



Kirklees SEND Local Offer Annual Report 2020-2021





Introduction

Welcome to the annual report on the Kirklees SEND Local Offer for 2020 – 2021, 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 new Kirklees Local Offer was launched in December 2020, which was a result of a year's hard work with PCAN, families in Kirklees, council services, schools and community support providers.

Since launch, the Local Offer has undergone a number of significant developments:

- Increased the size of the Local Offer team from 3 to 6, to include 2 leads and 2 project officers to ensure the Local Offer remains up to date and is delivered in a way which is meaningful to families in Kirklees.
- Launch of a new school support service (Inclusion Support Offer)
- Launch of the Kirklees SEND Local Offer facebook page
- Delivery of the Local Offer via face to face methods and moving from just a website to a service.

In 2020 the Kirklees SEND Local Offer has moved from being just a statutorily compliant website to becoming a service which responds to the needs of young people and families with SEND in Kirklees and delivers information, advice and guidance in a way which is meaningful and accessible to them.

Due to the lifting of Covid-19 restrictions we have also been able to work closely with a wider range of young people with SEND to help understand their needs in terms of accessing information.

We have established ourselves as a valuable service within the LA and continue to work closely with families, schools, council services, community and activity providers to continue to deliver a co-produced Local Offer which provides better outcomes for young people with SEND.

Key developments with the Kirklees SEND Local Offer website

Kirklees SEND Local Offer

My shortlist



Kirklees SEND Local Offer - Information, support, services and activities for young people with special educational needs and disabilities in Kirklees

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.



Information for parents or carers



Information for young people

We have made sure it is clear from the beginning what the Local Offer is, including adding the phrase "SEND" to the name.



News Feed



SENCO & P

The addition of a News feature to share updates about SEND services across Kirklees.



Events calendar



Services



Local Activities



Educational settings

More information and support on the SENCO and professionals area which helps schools to deliver a better SEND offer to families.



Easy Read

A new events calendar to help users find what is happening across Kirklees by date.



Comments & Reports
Including "You Said, We Did"



How we plan for SEND

An area dedicated to sharing strategic SEND plans



0 - 5 years old
Activities, services & settings



5 - 11 years old
Activities, services & settings



11 - 16 years old
Activities, services & settings



16 - 25 years old
Activities, services & settings



Kirklees Local Offer Facebook



Kirklees Homepage

Buttons which take users straight to the Kirklees SEND Local Offer SEND page and to the main Kirklees webpage.



Other developments of the Kirkles SEND Local Offer:

- Improved search results page following feedback from users which presents results in a more familiar search engine format which allows users to see information straight away as well as being able to filter searches to activities, services, settings and events.

Search results

You searched for: [autism](#)

Click on the tabs below to see results from different sections of this website.

Currently viewing:
Search information pages

Search activities

Search services

Search education settings

Search events

Autism
General information about Autism

Your search returned 33 results 1 2 3 4

Sort by: Relevance ▼

Autism

Autism What is **Autism**? Amazing things happen Getting an **Autism** assessment (for children and adults) For children and young people (up to 18): Please see the How to get an assessment for **Autism**, ADHD or ADD page. For people over 18: The Adults with **Autism** service (opens new page) is a run...

Autism - videos about everyday situations

Autism - videos about everyday situations These videos have been produced to help provide practical guidance and advice for commons situations that parents or carers of young people with **Autism** may face. ...

- News feed to share updates from within the SEND world, both locally and nationally.

Local Offer News

Government SEND review letter

19/11/2021

Government letter on the SEND review.

Read full post

Parents Online

13/10/2021

When you want someone to listen...

Read full post

Have your say!

05/10/2021

A chance for young people to get involved with the Local Offer

Read full post

Big investment proposed for Kirkles special schools

30/09/2021

We are delighted to announce that an investment of £36million is being proposed for investing in two existing special schools in Kirkles

Read full post



Kirklees SEND Local Offer

@KirkleesSENDLocalOffer · Public & government service

Following

Home About Photos Jobs More ▾

Liked Message Search ... Profile

About [See all](#)

Information about support, services and activities for young people (aged 0-25) with special educational needs and disabilities (SEND) in Kirklees.

