

SEND Local Offer Feedback Report 2023



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Introduction

In 2022 Worcestershire Children First began planning to revise the SEND Local Offer website and co-produce a new look site with our SEND families and other professionals. Early in 2023 we began a series of workshops involving parent carers, young people and professionals, to get their views on the sort of information they wanted to see on the new website, and how they wanted it to look. Redesigning the SEND Local Offer site coincided with the launch of a new digital platform which hosts all the Worcestershire County Council and Worcestershire Children First websites, this platform enabled us to look at the overall design of the site and to include more imagery.

During the summer months, work went on in the background developing the new look and content, using the feedback and comments we'd received from our SEND families and other professionals during the workshops, task and finish groups, and also from our [Local Offer Report 2020-22](#).

The new look site launched in early November 2023. To make it easier to find, the information on the new site is organised by age groups as parent carers, young people and professionals told us that they preferred it. We've also used more pictures and videos to make it more inviting. We've added lots of new information and rewritten a lot of the pages to make it as clear and easy to understand as possible – especially for families who are just starting their SEND journey.

The new site contains all the information from the old one, along with lots of new content, which families have told us they would find useful. New content includes amongst others:

- Information to help with transitions.
- Where to go if you have concerns about your child's development.
- How things or services might change as a child gets older, so families can be prepared.
- More information about the choices available for young people 16 and above.
- Who can help with filling in official forms, particularly benefit forms.
- Information about EHCP annual reviews, including the Year Nine review.
- Preparing for Adulthood outcomes, what they are, and tools to help with planning for the future.

Some content is replicated across all the age sections, because it's relevant no matter what the age of the child or young person, and then other information is age specific.

To compile this report we have used the results from our consultations about the SEND Local Offer along with comments we've received via the localoffer@worcschildrenfirst.org.uk email. We have also included statistical information about the usage of the site, tracking the popularity of different pages to monitor what information people are finding useful.

Work continues developing the site and we want it to be a useful space for families to help them and answer their questions. In 2024 we plan to add more content and will be working with our SEND families and other professionals to develop it.

Thank you.

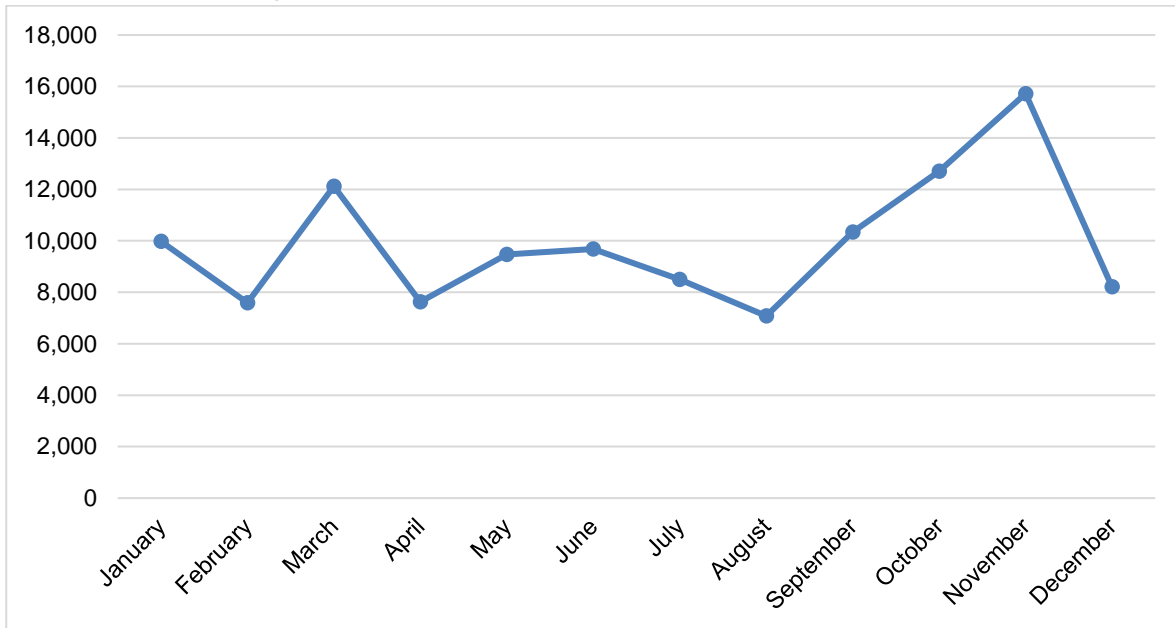
We would like to thank everyone who has taken the time to help us co-produce our new website. We really appreciate the time you have taken to respond to our questions and attend meetings, and for letting us know what you think, your help and support has been invaluable. We would also like to thank all those who emailed us via the SEND Local Offer website, to let us know your thoughts.

