

Local Offer Annual Report 2023

Warwickshire County Council

Welcome to the 2022/23 annual report for Warwickshire's SEND Local Offer. The purpose of the report is to provide an update on what has been achieved this year and outline our plans.

The SEND Local Offer is our way of communicating the support and services available to young people, parent carers and professionals in Warwickshire.

Our Local Offer consists of:

- Our website
- Facebook page
- SEND newsletter

The Statutory Duty

The Children and Families Act 2014 places a duty on every local authority to publish a SEND Local Offer, providing information about services and support available for children and young people in their area who have special educational needs and/or disabilities.

The Local Offer has two key purposes:

- To provide accessible and up-to-date information about the available provision and how to access it.
- To make provision more responsive to local needs and aspirations by directly involving children, young people, parents, carers and service providers in its development and review.

Local authorities must publish comments about their Local Offer received from or on behalf of children with SEN or disabilities and their parents and young people with SEN or disabilities.

Local authorities are not expected to publish responses to every comment individually. They are also not expected to publish abusive comments

Written Statement of Action

In July 2021, Ofsted and the Care Quality Commission (CQC) carried out a joint inspection of the local area of Warwickshire to judge the effectiveness of the area in implementing the disability and special educational needs reforms.

They found that five areas of Warwickshire's SEND provision needed improvements. One of these areas was the 'quality of the online offer'.

To address the findings identified by Ofsted, a Written Statement of Action was co-produced with health, education and social care professionals and Warwickshire Parent Carer Voice.

In the Written Statement of Action, we committed to improve the Local Offer by:

- Redesigning and updating the Local Offer
- Launching and promoting the online Local Offer
- Developing and maintaining the Local Offer webpages

Progress Against the Written Statement of Action

Since the Ofsted Report, we have developed the Local Offer significantly.

The key aim was to develop and relaunch the Local Offer by working with parents/carers, young people, and professionals.

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- In October 2021, we launched the new Local Offer webpages. These were developed with parents/carers, young people, and professionals. This led to an initial 50% increase in visitors to the site.
 - Changes made to the landing page, based on feedback from WPCV and SENDIAS, resulted in a reduction in the number of visitors leaving the landing page without progressing further.
 - Flyers were distributed to GPs, schools, Children and Family centres and other community venues.

The priority for the Local Offer for 2022/23 was to develop it by engaging with stakeholders and to continue to promote it.

The Local Offer's Development 2022/23

This year we have continued to improve the Local Offer after its relaunch last year.

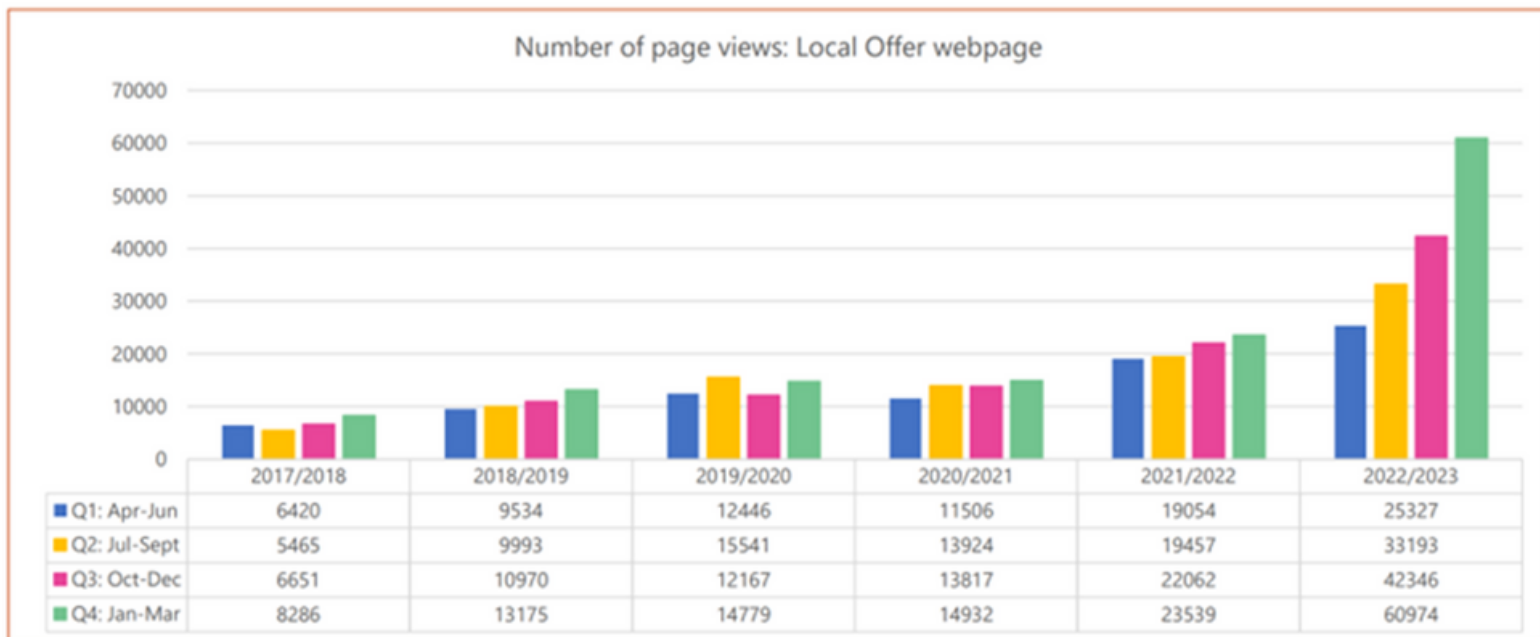
- In February 2022, we launched a Warwickshire SEND Local Offer Facebook page following feedback from parents and carers. The page has gained 1,300 followers to date. It has been well received by families and regularly promotes a range of aspects of the Local Offer.
- We have continued to consult with stakeholders, in August 2022 we held a focus group with young people and parents/carers to inform the next phase of development.
- As a result of this consultation, we added a 'Transitions' page under education. The EHCP section was also updated with more information as a result of consultation with stakeholders.

