



Local Offer Annual Report 2018 - 2019



www.kirklees.gov.uk/localoffer

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Kirklees first Project Search Interns

Introduction

Welcome to the annual report on the Kirklees Offer for 2018–2019.

'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

When the Local Offer was introduced in 2014 to provide clear, comprehensive, accessible and up-to-date information about the provision in Kirklees for children and young people with Special Educational Needs and Disabilities (SEND) and how to access it, it was housed on its own website. The Local Offer was co-produced with a range of families and young people, including Parents of Children with Additional Needs (PCAN) and the Kirklees Parent and Carer Forum and we continue to work closely with PCAN as the the Local Offer evolves and grows.

While the Local Offer was published on its own website, parents, carers and young people were regularly consulted about it and we were able to respond to what they said. The Local Offer had its own logo and was regularly publicised at a wide range of events.



In 2018, the Local Offer was moved onto the Kirklees Council website to improve its management and functionality. However in February 2019, council officers and members of PCAN took part in a Yorkshire and Humber Peer Review of the Local Offer using the SEND Code of Practice 0–25 Statutory Guidance self-evaluation framework to ensure that the Kirklees Local Offer was compliant with the statutory guidelines and to evaluate its quality. Whilst there was no doubt that the Kirklees Local Offer is compliant with the statutory guidelines, we were made aware that it wasn't as used or useful as we wanted it to be. In summer 2019 we started to produce a tender for a new Local Offer website and are now working with PCAN to define the structure and requirements that we want for the new website. We hope that the new Local Offer website will be up and running by the end of 2020.

We continue to review the provision that is available to children and young people across Kirklees and feedback on the Local Offer is an essential part of this, informing the future commissioning of SEND services across education, health and social care.

Kirklees Local Offer: www.kirklees.gov.uk/localoffer

Findings from the Peer Review

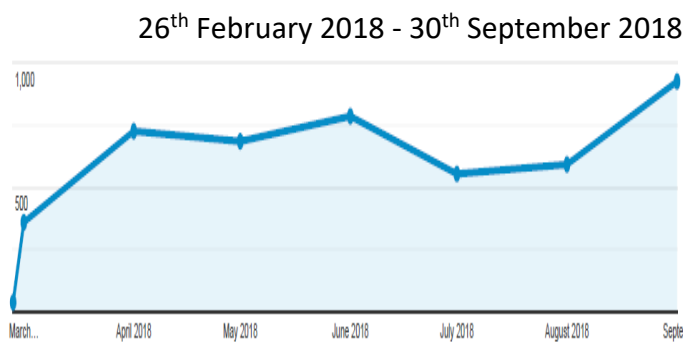
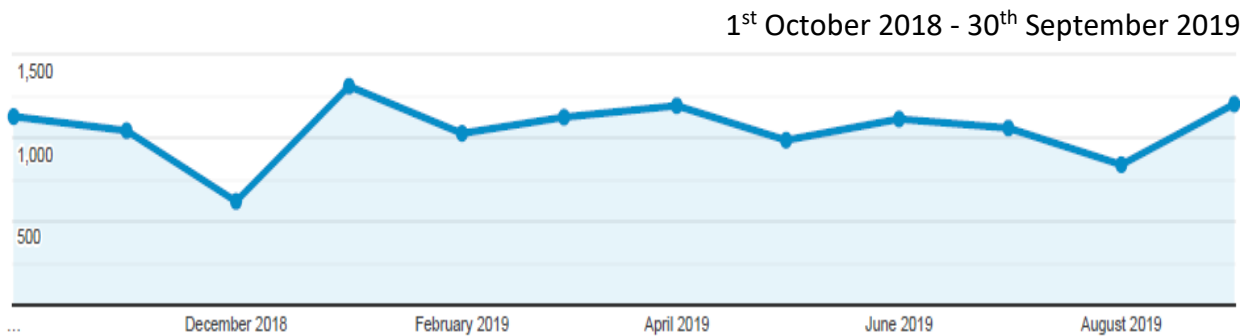
Local Authority officers from Wakefield reviewed the Kirklees Local Offer and some aspects of their feedback have already been addressed. Key elements of the feedback that need to be considered with the new Local Offer site are that it needs:

