

SEND Local Offer Webpages **Annual Report** **April 2023 – March 2024**

Welcome to the April 2023 – March 2024 annual report for Warwickshire's SEND Local Offer webpages.

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

The purpose of the report is to provide an update on what has been achieved and outline our future plans.

If you have any queries or would like to provide feedback, please email sendlocaloffer@warwickshire.gov.uk.

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.

The Local Offer should be

COLLABORATIVE

COMPREHENSIVE

ACCESSIBLE

UP TO DATE

TRANSPARENT

Written Statement of Action (WSOA)

The Ofsted and Care Quality Commission (CQC) local area inspection of Special Educational Needs and Disabilities (SEND) in July 2021 resulted in a Written Statement of Action (WSOA) being published by Warwickshire County Council and Warwickshire Clinical Commissioning Group in conjunction with Warwickshire Parent Carer Voice (PCV).

The WSoA was approved by Ofsted and CQC and focussed on 5 key areas to deliver improvements. Area 5 is around the quality of the online local offer:

- 5.1 Ensure the quality of the online local offer is fit for purpose
 - 5.1.1 Re-design and update the online local offer working with children and young people, parents, carers and professionals
 - 5.1.2 Launch and promote the new online local offer so it is clear to everyone what is available in the local area
 - 5.1.3 Develop and maintain the local offer webpages to ensure information is fit for purpose and kept up to date.

The Family Information Service (FIS) team worked with the SEND and Inclusion Change Programme Board to ensure that these outcomes were met. The evidence of completion for area 5 document was successfully submitted in July 2023 (document available on request).

Development of the SEND Local Offer webpages continues to be a priority. This work is led by the FIS and SEND Local Offer Information Officer, and is evidenced within this annual report.

Local Offer Development

- The feedback process was simplified to one form which allows people to provide feedback in their chosen categories, without having to answer questions in other categories too.
- The Local Offer is included in the Family Information Service (FIS) Discovery Webinar, which has received positive feedback around how to navigate the Local Offer and the use of Reachdeck (accessibility toolbar). There were 72 attendees to these webinars from April 2023 - March 2024.
- A process to annually review the Local Offer webpages has been created, for use in 2024-2025.
- A FIS and SEND Local Offer Information Officer has been appointed with an element of the role having responsibility to update, review and improve the Local Offer.

Collaboration with colleagues

- Supported Internships dedicated webpage developed working with colleagues in SEND and education.
- Neurodevelopmental conditions webpages reviewed to ensure content is up to date and to improve readability, working with health colleagues.
- Speech and language webpage reviewed to ensure content is accurate and up to date, working with speech and language colleagues.

You said

There isn't information about who to contact for updates and support available while awaiting neurodevelopmental assessment.



I can't find information about Continuing Healthcare.



I want to know what clubs, groups and activities are in my local area.



Can the information on SEN schools and specialist resourced provisions be updated regularly to reflect changes?



Young people requested a full review and update on the information for young people section.



We did

Neurodevelopmental referral page updated to provide email address for the neurodevelopmental team and Community Autism Support Service details.

Continuing Healthcare information added to the health section.

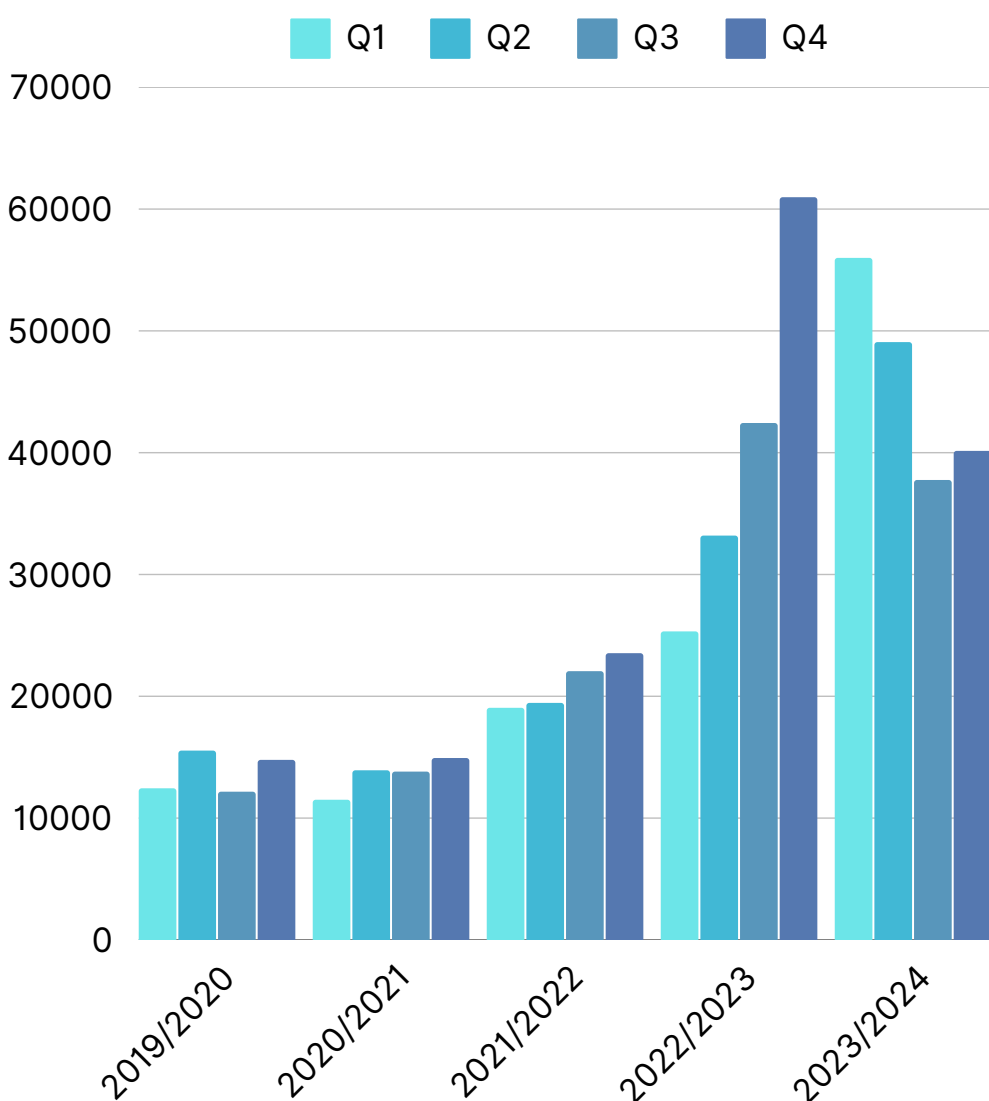
We encourage providers to add their listings to the SEND section on SearchOut Warwickshire, providing instructions on how to tag their listing so it appears here.