The SEND Local Offer

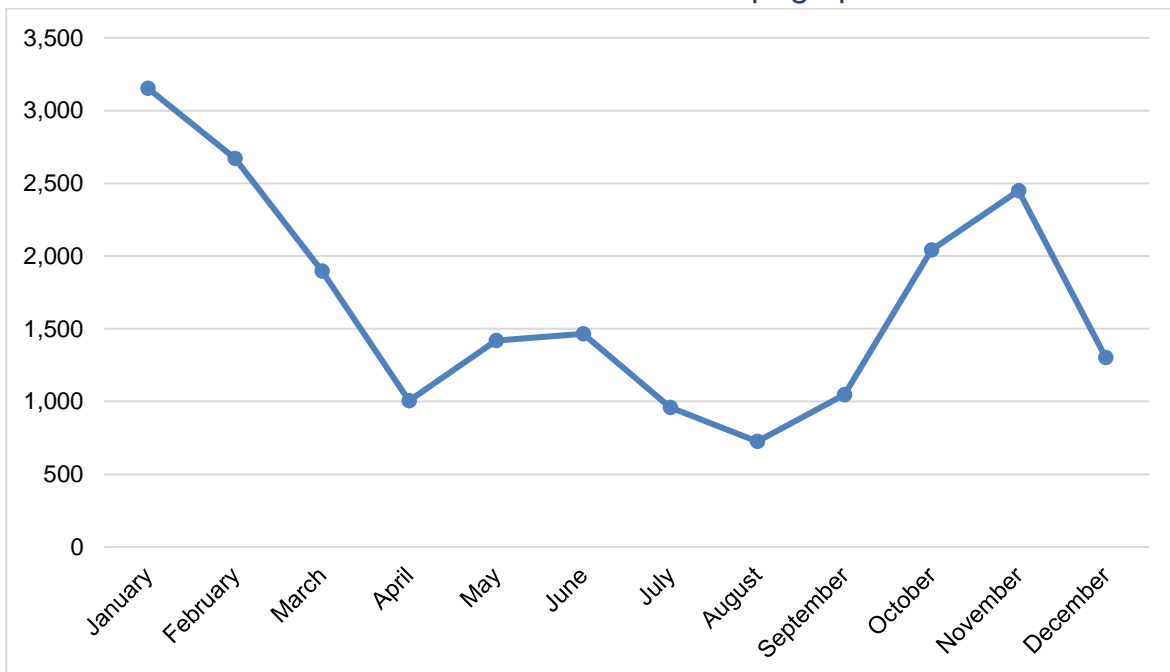
Our website usage is recorded using Google Analytics and the data which is tracked changed at the end of February 2023. To ensure we are comparing like with like over the year, we are using the number of views and total number of users for the site as a whole and for individual pages.

When comparing the top five pages, we have taken the data from March onwards, as this is when the new digital platform was in place. The new look SEND Local Offer launched in November 2023.

