

# Kirkles SEND Local Offer Annual Report 2022-2023

Written by the Kirkles Local Offer Team, February 2023

## Introduction

Welcome to the annual report on the Kirklees SEND Local Offer for 2022-2023. This report explains what developments have happened with the Local Offer over the last year.

*'Local authorities must publish a Local Offer, setting out in one place information about provision they expect to be available across education, health and social care for children and young people in their area who have Special Educational Needs (SEN) or are disabled, including those who do not have Education, Health and Care (EHC) plans. In setting out what they 'expect to be available', local authorities should include provision which they believe will actually be available.'*

*The Local Offer has two key purposes:*

- *to provide clear, comprehensive, accessible and up-to-date information about the available provision and how to access it; and*
- *to make provision more responsive to local needs and aspirations by directly involving disabled children and those with SEN and their parents and carers, and disabled young people and those with SEN, and service providers in its development and review.'*

SEND Code of Practice

The Kirklees SEND Local Offer is more than just a website. We aim to help families and young people with SEND to have access to good information advice and support via a wide range of different methods:

- Comprehensive website which is regularly updated
- Regularly updated facebook page
- Telephone, email and facebook messenger support for specific questions
- Face to face drop in sessions within the community
- Large scale "Local Offer Live" market stall events to bring services face to face with families as well as offering workshops delivered by Kirklees SEND expert
- Inclusion Support Offer which offers support around emerging SEND issues for all educational professionals
- Local Offer Booklet produced which provides a summary of the SEND Offer within Kirklees
- Exploring pilot project with Ravensthorpe Community Centre to trial sessions whereby users can be supported by community representatives to access information on the Local Offer website.

In May 2022, Kirklees SEND services were subject to an Ofsted Local Area inspection. The Local Offer and the way we work closely with PCAN was identified as an area of strength.

*..."Leaders have worked with PCAN to ensure that the website used to promote the Kirklees local offer is accessible and has a wide range of relevant information. The website is now used more widely than before by parents to get information about services for children and young people with SEND..."*

**Joint area SEND inspection in Kirklees, Ofsted 2022 - <https://files.ofsted.gov.uk/v1/file/50185451>**



### Key developments with the Kirklees SEND Local Offer website

The development of the features of the website is done following feedback we receive both online and face to face, following a "you said – we did" model.

If you would like to speak to someone to help you find the information you need, please contact us at [LocalOffer@kirklees.gov.uk](mailto:LocalOffer@kirklees.gov.uk) or call us on 01484 416919



Added contact details to the home page for families and young people.

We have developed a new carousel feature which allows us to deliver important information, updates and events on the homepage

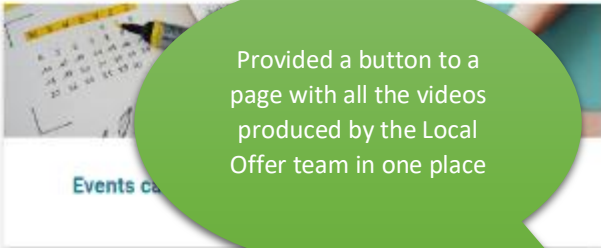


Added images of young people with SEND from Kirklees to the homepage.



Provided a button to a page with all the videos produced by the Local Offer team in one place