The FIS & SEND Local Officer works with colleagues who submit the changes to provisions through our webpage update request form to ensure the information is up to date.

Following an engagement session with young people, using their feedback, thoughts and suggestions, a plan has been put together for work to begin.

Statistics

Local Offer webpage views



Most visited pages from the Local Offer

Q1

Warwickshire County Council

Home > Children and families > Parenting support

Parenting support

- Page 1 Support for all families
- Page 2 Online parenting courses
- Page 3 Warwickshire Family and Relationship Support workshops and programmes
- Page 4 Other practitioner led parenting sessions
- Page 5 Parenting support for families of children with special educational needs and disabilities (SEND)
- Page 6 One to one advice
- Page 7 Relationship conflict and parenting

2493 views

Q2

Warwickshire County Council

Home > Education, learning and careers > School transport > Apply for home to school SEND transport

Apply for home to school SEND transport

- Page 1 Pupils aged 16 and under
- Page 2 Pupils aged 16 to 18
- Page 3 Pupils aged 19 to 25
- Page 4 Independent travel training
- Page 5 Travel help outside of school or college

2767 views

Q3

Warwickshire County Council

Home > Education, learning and careers > School admissions > Special Educational Needs and Disabilities (SEND) – Admissions to specialist settings

Special Educational Needs and Disabilities (SEND) – Admissions to specialist settings

- Page 1 Mainstream schools and academies
- Page 2 Specialist resourced provision (SRP)
- Page 3 State-funded special schools and academies
- Page 4 Independent specialist provision
- Page 5 Alternative Provision

USEFUL LINKS
Quality assurance for social care - se

DETAILS
Contact us

1943 views

Q4

Warwickshire County Council

Home > Education, learning and careers > School admissions > Special Educational Needs and Disabilities (SEND) – Admissions to specialist settings

Special Educational Needs and Disabilities (SEND) – Admissions to specialist settings

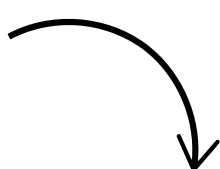
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2003 views

Bounce rate



37%

2022/2023

17%

2023/2024

Bounce rate is the percentage of visitors to a website who navigate away from the site after viewing only one page.

High bounce rates may mean visitors didn't find what they were looking for, the content didn't meet their needs, or the website is confusing and visitors didn't know what to do next.

Therefore, a **20% reduction** in bounce rate is seen as a positive.

Promotion of the Local Offer

SEND Local Offer and Family Information Service Facebook



41,766

REACH
(INDIVIDUAL USERS WHO SAW POSTS)

82
POSTS

49,734

IMPRESSIONS
(TOTAL NUMBER OF TIMES THE POSTS WERE VISIBLE ON A FEED)

404

INTERACTIONS
(LIKES, REACTS, COMMENTS, SHARES)

948

LINK CLICKS

SEND and Family Information Service newsletters



The Warwickshire SEND newsletter features a link to the Local Offer in each monthly edition.

Stay up to date with SEND information through our Local Offer webpages and Local Offer Facebook page.

In addition, the Warwickshire SEND newsletter also features articles (for example on the topic of transitions and parent/carer webinars) linking to the Local Offer webpages.



The FIS newsletter linked to the Local Offer webpages in 25 of the weekly editions, including promoting the Local Offer as a whole and topical features including supporting internships.

Outreach

- The Family Information Service (FIS) team deliver an outreach programme attending locations and events in Warwickshire where they promote the SEND Local Offer to families and professionals.
- The FIS team attended 558 events with approximately 15,000 people in attendance from April 2023 - March 2024.



SEND Local Offer leaflet

Next steps

- Embed the new process to annually review and plan areas of focus on the Local Offer webpages.
- Attend monthly meetings with Warwickshire Parent Carer Voice, Voice Influence and Change Team and the Web Team to ensure a collaborative approach to the edits and improvements on the Local Offer webpages.
- Implement the plan for improvements to the information for young people section.
- Review and expand content on the hearing and vision webpages in the health section.
- Review the social care section to reflect the upcoming service changes.
- Review physical and mobility webpages on the health section.
- Review SEND resources section.