255 people like this, including 1 of your friends

330 people follow this

<https://www.kirkleeslocaloffer.org.uk/>

01484 416919

Send message

localoffer@kirklees.gov.uk

Public and government service

Suggest edits

Is this the correct category for Kirklees SEND Local Offer?

Public & government service

Yes Unsure No

Photos [See all](#)



Videos [See all](#)



KIAS are a fantastic service that offer im...

3 87 views · 7 weeks ago

Upcoming events [See all](#)

WED, 1 DEC AT 12:30
Yoga
 The Whitfield Centre
 Fitness · Hosted by Outlookers
 Interested

SUN, 12 DEC AT 14:00
Downs & Special Friends Annual XMAS Party
 PKWA
 1 guest
 Interested

Page transparency [See all](#)

Create Post

Photo/Video Check In Tag friends

Kirklees SEND Local Offer 2h · [View profile](#)

We have an update from the Government on the SEND review. To find out more and read the letter in full please see the Local Offer News Feed

<https://www.kirkleeslocaloffer.org.uk/.../government.../>



1 share

Like Comment Share

Write a comment... Press Enter to post.

Kirklees SEND Local Offer Yesterday at 11:19 · [View profile](#)

We have had some important feedback from a parent who couldn't find schools that are wheelchair accessible via the search on our website. Since the feedback we have been in contact with all Kirklees schools to find out which are wheelchair accessible.

We have now fixed the problem and you can now use the filter in the education settings search and it will bring up all schools with wheelchair access or search "wheelchair" in the search bar



4

Like Comment Share

Write a comment... Press Enter to post.

Kirklees SEND Local Offer Yesterday at 10:13 · [View profile](#)

Our phonelines are now back up and running. We look forward to hearing from you 😊

Like Comment Share

Kirklees SEND Local Offer facebook

Following engagement with families, we have launched our facebook page, which provides important updates and information to families in another way. We use this to signpost users to the website wherever possible. Sometimes we use this to highlight local events and how to access them.

We also use this as a way of advertising face to face 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.

Further social media development

We are currently working with young people with SEND from across Kirklees to develop a Local Offer Instagram and Youtube channel as they have told us this is how they would like to access information.

Engagement and co-production

Due to the lifting of the covid-19 restrictions we have been able to a more direct engagement work including the following:

- Young people from Ravenshall complex needs school.
- SEND students at Upper Batley High School
- Young people with SEND aged 18-25 who are interns on Project Search, which provides supported employment routes for young people with EHCP's
- Numerous Parent Listening Events where we met with groups or individual parents to speak with them about their experience of SEND
- Attending school parents evenings and coffee mornings to talk with parents and carers about their concerns about SEND.
- Attending support group coffee mornings to explain what the Local Offer is and discuss any concerns they have.
- Online conversations with parents and carers via facebook to discuss specific concerns.

Key Themes from engagement

Through all of this engagement a number of key themes have emerged, one of the most significant ones for the Local Offer was that young people and families want to have relationships and speak face to face with people from the council. They do use websites and social media to find information, but this can feel very disconnected. They have told us that they need to know about the Local Offer first, they would not know to go to this for information.

This has helped us shape the way we work and we are looking to offer more:

- Face to face information sessions across Kirklees
- Parent listening event
- Attendance at SEND sessions in schools and support group coffee mornings
- Promotion and explanation of the Local Offer in public places (such as libraries and customer service centres)
- Drop in SEND Q&A sessions in public places
- Development of a place based information, advice and guidance offer for schools so that they are better equipped to support young people with SEND and therefore improve their outcomes.

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.

Inclusion Support Offer

Since the launch of the Kirklees SEND Local Offer we have developed a dedicated area of the site for SENCO's and professionals to use to get information, advice and guidance about SEND. We have also introduced a new service called the Inclusion Support Offer, this is staffed by two dedicated and very experienced officers who offer support to schools around SEND queries, this can range from signposting, providing a listening ear to working directly with the school to improve their SEND offer.