Direct link to the newly produced Kirklees SEND Newsletter



**Have Your Say!**  
Including "You Said, We Did", Annual Reports, feedback and your stories

**How we plan for SEND**  
Here you can find the strategic plans for how Kirklees supports those with SEND

**Local Offer videos**  
Here you can find a range of helpful videos

**Kirklees SEND Newsletters**  
Here you can find the latest Kirklees SEND Newsletters

**Other developments of the Kirklees SEND Local Offer:**

**We are working on the following website developments:**

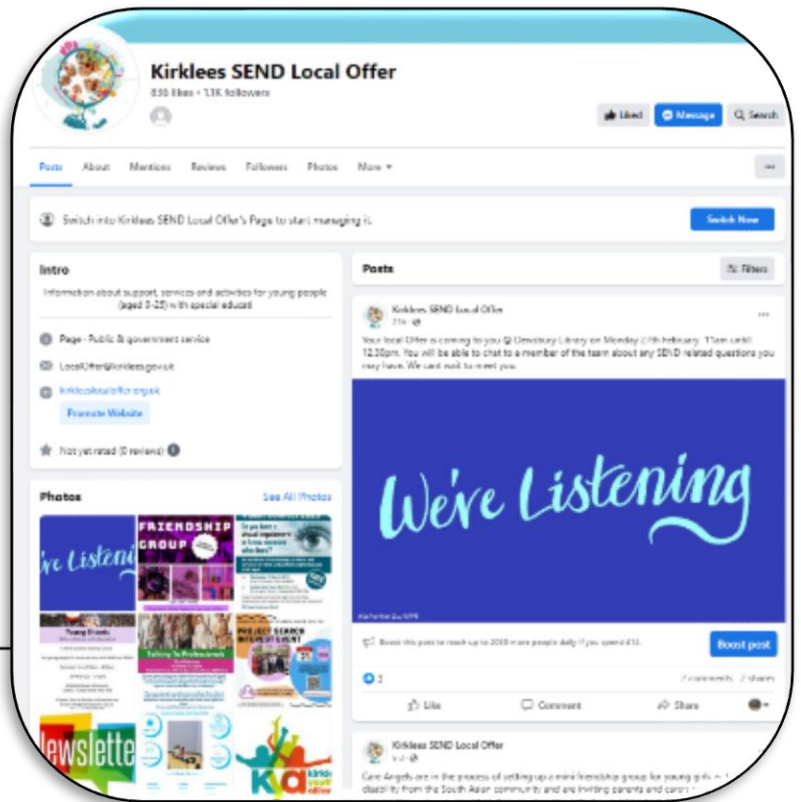
- Smart search function which will suggest search terms as the user starts typing. This will work in a similar way to Google, making finding the right information more intuitive.
- Social media feeds added directly to pages. This will mean that users do not need to go to Facebook or even have a Facebook account to access the information on our facebook page.
- The addition of personalised backgrounds to make the site more visually appealing and potentially reduce visual stress for some users. This is the result of some co-production work with young people in Kirklees with SEND.

**Kirklees SEND Local Offer Facebook**

We have a had successful Facebook page in place since 2021 which has had over 6,000 page visits in 2022 and has a reach of over 58,000. It currently has over 1,150 followers.

We also use this as a way of advertising engagement events where families can talk with us face to face.

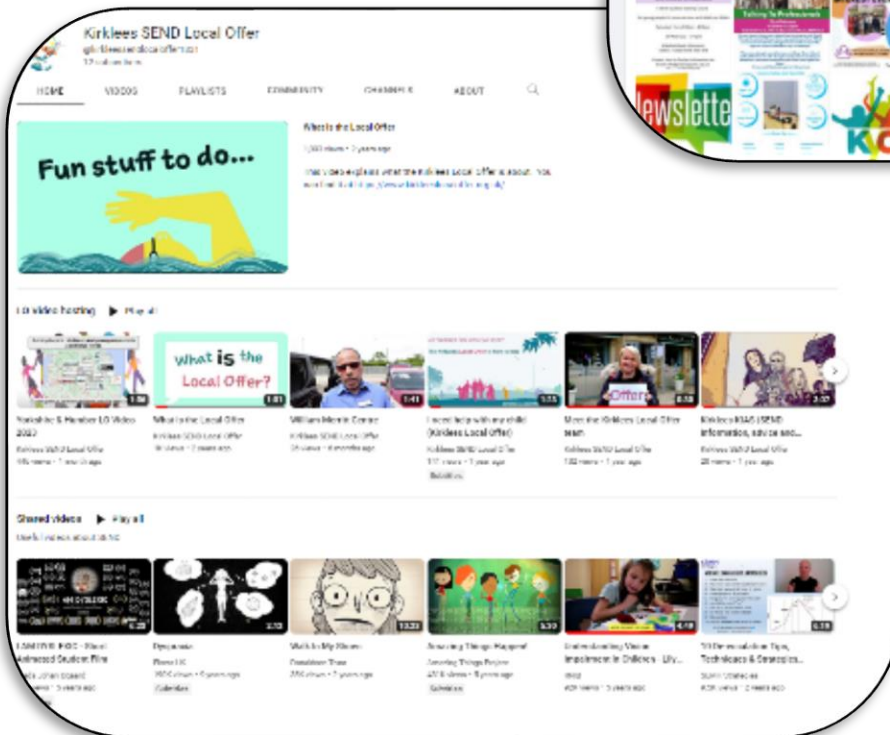
This also provides a rich source of feedback from users and influences the continued development of the Local Offer service.



**Kirklees SEND Local Offer YouTube channel**

We have created a YouTube channel to allow videos about SEND to be easily searchable by users on YouTube. Videos on this channel have had nearly 2,500 views.

