Leeds Local Offer – Annual Report August 2018

You said: We did

Introduction

We have a legal duty to publish a report about the Leeds Local Offer, the feedback we received and how we responded to that feedback, at least annually. This report is a brief overview of relevant work we have done to change the Leeds Local Offer, in response to consultation and engagement and through co-production.

Background

The Leeds Local Offer website for those 0-25 with SEND has been operational since 1 September 2014: http://www.leedslocaloffer.org.uk

The Leeds Local Offer is not just a directory of services, it is the unique place where young people with Special Educational Needs, disabled young people (SEND) and their families can provide suggestions for improving services and for new services they need. Comments that come in through the website and to llo@leeds.gov.uk can drive and influence service improvement.

Technical

The content and technical functionality of the website has been upgraded and improved through major and minor changes to the front end and back office functions.

The Leeds Local Offer was developed to be a living ‘place’ – with accurate and up-to-date information organised in a helpful way. The site holds only a brief summary and provides a link directly to the page required. This page may be on the Leeds City Council website, an NHS website, a voluntary organisation website, or it could be a YouTube video. Managing information in this way means as long as the provider keeps their own website up-to-date, the Leeds Local Offer is up-to-date.

What the data tells us

Each time a user visits a web page, it is called a page view. Page views are tracked by website monitoring applications to record a website’s traffic. The more page views a website has, the more traffic it is receiving. However, since a page view is recorded each time a Web page is loaded, a single user can rack up many page views on one website. Therefore, unique page views are commonly tracked to log the number of different visitors a website receives in a given time period.

This year (September to August) the Leeds Local Offer received 2,926 unique visitors compared to last year (September to August) when the Leeds Local Offer received 2,178 unique visitors. Visitors
to the Leeds Local Offer site have increased in number, duration of visit and number of pages viewed.
Marketing and brand promise

Nearly all of the parents that inspectors spoke to during the inspection in December 2016 did not know of, or use, the Leeds Local Offer. Work is ongoing to address this issue.

The accessibility and appeal of the Leeds Local Offer has been improved through structural and aesthetic changes to the front page. The front page uses standard Children and Families branding, has less text and there are videos demonstrating how to use the directory and search. On the front page there is also a video explaining the unique selling point of the Leeds Local Offer: that we have a duty to respond and regularly publish our responses to comments and suggestions about the offer of services.

Promotional materials for ongoing marketing have been updated and printed, using consistent Children and Families branding. There are leaflets in business card and post card size to promote the site. These leaflets are provided to parents and professionals as part of quality conversations with members of SENSAP and the Educational Psychology team.

As part of raising and sustaining awareness we are continuing to:

- Make better use of the face-to-face contacts every day by embedding promotion of the Leeds Local Offer within all staff contacts, especially with families new to services in Leeds and at all public-facing events and activities, through using the promotional leaflets.
• Promotion of the unique feature of the site as a place where feedback about service offers will be collated, published and responded to.

• Where appropriate, hold focused Leeds Local Offer Live events to promote the link between services and the website. Two events have been held to date. The first general event was attended by 273 people comprising 135 practitioners and professionals, 34 parents or carers and 104 young people. The second event in November 2017, with a particular focus on Preparing for Adulthood, was attended by 91 people comprising 32 practitioners and professionals and 59 parents or carers and young people.

As a result of these changes direct contact to the dedicated email has increased; comments are now a mixture of feedback on the site and questions about services, previously our feedback by email was entirely about the site itself. Traffic to the website is slightly higher this year and currently helps circa 400 people self-serve each month.

Feedback

We value customer feedback about the site and we gather this from a variety of sources including:

• Leeds Local Offer feedback: you said, we did webpage (links to llo@leeds.gov.uk)
• Working closely with our parent partnership group EPIC Leeds, attending family events and information days to engage directly with parents and carers
• Development of the critical friend role with individual parents
• Asking colleagues and partners for their feedback and suggestions for content

This combination of information informs how best to improve the user experience of the Leeds Local Offer.

What families said through the website

We respond to emails directly, and signpost to the correct webpage where we are able or suggest contacting SEND IASS if parents want to speak with someone.

Below are some specific examples of the feedback received directly through the website.

Comment:

“I had hoped this website might provide a list of summer activities in Leeds suitable for SEN children but I was disappointed. Is this because there aren't any? Or is it too difficult to collate?”

Response:

I went to the Leeds Local Offer Search “activities” There are also a number of other services that may suit, although I appreciate that “activities” as a search term brings up a lot of results that don’t necessarily match.

You can also go to the Directory and go to “Short Breaks” then go into “activities” and there will be a number of search terms that will bring back more specific results depending on the interests of the young people.
Breeze has an “inclusion information and events” page: [https://breezeleeds.org/about-breeze/inclusion-information-and-events](https://breezeleeds.org/about-breeze/inclusion-information-and-events) Depending on the level of support, there is also the general list of activities on the main Breeze calendar: [https://breezeleeds.org/about-breeze/holiday-activities?location=&radius=&page=2#page-2](https://breezeleeds.org/about-breeze/holiday-activities?location=&radius=&page=2#page-2)

Comment:

I have been looking at the local offer today and I found it very busy and not easy to use… I was looking for childcare that has experience of working with special needs children – and over 700 came up!

I had a quick look at Bradford’s - and I found Bradford’s more user friendly.

Response:

As the structure of the Local Offer is constantly responding to changes, we appreciate it has become very busy to look at. The front page of the directory has now been reduced from 17 first level topics to eight.

Because we promote inclusion, we do not have separate services for children with SEND unless it is necessary. Childcare services have access to training provided by Leeds City Council so they are able to support the children in their care.

**Other work to consult and develop services**

In October we published the Strategic Review of Special Educational Need and Disability (SEND) Provision in Leeds 2017-2021.

Consultation on the Strategic Review of SEND provision in Leeds took place from 6 November to 4 December 2017. This included use of the Council’s electronic survey system (Snap). In addition we held a series of drop-in sessions for children and young people with SEND and their parents or carers, along with other interested stakeholders, offering an opportunity to discuss the review with Leeds City Council representatives and to complete a consultation response form. Information regarding the consultation was distributed directly to parents and carers of children and young people with Education Health and Care Plans (EHCPs). Other stakeholders were sent information by email including SIxCs, SENCOs, third sector partners, Health Care partners, and Early Years providers. Information was also made available on the Leeds City Council website, Leeds Education Hub, and regularly through social media promotion.

During the consultation period there were a total 401 responses received; 124 via the electronic (Snap) survey, 265 in writing, and a further 12 via email. Stakeholders were asked to comment on the four priorities explained within the consultation document and the guiding principles we are proposing to use to plan future SEND provision. It was also extremely important to capture the views of young people, so each consultation letter included a child friendly version of the consultation form, designed to be more accessible for children and young people.

A report on the outcome of the consultation went to the Director of Children and Families on the 7th February 2017.
We also worked with Adult social care to develop guidance about the Disabled Facilities Grant and how to request adaptations. During the initial consultation we visited EPIC events and spoke with parents about their need for and experiences with adaptations. The web page has been updated and draft guidance is available and an ongoing consultation questionnaire is live.
https://www.leeds.gov.uk/residents/housing/adaptations-for-your-current-home

Conclusion

The Leeds Local Offer remains dynamic. In Leeds, all partners work to provide evidence based services that meet the changing needs of the children and young people we serve.

A report on that work will continue to be published at least annually.