Number of views per month 2023

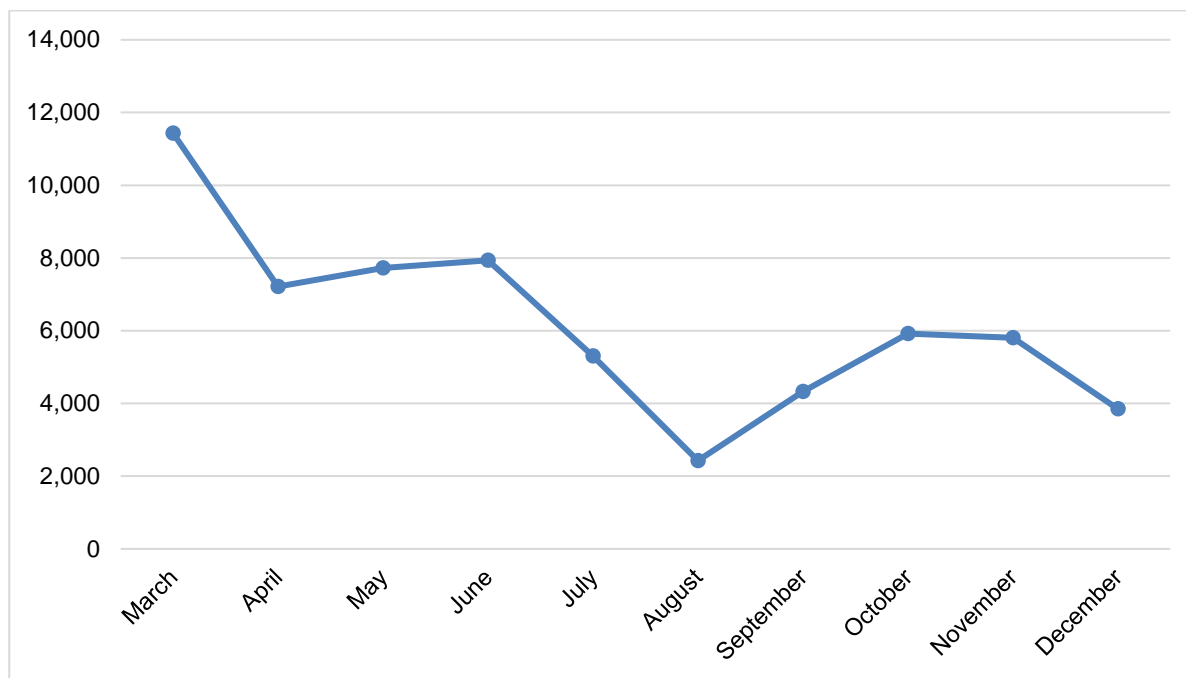


Number of views of the SEND Local Offer home page per month 2023.



Total number of users per month March* – December 2023

* new website platform was introduced in late February so March figures onwards are on the new platform.



Most visited page other than the SEND Local Offer home page in 2023.

Who to contact for advice and guidance

If you need some advice and guidance around special educational needs and/or disabilities.

Top page in January and February after the home page

- 755 views in January
- 588 views in February

EHCP – Education, Health and Care plans

Special Education Needs and Disabilities support is available at every stage of education.

Top page in March, May, August, October, November and December

- 1,308 in March, 1238 in May, 521 in August
- 1,649 in October, 811 in November and 925 in December

Find a school or specialist educational provision

How to choose a school and the different types of specialist educational provision.