We use this to share videos we have produced as well as sharing videos which could be useful for families and young people with SEND.





## Engagement and co-production

We have continued to engage with families and young people from across Kirklees:

- Regular engagement sessions with Project Search in both Huddersfield and Dewsbury. This is an opportunity to work with young people with SEND who are 18+ who can give us a unique perspective as someone who has been “through the system”.
- Project work with Project Search including VR content creation and the development of a book called “Me and My Wonderful Mind”.
- Working with young people with SEND in a mainstream setting (North Huddersfield Trust School) to develop a Local Offer awareness video for young people with SEND.
- Regular community drop in events for families to come and speak with the Local Offer team face to face alongside other community teams such as Community Plus.
- Working along Kirklees Families Together to embed the Local Offer across Kirklees.
- Attending support group (such as PCAN) and school coffee mornings to explain what the Local Offer is and discuss any concerns they have.
- Large scale “Local Offer Live” market stall events to bring services face to face with families as well as offering workshops delivered by Kirklees SEND experts.
- We are running a series of “How to use the Local Offer” alongside PCAN in March 2023, this will be an opportunity for families to understand how to effectively use the website as well as providing us with valuable feedback.

### Local Offer Live 2022

We were very pleased to host our very first Local Offer Live event in 2022.

This was held at the John Smiths football stadium and had over 60 stalls from local services and activity providers. We also had a range of workshops running throughout the day. We had over 500 people attending the event.



Families at the event gave tremendous feedback:

*“Today has helped me feel confident, not alone and that solutions can be found”*

*“The workshop topics were spot on and there was such a variety of stalls”*

*“This has really opened our eyes as to how many places exist”*

*“Thanks for organising this – a great opportunity to get information all in one place”*

*“It was amazing to find out what’s out there and to meet new groups”*

We are now in the process of planning a Local Offer Live 2023 which will be held in Dewsbury Town Hall.

A full report of the 2022 Local Offer Live can be found on the Local Offer website.

## Key Themes from engagement

There are a number of key themes that we have gathered from engaging with families, young people & professionals across Kirklees:

- The vast majority of users of the Local Offer find it very helpful, easy to use and provide them with everything they need in order to find help.
- Facebook is a good way to engage with families as they use the messenger function to communicate when they need help, to show support or to express concern.
- Some people in Kirklees find websites very challenging and need to have a conversation in order to be able to get the help they need.
- Young people still don't really know what the Local Offer is, but if they were to search for some help, the Kirklees Local Offer now comes up as the first result in any search relating to the Kirklees and SEND.
- Videos are a good way to engage with people.
- The amount of information on the Local Offer is overwhelming and some people need support as to how to navigate this.
- The Local Offer Booklet has proved very popular as this removes the need to know where to start and provides all of the basic information around SEND in one easy to read format.
- Events such as the Local Offer Live are incredibly popular and something that families in Kirklees want to see more of as it allowed services to come out from behind a website or telephone number.

We use all of the engagement that we have with families and young people to inform how the Kirklees SEND Local Offer operates and we constantly evolve our offer to better meet the information, advice and guidance the needs of the young people in Kirklees with SEND.

**Local Offer Booklet**

The SEND Code of Practice requires that we provide the Local Offer to those without the internet, we do this via a telephone number which families can speak to a member of the Local Offer team or leave a message. We also have produced a 19 page Local Offer booklet which brings the essential information about SEND into one easy to read place.



