection</strong> which could occur anytime in the next 5 years. An updated draft of the SEND Inspection action plan for Information, Advice and Guidance (IAG) was shared.</td>
<td>Janet Johnson to communicate to key people about their statutory responsibility in relation to the Local Offer. It was noted that there was no Health attendance at the meeting, but it is anticipated that the Designated Clinical Officer currently being recruited should attend future Local Offer steering group meetings.</td>
</tr>
<tr>
<td><strong>Local Offer icon</strong></td>
<td>Wendy Cliffe to liaise with the web and FISD teams to have the icon added to pages</td>
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Janet Johnson - Strategic Lead for Vulnerable Learners