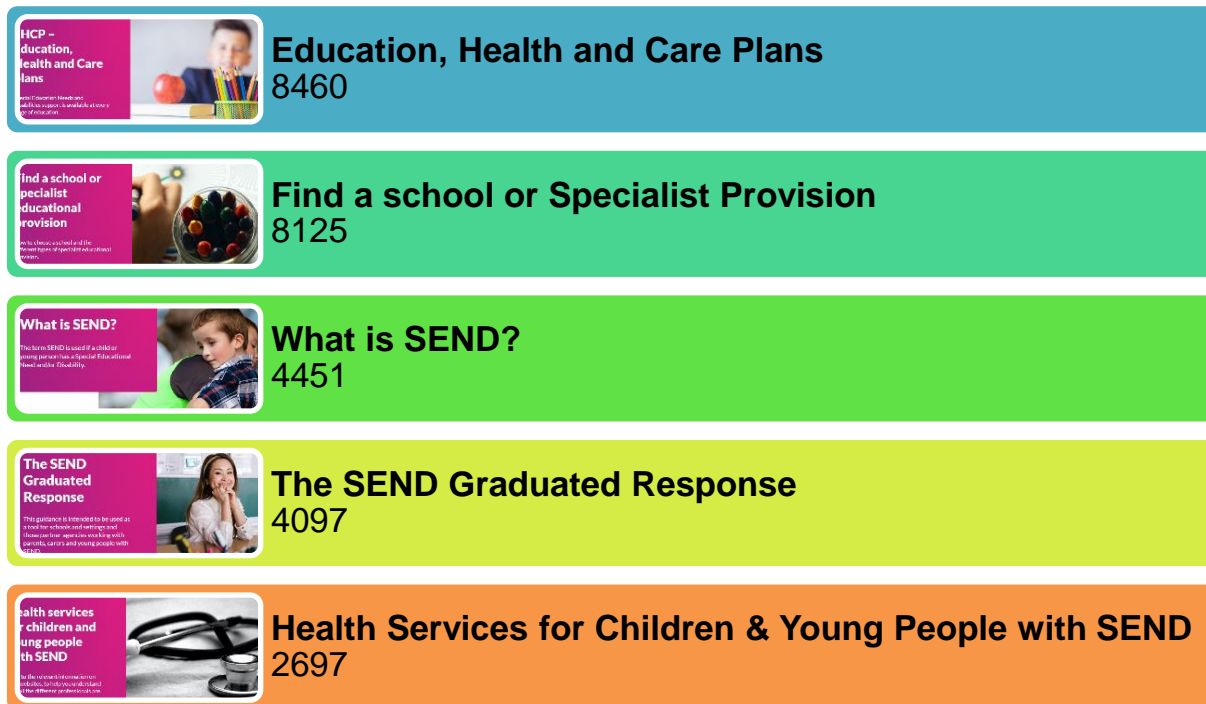
Top page in April, June, July and September

- 1,299 in April, 962 in July and 1261 in September beating the home page each time
- 1159 in June

Top five pages March – October 2023 by total number of visits*

(Not including SEND Local Offer home page)

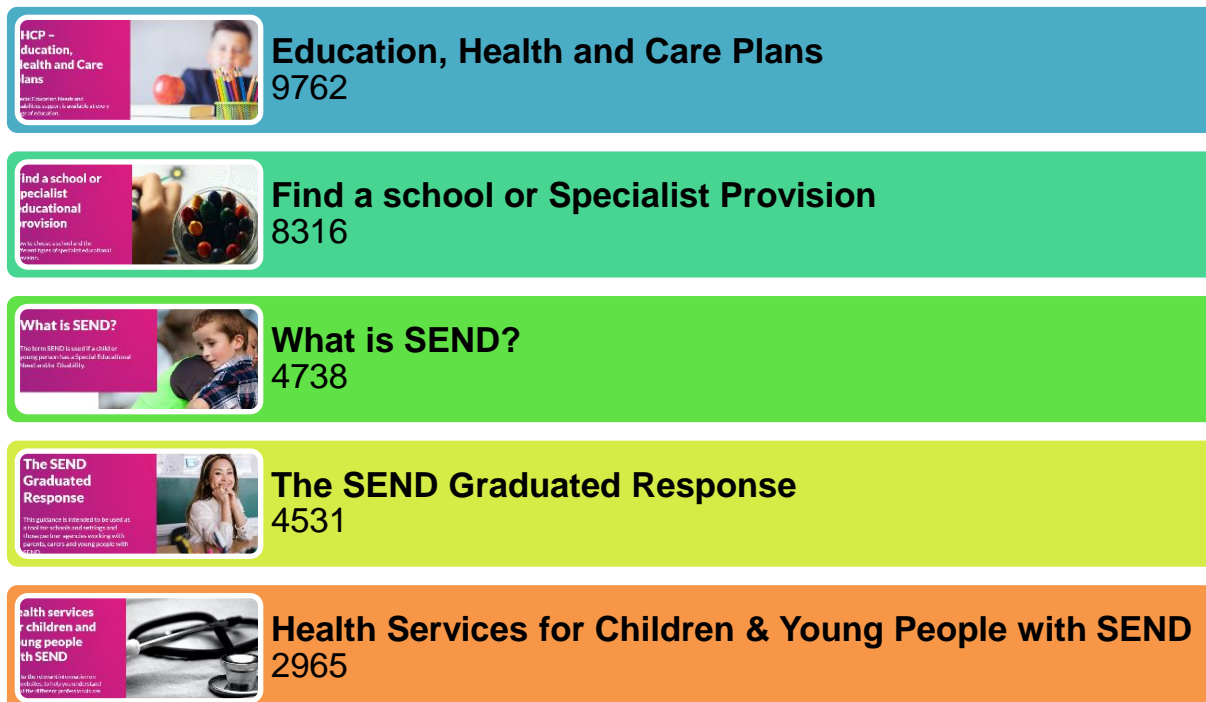
* March to October is shown because this is when the new platform was introduced, but before the new look SEND Local Offer was launched.