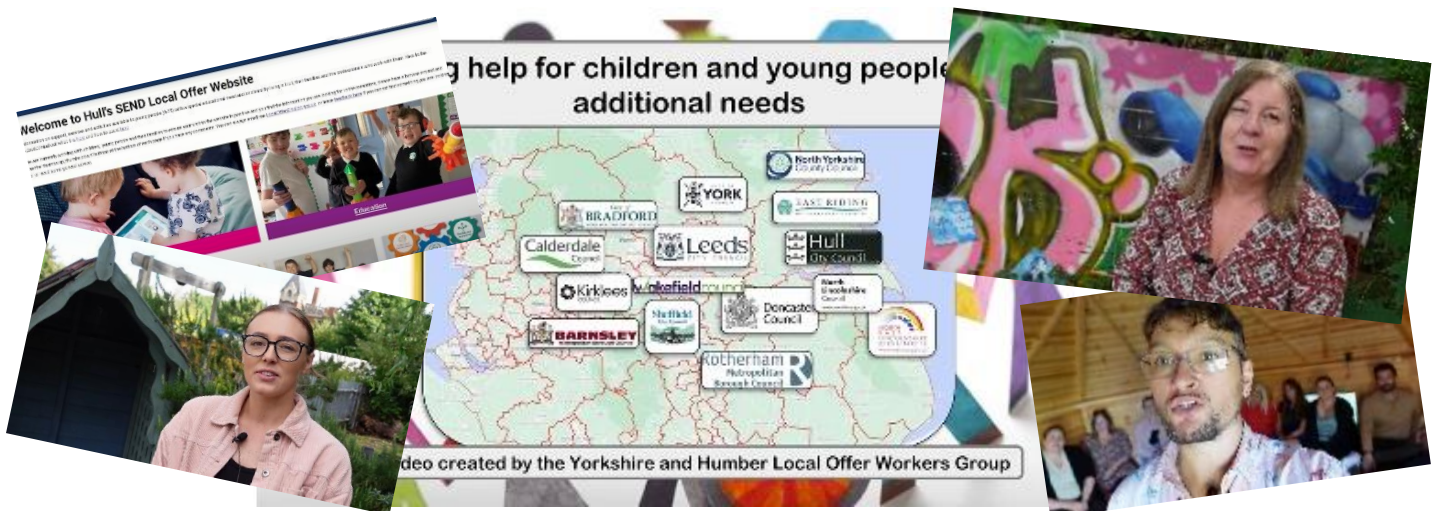
We distribute this booklet whenever we meet with families at any face to face events and following feedback from PCAN, we have added a link to the PDF for this to the Local Offer website so that it can be printed at home.

**Yorkshire & Humber Regional Group – Video**

The Local Offer team are part of a wider group of Local Offer leads from across Yorkshire & Humber, this provides an opportunity to share ideas, content and experiences of managing each areas Local Offer service.

We decided to work together and produce a short video which explains what the Local Offer in a simple way.

The video is available across all the Local Offer websites throughout the Yorkshire & Humber region.





## Summary of the Local Offer performance

The information below shows the performance from 19<sup>th</sup> November 2021 (when the last report was produced) to 20<sup>th</sup> February 2023 (when this report was written)

Kirklees Local Offer

Select any date range to see relevant data:

19 Nov 2021 - 20 Feb 2023

### Quick statistics

Total users	New users	Sessions	Views
55,546	54,334	94,573	284,681
Conversions	Event count	Sessions	Views
0	784,343	94,573	284,681

### Users over the selected date range

### Where have the users come from?

Event name	Sessions
1. session_start	93,985
2. page_view	86,005
3. user_engagement	64,935
4. scroll	58,740
5. first_visit	53,182
6. click	16,047
7. file_download	8,822
8. video_start	3,395
9. video_progress	2,825
10. video_complete	948
11. view_search_results	5

### What keywords have users searched in search engines to find the website?

### What type of devices are people using?

### What are the most popular pages on the website?

Page title	Views
1. Search results   Kirklees SEND Local Offer	56,246
2. Home   Kirklees SEND Local Offer	34,579
3. Search services   Kirklees SEND Local Off...	9,145
4. Information and Advice   Kirklees SEND L...	7,777
5. Passes & cards - overview   Passes and c...	7,511
6. Social, emotional & mental health difficult...	6,361
7. Search activities   Kirklees SEND Local Of...	6,209
8. SENDCO & Professional information and ...	6,201
9. Search education settings   Kirklees SEN...	6,057
10. How to apply for an EHCP assessment   ...	2,862
11. Speech & Language Therapy (SALT)   Spe...	2,714
12. Local Offer Live 2022   Local Offer Live 2...	2,404
13. Search events   Kirklees SEND Local Offer	2,381
14. SEND Assessment and Intervention tools...	2,236
15. SENDCO & Professional information and re...	2,102

### What models of devices are people using?

### What are the most popular page paths?

Page path	Sessions
1. /search/	12,595
2. /	20,137
3. /search/search-services/	6,242
4. /information-and-advice/passes-and-car...	4,165
5. /information-and-advice/e-z-of-specific-c...	3,629
6. /search/search-activities/	2,998
7. /sendco-professional-information-and-re...	4,832
8. /search/search-education-settings/	3,191
9. /information-and-advice/	2,088