This services is currently a pilot project, but has been incredibly well received from across schools within Kirklees.

Some of the feedback is shown below:

- *Thank you! Such a helpful team and prompt service.*
- *The service didn't know the answer straight away but tried hard to find one and were prompt with their feedback*
- *The call was very reassuring, in a time where we are not seeing face to face many professionals that we can bounce things off. It has hugely put our minds at ease regarding the children we called about and that what we are doing and the processes we are following are right.*
- *Absolutely amazing service!*
- *Great service, quick response, clear and supportive information and guidance*
- *Very helpful and prompt with getting back to me with information. Also completed a follow up session via email due to my own demands of school and not being able to complete a phone call follow up session - Thank you*
- *Very helpful and knowledgeable*
- *I was very impressed with their swift response and how seriously they took my issue and what they would look at to help resolve it.*
- *No recommendations of improvements, I couldn't have asked for better service.*
- *The team offer an excellent service - one of the best elements of SEN support in Kirklees, they are helpful and professional and I have every confidence in getting support from them, thank you*
- *They are amazing! For me, as a new SENCo, they are beacon of light offering support in what feels like a sea of information and ever shifting contacts within a range of services. Thank you!*

Summary of the Local Offer performance

The information below shows the performance from launch (15th December 2020) to the date this report was written (19th November 2021)

Kirklees Local Offer

Select any date range to see relevant data:

15 Dec 2020 - 19 Nov 2021

Quick statistics

Total users	New users	Sessions	Views
13,704	13,782	27,148	118,609
Conversions	Event count	Sessions	Views
0	287,294	27,148	118,609

Users over the selected date range

Where have the users come from?

Event name	Sessions
1. session_start	27,148
2. click	0
3. file_download	0
4. first_visit	0
5. page_view	0
6. scroll	0
7. user_engagement	0
8. video_complete	0
9. video_progress	0
10. video_start	0
11. view_search_results	0

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 Local Offer	26,831
2. Home Kirklees Local Offer	20,266
3. Information and Advice Kirklees Local O...	6,861
4. Search activities Kirklees Local Offer	3,115
5. Search services Kirklees Local Offer	2,978
6. Passes & cards - overview Passes and c...	2,708
7. Search education settings Kirklees Loca...	2,668
8. SENCO & Professional information and re...	2,626
9. Search results Kirklees SEND Local Offer	1,388
10. Search schools Kirklees Local Offer	1,236
11. Children and Young People Kirklees Loc...	1,046
12. Home Kirklees SEND Local Offer	953
13. 5-11 Landing page Kirklees Local Offer	857
14. About the Local Offer Important informa...	741
15. SENCO & Professional information and re...	691
16. Inclusion Support Offer ISN Kirklees L...	688

What models of devices are people using?

What are the most popular page paths?

Page path	Sessions
1. /search/	1,500
2. /	10,097
3. /information-and-advice/	523
4. /senco-professional-information-and-res...	314
5. /search/search-activities/	427
6. /search/search-services/	638
7. /information-and-advice/passes-and-car...	1,491
8. /search/search-education-settings/	389
9. /search/search-schools/	210