Top five pages November – December 2023 by total number of views*

(Not including SEND Local Offer home page or any Age Group landing page)

*November and December only because this is when the new style SEND Local Offer was launched.



You said, We did

You said	We did
Feedback around the way that the SEND Local Offer looks and works	
You said you didn't find the website very inviting or appealing visually.	We have included more pictures and colour as part of the SEND Local Offer redesign. Where possible we have included a photo on each page and section.
You said you wanted the website to be easy to navigate with clear titles and sections to help find information easily.	We worked with parent carers, young people and professionals, and looked at other SEND Local Offer websites in different areas. We found out what people liked and together decided to organise the SEND Local Offer website by age range. After listening to parent carers we have renamed some pages, to try to make it clearer what information they contain, and rather than group information together under more general headings we have split it out into different pages, making it easier to find.
You said you wanted the SEND Local Offer home page to be simple and uncluttered so that it doesn't overwhelm new visitors.	We have tried to keep the information on the homepage at a minimum. We now arrange information by age group, and these are the main section headings on the homepage. We have included an introduction to what the SEND Local Offer is, and, temporarily, a box with text explaining that this is a website in development (but this will be removed at a later date).
You said you wanted a simple explanation of what the SEND Local Offer is.	We have included an explanation on the homepage of the SEND Local Offer along with a link to an animation explaining more about what you can expect to find on it.
You said you wanted it to be easy to give feedback about the SEND Local Offer.	We have included an email address on the homepage of the SEND Local Offer, which people can use to give us feedback. We also have included a News, updates and feedback section which includes details about how you can become more involved with developing services, including the SEND Local Offer.
You said you thought the website was written for professionals, and that the SEND Local Offer should be welcoming, and aimed at parents and young people. It should always be written using everyday language	We have written most of the pages for parent carers, and, when we've used jargon, we have explained what it means. The 16-25 section has been largely written from the point of view that a young person is reading it.

You said	We did
and for families who are new to this and don't know where to look for things.	
You said you wanted the website to be accessible to all ages and abilities.	The SEND Local Offer is accessible to screen readers, and any content is checked under our SCULPT for Accessibility guidelines.
You said that it was important that information is up to date and current.	We realise how frustrating it can be if information is out of date, when specific pages were identified with inaccuracies (including broken weblinks and links to documents) we updated the content. Reviewing the content of all the existing pages along with the new ones was part of the SEND Local Offer redesign. Now the pages have gone live we have set up system where every page is routinely reviewed every six months. While we try our best to keep all the information up to date we know that sometimes it can be incorrect, please let us know if you find anything that is wrong, out of date or links that don't work by emailing localoffer@worcschildrenfirst.org.uk .
You said that you would like to see more videos and animations used to give information.	Where we can we have used short videos and animations to help explain different topics. However, we make sure that they don't contain any information that can't be found elsewhere on the page in a text form.
You said when using links to other websites for information, could it be clear what the information is that you will be linking to. You also wanted the links to take you through to the relevant information, rather than the 'home page' of the site and you wanted them to 'open in a new window' so you didn't lose track of where you were on the website.	We have links to various websites from the SEND Local Offer, and, where possible, we have them open in new windows. Rather than just listing websites we have tried to give some idea about what you can expect to find on the website and included a link to the relevant page. On some pages we have also listed the weblinks on the right-hand side of the page, for quick access, for those of you who are revisiting the page for information.
You said that you wanted a tab for professionals or the ability for the site to ask if you are a parent or a professional and then direct you to the correct area.	We want the SEND Local Offer to be inclusive and useful for everyone, and we felt that having an area designed just for professionals wouldn't support this. All the information is written in a way that everyone can understand and available to all.
You said you would like to have separate pages for young people.	We have developed the 16-25 years section with young people.
You said that where we have directories of information you would like to able to filter by area and age, so information is easier to find.	Our new digital platform enables us to put some filters on the information contained in directories. We have added locality filters and are working towards adding age ranges early in 2024.
You said that you would like to see case studies used more to illustrate information.	Where we can we have included case studies, particularly in the 16-25years section.