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1 - 100 / 886 < >

Created by PCG UK





## Facebook performance summary (November 2021 – Feb 2023)

Facebook Page reach

58,338 ↑ 624.5%



Facebook Page visits

6,156 ↑ 516.0%

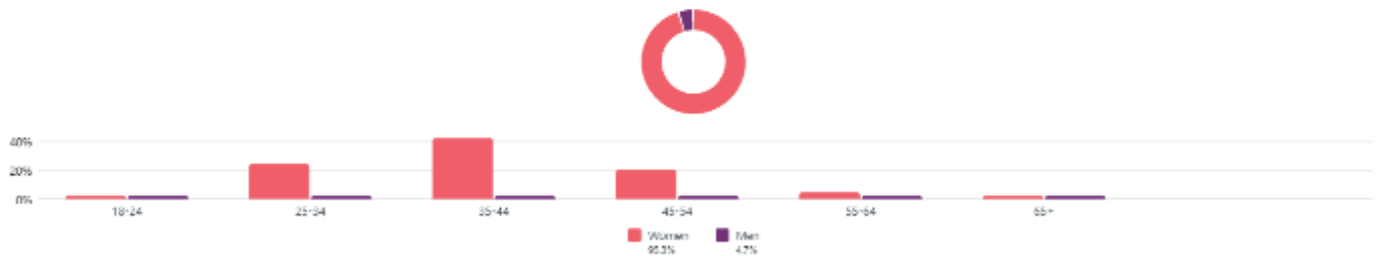


Title	Type	Date published	Reach	Likes and reactions	Sticker taps	Link clicks	Comments	Shares
Kirklees SEND Local Offer	Boost post	Post	18 Jun 2022	8.6K Accounts Centre accou...	51 Reactions	--	32 Comments	48 Shares
Kirklees SEND Local Offer	Boost post	Post	21 Sep 2022	5.6K Accounts Centre accou...	30 Reactions	2 Link clicks	20 Comments	26 Shares
Kirklees SEND Local Offer	Boost post	Post	7 Dec 2022	3.9K Accounts Centre accou...	6 Reactions	--	5 Comments	13 Shares
Kirklees SEND Local Offer	Boost post	Post	23 May 2022	3.7K Accounts Centre accou...	13 Reactions	--	2 Comments	15 Shares
Kirklees SEND Local Offer	Boost post	Post	19 Jun 2022	3.4K Accounts Centre accou...	9 Reactions	--	7 Comments	11 Shares
Kirklees SEND Local Offer	Boost Unavailable	Post	17 January 0900	3.4K Accounts Centre accou...	12 Reactions	--	1 Comments	29 Shares
Kirklees SEND Local Offer	Boost post	Post	7 Nov 2022	3.1K Accounts Centre accou...	14 Reactions	--	0 Comments	17 Shares
Kirklees SEND Local Offer	Boost post	Post	24 Jun 2022	2.9K Accounts Centre accou...	21 Reactions	--	2 Comments	18 Shares
Kirklees SEND Local Offer	Boost post	Post	24 May 2022	2.9K Accounts Centre accou...	6 Reactions	4 Link clicks	0 Comments	14 Shares
Kirklees SEND Local Offer	Boost post	Post	8 Jul 2022	2.8K Accounts Centre accou...	40 Reactions	--	5 Comments	17 Shares
Kirklees SEND Local Offer	Boost post	Post	20 Sep 2022	2.6K Accounts Centre accou...	9 Reactions	--	10 Comments	14 Shares

Facebook Page followers

1,158

Age & gender



Top towns/cities



### What we have learnt from the performance summary?

The information in the **website analytic report** has the following highlights:

- Usage of the local offer has continued to increase, with pageviews having more than doubled over the previous year's figures (2021-22 = 118,609 views 2022-2023 = 284,681).
- The search page continues to be the most popular page on the Local Offer, showing that most people are using this as a way to navigate the site. The inclusion of newer smart search technology should improve the user experience in this area.
- The majority of users are accessing the site on a computer, but we still have a good number using mobile devices to access the site.

The information in the **Facebook analytics** has the following highlights:

- Social media is a very effective way to reach an additional audience.
- Some posts have reached over 8,500 users.
- We have over 1,150 followers, the majority of these are 35-44 females.
- We have slightly more users from South Kirklees than North (34% to 32%).

## School SEN Information Report

*'The governing bodies of maintained schools and maintained nursery schools and the proprietors of academy schools must publish information on their websites about the implementation of the governing body's or the proprietor's policy for pupils with SEN.'*

*The SEN Information Report should give details of the school's contribution to the Local Offer and must include information on where the local authority's Local Offer is published.'*

SEND Code of Practice

In Kirklees all schools and further education colleges are expected to have a link to the Local Offer as part of their SEND Information Report. Furthermore, we are promoting the new Kirklees Local Offer in schools through SEND newsletters, SENDCO (Special Educational Needs & Disabilities Co-ordinators) Net, Heads Up (school newsletter) and through conversations with school staff. All existing links to the current Local Offer go to the new Kirklees Local Offer.

