

SEND Improvement



December 2019

What is the Local Offer

- Local Authorities are required by Government to set out and publish a 'Local Offer'
- The purpose of the 'Local Offer' is to provide clear, accessible information about what services are available in the area for parents, children and young people 0-25 yrs with SEND
- Part of SEND Reforms – to transform the way CYPF access services and raise their aspirations
- Includes services across Education, Health, Social Care, Community and Voluntary Sector, Housing, Transport etc and neighbouring areas
- More than a directory of services – **a live and developing offer**

What does the Local Offer do?

- The Local Offer:
 - Provides information on support and other provision available for children and young people with SEND 0-25yrs
 - Includes opportunities that are available at a community level as well as specialist and targeted services for CYP with more complex needs
 - Makes provision more responsive to local needs and aspirations by directly involving disabled children and those with SEN, and their parents and service providers, in its development and review
 - Have a look at the website and video

<http://hull.mylocaloffer.org/s4s/WhereILive/Council?pageId=3016>

Involving CYP and Parents.....

- **Decision making about their own care and support**
 - Revised EHCP process, Disability Short Breaks (DSB) Eligibility Criteria and Transition Protocol co-produced
 - Greater role in the DSB and Continuing Care Panel application
- **Decision making about the development of services**
 - An Information and Engagement Work stream is in place with parent and professional representation
 - Parents have been involved in all of the work streams and attend the SEND Accountability Forum (SAF)
 - The Voice and Influence Team provide support for coproduction, engagement and feedback to inform service development
 - Strategy for Participation and Engagement is being co-produced
 - A Co-production Charter will be in place in the new year
 - Participation and Engagement brochure

Increased Awareness of available resources

- **The role of professionals:**
 - They are key to informing parents/CYP about the services available and how to access them
 - School and nursery staff, health professionals, children's services, VCS organisations etc
 - Responsibility for knowledge around services and supporting CYP
- **Word of mouth – parents and CYP (formal and informal):**
 - Hull Parents Forum
 - Loud Mouths (Young Peoples Group)
 - Parents United Support Group
 - Facebook groups, conversations at school gate
 - VCS organisations such as KIDS, etc
- **The role of the Local Offer website:**
 - As much information as possible all in one place – universal through to specialist services
 - Easy to use website, hosted by Hull City Council, resource in place to manage and promote
 - Professionals responsible for keeping information up to date for the public/professional
 - Leaflets, social media, promotional events

Local Offer website

- Users increased by 47.41% over last 12 month period - from 6,825 to 10,061
- More users are giving feedback – feedback option added to rolling banner
- “*You said, we did*” page on the website – to demonstrate how feedback is continually informing future planning
- CYP and parents more engaged in developing the website – via work various forums e.g. Hull Parents Forum
- E-newsletter - parents & professionals signed up to receive the electronic newsletter: 2018 – 715; 2019 – 1196
- Social media (Facebook and Twitter) - in 2018 = 778 and 2019 = 1,101
- Development of a professional area for training, forms, policies etc
- Key challenge is keeping the site up to date – professionals taking responsibility and professionals promoting the site to families

Summary

- The Local Offer – will never stand still or be complete!
- All services are constantly finding ways to involve and engage parents/CYP in developing the ‘offer’ – real challenge but rewarding.
- Continually developing the Local Offer and keeping the information up to date and accessible for CYP and parents.