You said	We did
Feedback about information on the SEND Local Offer – support services and general comments	
You said the SEND Local Offer should answer the question, 'My child with SEND is struggling, what can I do?' with links to support people can access.	We have included a section called I'm concerned about my child's/young person's development , which directs people to places you can go if you have concerns. We have also included a section Support for SEND children, young people and their families and Who to contact for advice and guidance .
Because the SEND Local Offer will be used by people who are just beginning their SEND journey you said you wanted the glossary obvious and easy to find and containing information about different needs and diagnosis.	The Jargon Busters section can be found in each of the age sections, it includes a link to a website with 800 different conditions and needs.
You said you would like the Groups and Activities database to be easier to navigate, and to have more accessible clubs for all age groups. You would like to be able to see place availability or a mechanism to be able to register your interest, and for it to cover the whole county.	Worcestershire Children First are looking at the booking system for Short Breaks and Activities, which will make it easier to search for groups and activities and see availability. Local run groups to countywide or national organisations are being encouraged to join. The new system is due to launch in the Spring of 2024 and will appear on the SEND Local Offer.
You said you would like an events calendar for parent carer support groups in Worcestershire.	The way our digital platform works on the SEND Local Offer means that it isn't possible to have an events listing. We do encourage people to access the Visit Worcestershire website which has an events listing Visit Worcestershire.org
You said you would like information about the support available to SEND families, including for parent carers.	We have developed a Support for SEND children, young people and their families section which appears in all the age sections.
You said it would be useful to know how things like services can change as a child grows up, so families can be prepared and know what to expect.	Each of the first three age sections have a page called What next? which gives an overview of what may change as a child moves to the next stage of their life.
You said you would like the ability to ask a question and get an answer.	We have the Local Offer email address which people can use to ask general questions, and we have used the information from these to further develop the site to provide information relating to the questions. We also signpost people to organisations who may be able to help them.
You said you would like an area which focuses on autism, which gives details of support available and resources.	We are working with Herefordshire County Council, the Herefordshire and Worcestershire NHS Health and Care Trust and parent carers to co-develop an area which covers Neurodiversity, including autism. It is expected that this will be available in the Spring 2024.
You said you would like to have a parent zone which also included a chat function for parent carers.	We are continuing to develop the SEND Local Offer working with partners including parent carers, and part of that is looking at the possibilities of having a zone for parents and what information that would contain. A final

You said	We did
	decision can be expected in the second half of 2024. It would not be possible to have a chat room on the site, but many parent support groups offer this function.
You said you would like more clarity about strategic plans and strategies.	We have created a SEND Strategies and plans section on the SEND Local Offer.
You said it was difficult to find out where to go to complain about a service or a school.	We have created a I'm not happy with a decision section which appears in various places on the new look site.
You said you would like more information about the benefits available and where you can get help to fill in claimant forms.	We have completely rewritten the Benefits and allowances pages and have now included links to videos explaining Universal Credit and a section on who can help with benefits and grants, which includes details of organisations who can help with form filling.
You said it would be useful to have information for parent carers about how to talk about sex education and puberty, and also information for young people with SEND.	The SEND Local Offer now has information about Relationships and Puberty with resources and useful information for both parent carers and young people.
You said it would be useful to have information and strategies about a wide variety of subjects such as Signalong, dealing with difficult behaviour, sleep management, food, incontinence and play.	As part of the second stage of the SEND Local Offer development we intend to add a Resource section. This will include all the links to resources and videos which can be found elsewhere on the website, to give people easy access to the resources they might previously have seen elsewhere. It will also include links to other videos and resources, that we think might also be useful.
Feedback about information on the SEND Local Offer – education	
You said you couldn't find any information about the 0-25 service/team.	We have added a new section All Age Disability (0 to 25 years) Service which has details of all the teams which go to make up the service and what service they provide. The section also has a newsletter page, with the latest news from the service.
You want more information about who the case work officers are in SEND Services, what they do and how you can contact them, including email addresses and telephone numbers.	We have created a new section called All Age Disability Service and within this is a page on SEND Services . Information about what case work officers do and how to contact them is included on the page. The document on this page which has details of the SEND services team members including the names of case work officers is updated regularly. The page has telephone numbers and emails for the teams, which are always covered during working hours. It is council policy not to use individuals contact details as these can easily go out of date or the person could move on to a different role.

