Story Board Template – Leeds Local Offer

Population
The Leeds Local Offer is a resource for families, children and young people with special educational needs and disability (0 to 25). It is also a resource for professionals in understanding the range of services and provision in Leeds, and nationally available sources of information.

Desired outcome
The intention of the Leeds Local Offer is to improve choice and transparency for families. It is not just a directory of services and provides a mechanism for gathering feedback from children, young people and their families that can drive and influence service improvement.

Similarities with a directory...
• It will provide contact details for services in Leeds and the surrounding area
• It will be a comprehensive record of services in Leeds

Differences from a directory...
• It will provide threshold and referral information.
• It will provide detail on schools and colleges and how they do things.
• It will have reference to the legislation underpinning the services.
• It will set minimum expectations for schools and colleges.
• It will be searchable for things you may want to find.
• It will have a feedback facility.
• It will inform joint commissioning.

How do we know we are achieving the desired outcomes?
Currently the Leeds Local Offer website has two components: Firstly, a search engine that is a repository for all content (whether the content is hosted on a LCC website, a partner’s website or a social media platform). The second component is the main LCC website where the Complex Needs service webpages are also labelled as Local Offer pages.

The Webmaster Team within Leeds City Council provides data relating specifically to LCC Complex Needs web pages. We are using Google Analytics to gather and analyse data obtained via the search engine component. This information helps us to understand how families access and navigate through the Leeds Local Offer.

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
• Working closely with our parent partnership group – EPIC Leeds
• Attending family events and information days to engage directly with parents and carers
• Peer evaluation with North Yorkshire CC
• 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.

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Where did we start and where are we now?
The Leeds Local Offer is and continues to be co-produced directly in line with the SEND code of practice. More than 30 engagement activities were held that involved groups of parents, partners and young people during the development of the Leeds Local Offer. EPIC Leeds parent participation forum was also included from the beginning to ensure the parents and carers of children and young people with SEND were represented and that their needs and views were heard and understood.

The project explored internal and external technical solutions and with stakeholders agreed that the lookinglocal search engine product provided the best value option, from both a cost and functionality perspective. The search engine is fully accessible from both desk top computers and mobile devices like smart phones. A guidance pack was developed to help LCC colleagues and partners develop and describe their ‘offer’.

The Leeds Local Offer was developed to be a ‘living place’ – a website that supports a search facility that is dynamic, drawing information from multiple sources providing an intelligent, capable, relevant response to enquiry; the Leeds Local Offer takes customers directly to the service or provision page required. The search engine is now in its second edition with functionality that enables control over content, improved navigation, a flexible taxonomy structure, cleaner visual graphics and no limit on content.

Story behind the baseline
Baseline measurements of how visitors were using the LCC Complex Needs webpages were taken before the Leeds Local Offer was launched in September 2014. On average we received 2072 unique page views each month with visitors spending on average 93 seconds looking at these web pages.

Following the implementation of the SEND Reforms (1 September 2014) the number of people visiting our redesigned council Complex Needs web pages more than doubled in number (from an average of 2072 to 4724 unique page views – this was an increase of 128%). Visitors on average spent 100 seconds looking at these web pages - an increase of 7.5%. This shows that the redesign of the council’s Complex Needs webpages and the introduction of the Leeds Local Offer had immediately impacted on families.

Analysing the ‘traffic’ to these same web pages between January 2015 and January 2016 shows that on average there were 2671 unique page views per month. This is an average increase of 599 unique page views per month (22%) compared to the levels of traffic seen before the implementation of the Leeds Local Offer. September and October were the busiest months with over 3660 unique page views per month.

The data that has been analysed from 2015 suggests that the number of visitors to the Complex Needs web pages is slowly increasing over time with peak periods in the autumn term. Once the data for 2016 has been gathered and analysed it will be possible to determine whether this is a consistent trend.

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From November 2015 and continuing into winter 2016, any statistical data from the whole of the Leeds Local Offer (the search engine) via Google Analytics is unreliable. This is due to the release of the 2nd iteration of the search engine and the ongoing work that was required to re-tag and reclassify content into the new taxonomy structure. A new suite of baseline measurements will be taken at the beginning of 2017 once this work has been fully completed.

Best ideas, what works in Leeds?

With a diverse population of 751,500 (ONS 2011) Leeds is the third largest and one of the fastest growing, greenest cities in the UK. Our vision is for Leeds to be a truly child friendly city. Leeds Teaching Hospitals care for more patients than anywhere else in the north of England and is one of the largest teaching hospitals in Europe. The restoration and development of flagship cultural and sporting venues makes Leeds’ cultural offer unrivalled. With the size and diversity of Leeds the search engine solution enables us to manage a considerable amount of specific content - there are currently 1788 web links within the search engine.

Best practice and data development agenda

Not all families and professionals working within the area of SEND are aware of the Leeds Local Offer. Two main areas for immediate development are:

- To understand the reasons for poor awareness and develop a strategy and marketing campaign to address this issue
- To effectively direct families and young people to the full city wide local offer from the LCC website

Redesigning the brand

Working in partnership with EPIC Leeds via their Meet up Group, a mix of parents / carers, young people and children provided direct feedback on a set of interview questions. The following recommendations have been made and provide the basis for actions planning over the coming months (starting August 2016).

- Redesigning the brand with logo and brand promise
- Restructuring and making better use of the site’s home page
- Creation of a consistent theme that the audience can relate to and can be used across complex needs – ie colour / images
- Creation of a simple and quick single level ‘top 10 topics’ page
- Keeping the site up to date by highlighting specific content over the year ie different monthly focus
- Use of business cards and flyers
- Raise awareness in school settings and with SENCos

Multiple access routes to the Leeds Local Offer via LCC platforms

Currently there are several routes to accessing the Leeds Local Offer search engine. This can be confusing for families. The search engine has its own URL at www.leedslocaloffer.org.uk. However the search engine can also be accessed via Leeds FIS www.familyinformation.leeds.gov.uk and the

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LCC website at [www.leedslocaloffer.gov.uk](http://www.leedslocaloffer.gov.uk). Immediate work (September 2016) is being undertaken to clarify the route that takes families to the full multiagency search engine ie all services in Leeds from all providers as opposed to services only offered by LCC. Two buttons will be made available on the LCC local offer landing page from which families can choose to see all services within the Leeds Local Offer or just LCC service web pages.

Following the implementation of the above changes, site traffic to both buttons will be monitored using Google Analytics which will then inform next steps. Currently LCC content sits in both the FIS website and the main council website – the longer term plan is to restructure where content is held (work to be completed 2017).

At all stages of development, co-production will continue with the EPIC Leeds Meet Up Group.