1 - 11 / 11 < >

1 - 100 / 964 < >

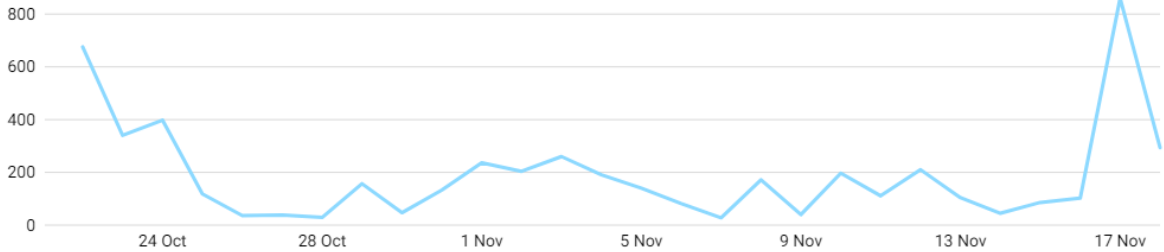
Created by PCG UK

Facebook performance summary

Results

Facebook Page reach ⓘ

3,607 ↑ 48.6%



Content ⓘ

Sort by: Reach ▾

Image	Date & Time	Title	Reach
	17 November 07:59	Moving schools can be really ...	996
	8 November 08:27	Do you have a child or young ...	334
	12 November 03:03	The Addams Family 2 Autism ...	333
	1 November 04:37	Parents all feel like we need a...	326
	3 November 04:42	Contact are here to support yo...	207
	29 October 05:22	Thank you to all the parents a...	186

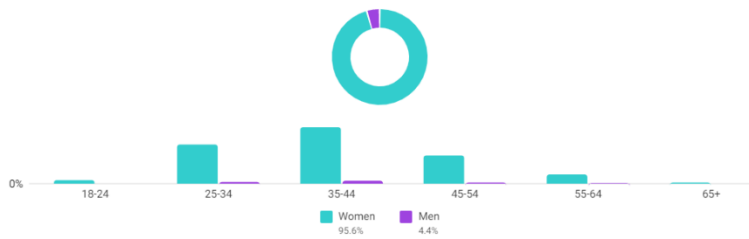
Audience

Current audience Potential audience

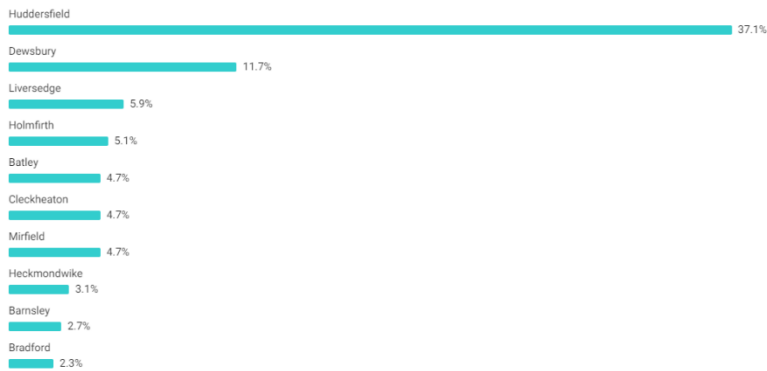
Facebook Page likes ⓘ

256

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 new local offer over the old site has increased by a significant amount. The previous average views per month was around 1,000, the new site averages over 10,000 per month.
- The search page is the most popular page on the Local Offer and is the way most users interact with the site, this lead us to developing the way the search page worked.
- 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 most users we have had on one day was on the 16th June when we had 344 users.

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 nearly 1000 users, which helps us to understand what is important to families (such as transitions information).
- The majority of users are 25 – 45 females.
- Under 18's generally do not use facebook, so this is not an effective way of engaging with them – this is why we are developing an Instagram and YouTube channel.
- In Kirklees there is a traditional North/South boundary, where Huddersfield is the boundary. Dewsbury, Liversedge, Batley, Cleckheaton, Mirfield and Heckmondwike are all areas in the north. Holmfirth and Huddersfield represent the south. The split is 34.8% north and 42.2% south. This would indicate the Kirklees SEND Local Offer is less well known in the north, so we have focused some of our engagement events in this area.

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, SENCO (Special Educational Needs 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 to respond to.

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


<https://www.kirkleslocaloffer.org.uk/you-said-we-did/you-said-we-did-2021/>

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 new Local Offer.

We are confident that we have a Local Offer which is working to meet the needs of the local people of Kirkles. We feel that this view is justified due to the positive feedback we have received, both for the Local Offer and the Inclusion Support Offer as well as being demonstrated to the traffic to the site.

We are passionate about continuing this journey and making the Local Offer into a well-used and essential service within Kirkles for families, and young people with SEND and to move beyond it being just a website.




You Said

(January 2021) "Moor End Visual Impairment specialist provision doesn't appear when searching for schools with VI support - Ethos Academy does instead"

"We edited other entries which were taking prominence to make sure Moorend VI was more prominent. We also added links from VI pages to Moor End VI provision".