You said	We did
You said it was difficult to find the information about Education, Health and Care Plans (EHCP) and how to apply for one.	We have renamed the page with this information, EHCP – Education, Health and Care plans and included in all the age sections on the site.
You said that not all children/young people have an EHCP, so it needs to be clear what is available for those without one.	We have a section called The SEND Graduated Response and also In education what SEN support will a child/young person be given? which detail the support available to children and young people with or without an EHCP.
You said it wasn't clear what the SEND Placement and Provision Panel is.	We worked with a parent carer from the SEND Stakeholder group to develop information about the panel, its purpose and how it fits into the EHCP process. This information has been included in the EHCP – Education, Health and Care plans page on the SEND Local Offer.
You said you would like more information about what naming provision in an EHCP means.	We have included information about Section I – Naming provision in an EHCP on the page EHCP – Education, Health and Care plans .
You said you wanted clearer information about EHCP timescales, detailing what needs to happen when.	We have added information to the EHCP – Education, Health and Care plans page, which includes a simple table detailing the timeline and what families can expect, when and what they can do.
You said you couldn't find any information about the EHCP Annual Review process, the importance of a Year nine review and why it's an important opportunity to update other professionals about new medical advice and diagnosis.	We have created a new page on the SEND Local Offer, EHCP Annual Reviews , which explains about the process, including year nine reviews, and the information they should cover.
When the Worcestershire Children First portal for submitting Education, Health and Care Needs Assessment (EHCNA) requests was introduced, you asked for more guidance and information about the system.	We have added guides to the EHCP – Education, Health and Care plans page along with a Frequently Asked Questions document which was produced after questions were asked in a SEND Parent carer Stakeholder meeting.
You said that you felt some of the information about the Graduated Response and Education, Health and Care Plans could be misleading.	We revised the information which was highlighted and rewrote it to make it clearer.
You said you wanted more information about specialist educational provision and what the different types are.	To explain more about the different specialist provision we worked with parent carers to co-produce the information on the SEND Local Offer Find a school or specialist educational provision page. We have included an animation about mainstream autism bases, which was also co-designed.
You said there needed to be more information about what schools should be offering, what SEN Support means and what you can do if schools aren't doing what they should.	We have included information about what support schools should be offering on the page, In education what SEN support will a child/young person be given? Additional information can also be found on The SEND Graduated Response page where the 'Understanding the Graduated Response' guide details what you can do if you aren't happy with what is being provided. We have also included a section: Advice, guidance and support to help inclusion in education which has information about the support, advice and