## Feedback from the Local Offer

The Local Offer invites visitors to feedback on their experience of using the site. When appropriate feedback is passed on to the relevant service managers and commissioners to respond to.

Following the report conclusion below, all of the comments and our responses as published on the Local Offer can be found. These can also be viewed online on the following page:

<https://www.kirkleeslocaloffer.org.uk/you-said-we-did/you-said-we-did-2022/>

## Conclusion

We continue to work closely with families, young people and colleagues across education, health and social care as well as in the community sector to co-produce the Local Offer and ensure it meets the needs of children & young people with SEND and their families.

We are constantly learning about how we need to deliver information, advice and guidance to those who need it in different ways.

We are committed to continuing to be more than just a website, with more community drop in sessions, the Local Offer Live event, SEND workshops and sessions alongside PCAN to help teach people how to use the Local Offer website.



You Said

(January 2022) "When trying to search for activities/services using the filter there was too many choice and not actually filtering them down"

"We are currently working with our service/activity providers to get them to check their attributes so we can have the correct ones to work the filter. We will now do this 6 monthly to check we have all up to date information. "

We Did

You Said

(January 2022) "We would like to see you more in community settings"

"We attended a coffee morning at Beaumont Primary school to speak with parents and teachers and it was a great success. We are now looking to do this in more schools and keep engagement going. "

We Did

You Said

(January 2022) "Not much information on what the Kirkles Passport does"

"We have updated the information we hold on the Kirkles Passport and made sure it is clear what you can get with the Kirkles Passport. "

We Did

You Said

(April 2022)"Could you include some information on the local offer page regarding adaptations and the DFG process? We have just completed the process and found very limited information. I have also just found out that we are eligible for a council tax disability reduction but I found this information out by chance and wasn't advised of this by the adaptations team. This is a massive help to us and allows us to use the savings to support my son in other ways. The website looks great but I couldn't find any info relating to this"

"We have created a page about the Disability Facilities Grant and linked across to the government website - we have also added this information to our "adaptations to your home" page. We have also amend the "council tax" page so that all discounts are listed

We Did

You Said

(May 2022)"Responses to the Local Offer Live sessions Survey on facebook "

"You gave us loads of ideas for sessions for the Local Offer live, we have used these to create a list and are now working to find suitable services or people to deliver as many of these sessions as possible"

We Did

You Said

(May2022)"maybe it would be helpful to share a table/summary of the playgrounds in Kirklees and identify the accessible / inclusive equipment at each park so parents are easily able to find and identify suitable playgrounds to go to?"

"We are now working to produce a document of all 314 parks in the Kirklees this includes the 6main parks and all the local smaller recreational grounds. We aim to provide information about parking, pathways, toilets and play equipment and photos of each one. Once this is produced and signed off it will be added to the Local Offer. "

We Did

(Jun2022) "The lack of under 8 provisions including activities and respites"

You Said

"We have passed on all information to the short breaks commissioning officer who will now look at the lack of under 8 resources as part of the short breaks review. "

We Did

(Jun2022) " I wondered if you may also be able to look at leisure swimming session for children under 8 with SEN?Not specifically lessons but a pool they could attend for leisure. I'm aware that there is a session on offer at Huddersfield pool but this is for SEN children on a Friday at 18.45. I suspect most children 8 and under will go to bed before 8pm and therefore this isn't accessible for them."

You Said

"We are in discussions with KAL who advised us that their programs are under review and would send all new relevant SEND information to us. Once we have this review and would send all new relevant SEND information to us. Once we have this we will update the website accordingly. "

We Did

(Jun2022) " Really helpful! I didn't know about the cinema card. There is also the essential companion card for National trust.

You Said

."

"We have added the National Trust Companions card to the Passes and Cards overview page. "

We Did

(September 2022)"

You Said

."No info on ADHD pathway, only autism" left under the page Adult Autism & ADHD assessments | Specialist Autism, ADHD & LD services | Kirklees SEND Local Offer ([kirkleeslocaloffer.org.uk](http://kirkleeslocaloffer.org.uk)).

"We have now copied the information from our A to Z of specific conditions/ADHD as there was a section about how over 18s can get an assessment. "

We Did