- The promotion of the Local Offer has continued, with members of the Family Information Service also promoting the Local Offer and providing flyers in their outreach work. The continued promotion of the Local Offer led to 95% of schools, Children and Family Centres and GPs displaying flyers. Qualitative feedback from families says that the information provided has been helpful.
- Contact points have been established in each service to pass on information about any changes to ensure that the Local Offer is kept up to date.
- A Local Offer Information Manager has been hired to keep the site up to date and to continue improving the webpages.

The work on the Local Offer has been driven by collaboration, feedback and engagement.

Statistics on the Local Offer

Warwickshire's Local Offer - Number of page views



- The number of page views for the Local Offer webpage has increased from 25,327 in April-June 2022 to 60,974 in January to March 2023. This is a 140% increase this year and a 340% increase since the new pages launched.
- There was a decrease in visitors leaving the landing page without going further, from 41% in 2021 to 37% in 2022. With the increase in visitors to the site this represents a significant improvement.
- 80% of the feedback gathered on the landing page was positive.
- 47% of respondents rated the Local Offer as good or better.

Feedback

Feedback is crucial in developing the Local Offer and ensuring that we are responsive to people's concerns. We use feedback to understand what is working well and use people's criticisms to improve any shortcomings.

What's going well

Qualitative information has shown that families have responded positively to the webinars and the outreach work to promote the Local Offer.

The people in the focus group reported feeling listened to and involved in decision-making.

WPCV
representatives said
they 'feel more
confident we have a
process to get
changes.'

You Said, We Did

You Said

We Did

It is really unclear and difficult to work this out as a parent. I have struggled to locate the right information about how to do this. It needs to be clearer.

Provided a specific area for EHC questions and answers

I'm struggling to find information on the support for my child when they change to secondary school

Added a Transitions page to the Local Offer, detailing support for children moving to the next stage of their education or employment.

I need more information on EHCPs so I know what's going on

EHCP page was updated and signposted more clearly on the site.
communication on social media and newsletter about what the Local Offer is.

I have no idea what the "offer" is. All I can find is links to other websites and more links to websites that give information

Included a heading on the landing page with what the Local Offer is.

What's Next?

We will continue to improve the Local Offer by working with families and practitioners to ensure that the relevant information is available and accessible.

The priority for the Local Offer will be developing the 'Information for young people's' webpages. The pages need to be more accessible and engaging for SEND young people.

To achieve this, the pages will be co-produced with SEND young people.

Community consultation and co-production will ensure that stakeholder's voices are not only be listened to but prioritised. Embedding co-design and co-production into the Local Offer will ensure a reiterative process that privileges community voices and lived experience in the design of the site.

Priorities for 2023/24

- Develop the 'Information for Young People' webpages by co-producing with young people
- Develop an outreach programme to promote the Local Offer and help young people access the site
- Simplify the feedback process
- Develop process to update pages annually

The aim for the Local Offer is to increase engagement through outreach and co-production