You said	We did
	guidance which is available for educational settings in Worcestershire, to support their inclusion practice.
You asked for information about how to get schools to engage with parents, the best way to talk to schools.	We have co-produced a Parent carer engagement toolkit for schools, which can be found on the SEND Local Offer.
You asked for information about how to complain about schools to be easy to find.	We have developed a 'I'm not happy about a decision' section which appears in each of the age ranges. A page within this section is I'm not happy with an educational establishment , which outlines how to complain about childcare providers, schools and nurseries.
Feedback about information on the SEND Local Offer – health services	
You said you wanted information about the Learning Disability register, what it is and how you can get on it.	We have included information about GP Learning Disability registers and Annual Health Checks on SEND Health and wellbeing and Health services for children and young people with SEND pages.
You said you would like a parent resource page of downloadable NHS leaflets.	We are planning a Resource Zone which will contain links to useful videos and leaflets, including NHS ones. It is anticipated this will be available Spring 2024.
You said you would like clear information about Speech and Language Therapy Services (SALT) and how to access them.	We have included links to both The Balanced System® speech, language and communication pathway and the SALT website Children's Speech and Language Therapy Service Herefordshire and Worcestershire Health and Care NHS Trust on any pages which talk about health services.
You said you would like to know how to find out about how a referral to any of the Health Services is progressing, contact details and how long the waiting list is.	The SEND Local Offer Health pages are an introduction into SEND and health services, with links to the relevant NHS webpages. The NHS pages provide information about referral pathways and contact details. You should contact the relevant service to find out about current waiting lists.
You said you would like Health Visitor contact details with the area they cover for visits.	We have links to the Starting Well website, which has details of the health Visiting service on the relevant pages on the SEND Local Offer. It would not be practical to list all the Health Visitors on the SEND Local Offer and keep the information up to date.
You said you wanted information about mental health support for autistic children and young people.	We have details about the Autism Support Pilot for 14-25 year olds on the SEND Local Offer. We are also planning to have a Neurodiversity Zone (Spring 2024), which will have links to information about mental health.

You said	We did
<p>Feedback about information on the SEND Local Offer – social care and support</p>	
<p>You said you would like information about Short Breaks, what is available and who is eligible.</p>	<p>We currently have information on Short break groups and activities and Short breaks on the SEND Local Offer. We are currently looking at the service and the booking system and it is due to be updated in Spring 2024. Once the new system is live, the pages will be updated to reflect the changes.</p>
<p>Feedback about information on the SEND Local Offer – Preparing for Adulthood (PfA)</p>	
<p>You said you would like to see the pages in this section organised by the Preparing for Adulthood (PfA) outcomes.</p>	<p>We have introduced the PfA outcomes on the Preparing for Adulthood (16 to 25 years) section and the information is largely organised under the four PfA headings, Education, training and employment, Independent living, Participating in the community and Living healthily. Other information which appears on this page is from feedback from families about what is important.</p>
<p>You said you would like more information about the different options available in education post 16, and information about Universities and Higher Education choices.</p>	<p>In the Education and training pages we have included sections on Post 16 learning options for young people with SEND and Higher Education – University/HE College.</p>
<p>You said you would like information about internships.</p>	<p>We have included information about Supported Internships on the Post 16 learning options for young people with SEND section.</p>
<p>You said you would like to see more information about the Housing options for young people post 18 and how you can access them.</p>	<p>We have created a page about Housing in the Independent Living section, with the different options which are available. We are also producing a short film about the different housing options, which will be available in early 2024</p>
<p>You said you would like to have information about advocacy and what young people’s rights are along with the rights of parent carers regarding making decisions.</p>	<p>We have created a Your rights regarding making decisions page which has information about the Mental Capacity Act 2005, advocacy, power of attorney and consent to treatment.</p>
<p>You wanted information about the different options available once a young person has finished in education.</p>	<p>We have now included an Employment and volunteering section, as well as a Day opportunities (Day Centres) page. These have information about the different options available to young people which aren’t education based.</p>
<p>You asked if there could be a Post 25 category included in this section.</p>	<p>The Code of Practice states the SEND Local offer should be for children and young people aged 0-25.</p>
<p>You said you wanted information about transport post 16 and any funding available to help with travel costs.</p>	<p>In the Independent Living pages we have included a Transport and travel section which covers school and college travel, along with details about rail and bus passes, the blue badge scheme and information about learning to drive.</p>

You said	We did
You said you wanted to see positive, engaging photographs where possible.	We have included colourful photographs on every page.
You said you wanted any video links to include a picture of the video, rather than just have a link.	Where possible we have 'embedded' the videos in the page, rather than having just a link.
You said it would be useful to have any links to the resources on the Relationships page, listed on the right-hand side as well, so they are easy to find.	We have included any links on the Relationships page on the right-hand side as requested.
You said you would like to see easy read information on as many pages as possible.	This is something we will look at in the future, once the all the developments and sections have been completed. We will work with partners including parent carers and young people to consider which pages would be best to have easy read information.