- to be more accessible to people with a range of needs eg braille options, translation options and easy read options
- to contain more information about provision that is available outside Kirklees
- to be easier to navigate so that information is easier to find
- to include more information around Preparing for Adulthood, particularly housing for young people with SEND
- to include more evidence of feedback from and co-production with young people

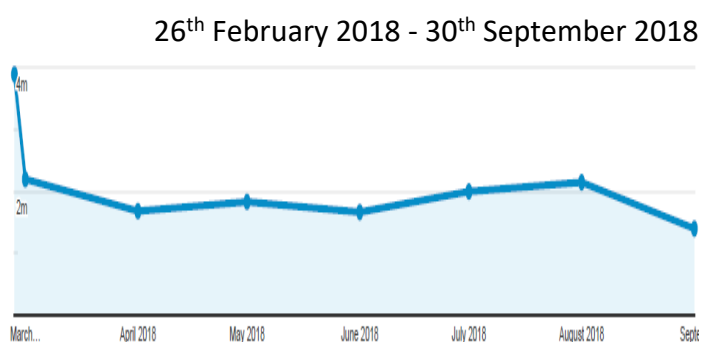
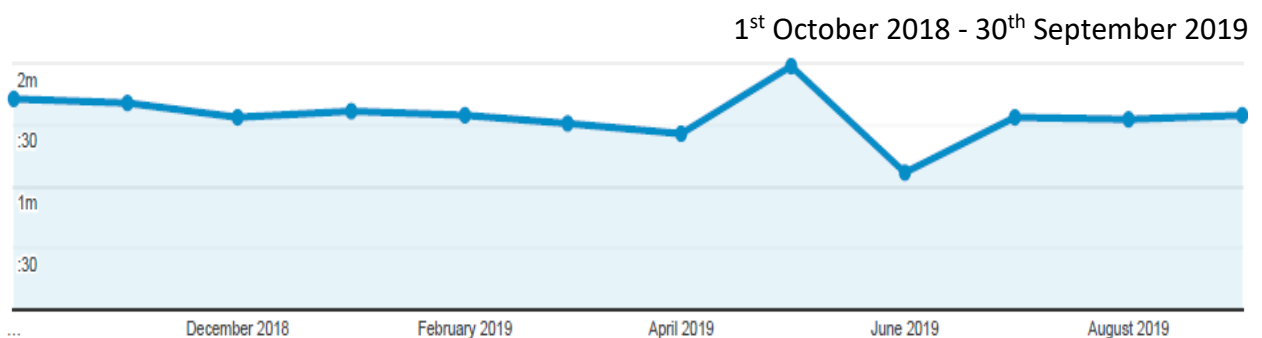
Summary of the Local Offer performance

As the Local Offer migrated to Kirklees Council website in February 2018, it has not been possible to do a year-on-year comparison of statistics. However, statistics for the half academic year 2017-2018 are given here to enable some comparison.

