1. Promoting the Local Offer

The Local Offer has two key purposes:

- To provide clear, comprehensive and accessible information about the support and opportunities that are available in the local area
- To make provision more responsive to local needs and aspirations by directly involving children and young people with SEN, parents and carers and service providers in its development and review.

In the June Local Offer report it was noted that SENDIASS, working with Parent Carer’s Voice Oxfordshire (PCVO), had created an easily recognised Local Offer icon.

This icon has been added to Local Offer pages on the Family Information Service Directory whilst posters and postcards with an added QR code (to support easy access to the Local Offer pages) have been circulated widely to settings and agencies. Professionals have been encouraged to add the icon and the link to the Local Offer to their e-mail signatures. The Short Breaks newsletter has included a focus on the Local Offer.

SENDAISS, working with PCVO, organised 3 parent/carer meetings to promote and demonstrate the Local Offer. These were held in October 2017 in Bicester, Culham and at County Hall in Oxford. Feedback from those attending the meetings was mixed. Approximately 60% said they did not know about the Local Offer with one parent asking “how am I supposed to know about it if professionals don’t tell me?”. Those who had used the Local Offer said they had found it useful, that it was comprehensive, but observed that it was not easy to search and navigate and could be quite time consuming to use. This mirrored feedback from the recent SEND Local Area Inspection which took place in Oxfordshire during the week commencing 25 September.
The final report said:

Leaders have spent considerable time consulting with parents and working to ensure that the local offer on the council website contains much useful information. However, the local offer is not well known to parents and the limitations of the search facility make it difficult for those who do use it to quickly find the information they are seeking.

Prior to the inspection discussions had been started with the web team about how to carry out a review of the Local Offer incorporating user testing and feedback to inform developments and an improved search facility. Actions being taken are summarised in section 5 of the report below. If you would like to be involved in user testing which is planned to take place in January and early February please use our contact page to provide your name and e-mail contact. To support organisation of the testing please also indicate which part of Oxfordshire you live in (Cherwell, West, Oxford City, South, Vale of White Horse).

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 since October 2017. The EHCP and Support Services pages continue to be the most accessed.

However, it should be noted that the numbers accessing the pages are not high. Comparing 2016 to 2017 as shown in the graph below, there is a downward trend of use. This is additional support to completing a robust review of the current Local Offer to inform and underpin developments.
3. Feedback

By following the contact us icon from the relevant page, feedback can be given which would inform further developments of the Local Offer. However, as can be seen from the graph below the feedback received between September 2016 – August 2017 has been negligible and is less than the previous year.

There has been some informal feedback that the ‘contact us’ icon is not very visible and does not obviously invite comments which would support developments.
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>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Guidance for Schools on Reduced Timetables</strong></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><strong>Mencap</strong> have created four easy read guides covering the following topic areas:**</td>
<td>These have been added to the Education and Employment page <a href="https://www.oxfordshire.gov.uk/cms/content/education-and-employment-young-people">https://www.oxfordshire.gov.uk/cms/content/education-and-employment-young-people</a></td>
</tr>
<tr>
<td>• Finding a job or work experience</td>
<td></td>
</tr>
<tr>
<td>• Application forms and CVs</td>
<td></td>
</tr>
<tr>
<td>• Going to a job interview</td>
<td></td>
</tr>
<tr>
<td>• Starting work</td>
<td></td>
</tr>
<tr>
<td><strong>Transition to the new 0-25 special educational needs and disability system</strong> Transition Plan September 2017 to 1 April 2018</td>
<td>Arrangements for the transition from statements of special educational needs (SEN) to Education, Health and Care (EHC) plans are explained in this document. It 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><strong>Admissions to Special Schools and Bases</strong></td>
<td>The link to the updated document has been added to the School section under Education and Training <a href="https://www.oxfordshire.gov.uk/cms/content/school-support-special-educational-needs">https://www.oxfordshire.gov.uk/cms/content/school-support-special-educational-needs</a></td>
</tr>
<tr>
<td><strong>Oxfordshire Children’s Diabetes Service</strong></td>
<td>The link for this service has been embedded in the Diabetes Local Offer tab to ensure direct access to the Oxford University Hospital pages <a href="https://www.oxfordshire.gov.uk/cms/content/health-services-support-children-and-young-people-sen">https://www.oxfordshire.gov.uk/cms/content/health-services-support-children-and-young-people-sen</a></td>
</tr>
</tbody>
</table>
## Discussion points

### Meeting frequency, membership and reporting line

- Meeting frequency will be every 3 months – invites for the next year have been sent out (January 2018, April 2018, July 2018 and October 2018)
- Membership of the group will be consistent and reflect Parent/Carers, SENDIASS, key agencies from Education, Health and Care (Children and Adults) and members of the web team
- The Local Offer Champions Group reports to the SEND and High Needs Programme Board which feeds into the Children’s Trust and Health and Wellbeing Board

### Benchmarking statistics

- From September 2017 the Local Offer statistics will be benchmarked to track use year on year to monitor whether, with changes implemented, there is an increase in access.

### Local Offer Review

- The Local Offer currently sits across four different platforms and links to a fifth in health
- The search and navigation facilities are poor.
- Access via different mobile devices has not always worked well
- The language of some content is not always user friendly
- Need to find out what people want and how to ensure they can find it quickly and easily so will set up user testing at locations across the County

- It has been agreed that the work with the web team to improve the navigation and search facility of the Local Offer will sit as a side project under the Web Content Review project within the Programme Management Office and under the Front Door Programme part of the Fit For Future programme). The Deputy Director of Customer Experience is the sponsor for the Web Content Review Project
- Outcomes agreed by all are that they want to ensure that Local Offer developments
  - Are informed by parent/carer and professional feedback
  - Meet statutory requirements
  - Result in a site that is quick to use with accessible language and easy to navigate/search
  - Can be navigated on a range of devices
- User testing will be organised during January and early February. This will be arranged to take place in different parts of the County (North/Central/South). Champions will help to identify parent/carers and professionals who would be willing to take part in user testing
| Champions will support in the development of user testing scenarios |
| Progress updates will be shared at the Local Offer Champions meetings to ensure identified outcomes are being met |

Helen Womack - Vulnerable Learners Development Manager