Pageviews - documents every page viewed by a user

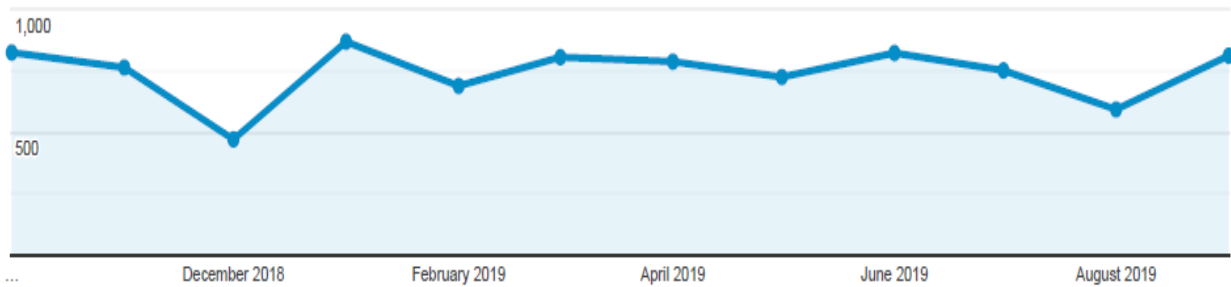


Average time on page

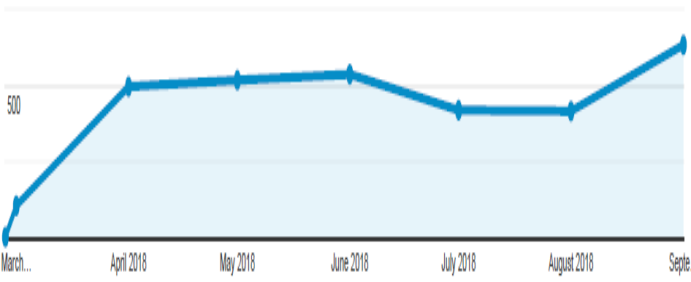


Unique pageviews - the difference between pageviews and unique pageviews is that unique pageviews do not include multiple visits to a page by a single user

1st October 2018 - 30th September 2019

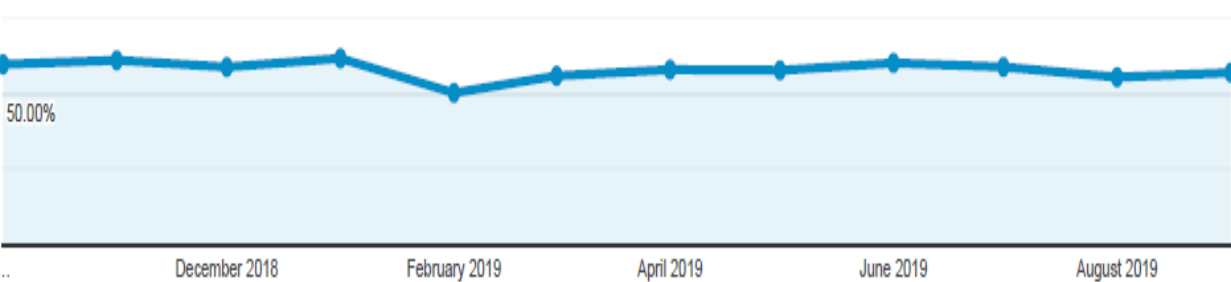


26th February 2018 - 30th September 2018

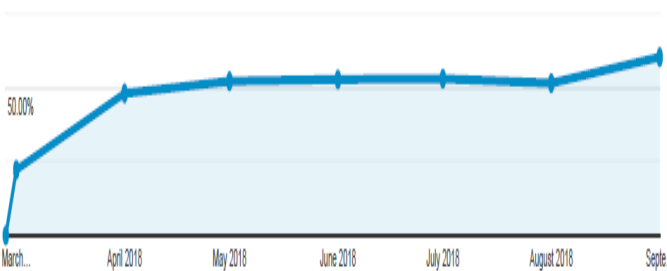


Bounce rate - the bounce rate measures the number of users who leave the site after viewing the landing page, without exploring the site any further: ideally this figure would be close to zero

1st October 2018 - 30th September 2019



26th February 2018 - 30th September 2018



What we have learnt from the Performance Summary

Whilst there has been an increase in visits to the Local Offer during 2018-2019, the high bounce rate of 50% on average suggests that users cannot immediately see what they want from the opening page, or are put off by the appearance of the site, which needs to be given serious consideration in the design of the new Local Offer site.

The average time spent on a page is about 2 minutes, which suggests that users are taking the time to read the page content. The average time spent on a page statistics do not include the 'bounces' or visits to the last page a user viewed before exiting the site.

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.

Preparing for Adulthood: Local Offer Live



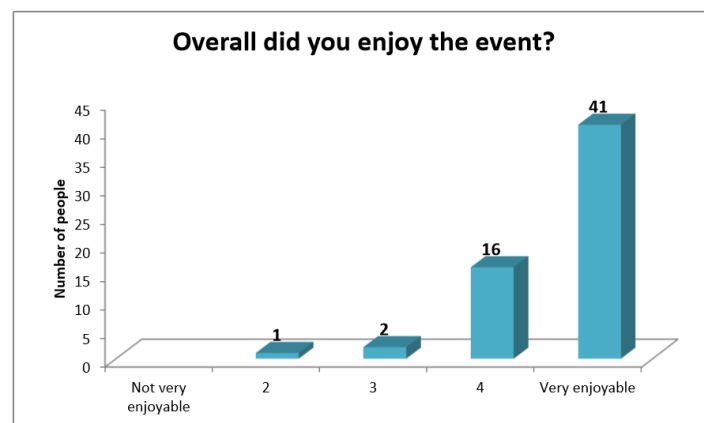
The Local Offer Live has been an annual event since 2016, enabling young people and their families to find out what is available in Kirklees across the four themes of Preparing for Adulthood:

- Education and employment
- Independent living
- Participating in society – having a life
- Being as healthy as possible

Feedback each year enables the event to develop to better meet the needs of young people and their families.

This year's event took place on 10th October 2019 at the Textile Centre of Excellence in Huddersfield. It had 45 stalls and was attended by 190 people which included young people aged 14–25 and their families, this was slightly lower than 2018.

There was really positive feedback about the event, the venue, the stalls and the organisation, with the majority of those who fed back saying that they had enjoyed the event and would attend again next year.



There were recommendations for stalls that people would like to see in the future, including:

- Adult continuing health care
- More sensory information
- Job centre to discuss universal credit and employment support allowance
- Job centre plus support for schools team
- Stands or leaflets about inspiring stories, vloggers, and people with learning disabilities and physical disabilities who have done amazing things
- Travel training
- Independent service users
- SENDACT (Special Education Needs and Disabilities Act)
- Music
- More careers companies

The recommendations from this year's event are to hold another such event next year and to agree funding for future events, with more promotion of the event being done in schools to encourage young people and their families to attend.

Feedback from the Local Offer

The Local Offer invites visitors to feedback on their experience of using the site. Feedback is passed on to the relevant service managers to respond to. What follows are some examples of how we have responded to feedback in recent years.

You said

Where do I find out about Kirklees College and more on Local Provision rather than Specialist Colleges?

We have made links to the C&K (Calderdale and Kirklees) Careers website much clearer, and this site lists all local provision at Kirklees and Calderdale colleges. We held meetings with C&K Careers who re-designed their own web site to align with the Kirklees Local Offer to offer clear information.

We did

You said

How are we going to promote it? Who will know - I never find out anything?

Kirklees Local Offer has been promoted in a variety of ways - through the local press, at public events and mail shots to schools, museums, libraries, GP surgeries etc. The profile of the site is raised internally for staff at training events, staff briefings and network meetings and also to teams making home visits.

We did

You said

Why does it not mention Parents of Children with Additional Needs (PCAN) or any support groups?

We have added a link to PCAN and other parent support groups, plus a link to the Additional Needs Register. There are many support groups listed on the Local Offer under their specific headings and we will continue to add them.

We did

You said

EHC – there was a lot of information there that I did not find helpful. It didn't tell me anything I didn't already know. Links to 'next steps' included in the text would be helpful.

We have updated this information with a list of frequently asked questions on the home page of EHCPs, including hyperlinks which will take the reader to a specific section.

We did

You said

Why didn't Child and Adolescent Mental Health Service (CAMHS) come up in specific search through Local Offer or Google?

The Child and Adolescent Mental Health Service (CAMHS) was being reviewed and re-structured at the time of producing the Local Offer. New and recent information on this service is now available.

We did



You said

Information that would help me? If there were different steps highlighted I would know which bit I or my child was at and I would be able to click on to and know what I would expect to happen next.

There is a range of information on the Local Offer to give general advice and support on various aspects of special educational needs and disabilities. There are links to specialist services which can provide further guidance on stages of development in children, and contact details for anyone who has concerns about how their child is developing.



We did



You said

Maybe search box should be somewhere else - make it more prominent?

The search option is now more prominent and is at the top of every page.



We did

Conclusion

Whilst we are aware that there is still work to do in making the Kirklees Local Offer more effective, the current Local offer is dynamic and we are working with Kirklees children, young people and their families to shape a new Local Offer that offers more options and choices, with evidence based services that are more responsive to the changing needs of the children and young people we serve.