We Did



You Said

(January 2021) "And what if I have a concern about an adult with learning difficulties that are not getting the help they need?? You have no way of reporting that!"

"We have previously created a page called "What about over 25's?" which explains where adults can go for support (signposting to "Gateway to care"). We have edited this and made it clear how to refer adults with learning difficulties for support, we have also passed this comment onto the commissioning manager for Learning Difficulties to see if there is a clear pathway we can communicate. We have also added links to the Adult Social Care Learning Disabilities Team page".



We Did



You Said

(January 2021) "Why don't schools know about the Local Offer?"

"We have worked closely with schools to promote the Local Offer through the existing ways that we send information to schools (such as newsletters, business communications and social media). We have also worked closely with SENCO's to promote the Local Offer and will be speaking at SENCONet (large meeting with all sencos in Kirklees) about the Local Offer."



We Did

(January 2021) "What about those that live in nearby authorities?"

You Said

"We have created a page called "[What if I don't live in Kirkles](#)" containing information about neighbouring authorities and links to their Local offer pages".

We Did

(January 2021) "I couldn't find mention of the Adult ADHD and Autism Service, yet they provide diagnostic support, health intervention and have a Kirkles specialist social worker in post to support 18yrs+"

You Said

"We have added information in the [Autism](#) and [ADHD](#) pages about adult services from SWYPFT. Also updated "[What about adults with learning difficulties and special needs?](#)" page with information about Adult health services".

We Did

(February 2021) "Hard to find information on behaviour especially anger and frustration"

You Said

"We have created a page called "[How to deal with meltdowns](#)" which gives information on how to spot the signs of a meltdown beginning, how to maybe prevent this, and what to do if one occurs. We have placed this in a more prominent place on the site so is easy to find".

We Did

You Said

(February 2021) "My child's school doesn't understand when children are masking their needs - they can cover up their needs at school well but break down when they get home. Schools need to be better trained on spotting subtle signs on needs".

"We have contacted the school and shared the feedback. The school came back to say they were implementing training for all staff to help them spot the signs of child who may be masking their needs".

We Did

You Said

(February 2021) "I'm looking for information on adult mental health for an 18 year old. I have typed in home based treatment team and enhanced mental health teams without success. If the information is there it's not very accessible".

"We have produced a full page on adult mental health focusing on local and out of area help and also included videos and documents to help. We have placed this under the "health, wellbeing and mental health" section so is easy to spot" We are also currently working with Adult Mental Health Single Point of Access to list all relevant teams and services and will update the Local Offer with this information as soon as possible"

We Did

You Said

(April 2021)"We love sports but don't know who offers something inclusive that we can access"

"We work with activity providers to offer training for them to be more inclusive and we are also increasing our range of activities on the Local Offer as well as asking at sign up if they are inclusive"

We Did

You Said

(May 2021) "Thriving Kirkles does not come up when you search for autism assessment"

"We have amended the wording in the Thriving Kirkles section so that when "autism" is searched Thriving Kirkles becomes the top search"

We Did

You Said

(May 2021 Ravenshall KS3 and KS4) "We would like to see stuff that is important to us"

" We created videos on how to use the LO to find activities, how to use google maps to help you get around, Advice on what you can do in Kirkles. We have developed content around local offer pages including :Being happy and healthy, bullying, sleep, wellbeing. We have added links to Adults learning disability page and also added links to drug and alcohol support. We have also created Easy Read Health leaflets".

We Did

You Said

(May2021 Parents Listening Event)"

- No direct payments page or policy
- Search engine difficult to use and not bringing up clear results
- No Send strategy
- We have never had the Local Offer explained to us
- Scenarios type area – what do I do if? real examples of what to do with my child
- Access to commonly used forms for parents
- Avoid terminology ad acronyms

" We created a direct payments page with link to adults policy. Children's holding policy in development. We have had the search changed to make it more logical to find what you are looking for. We created a page on how we plan for SEND, who makes decisions, SEND Strategic commissioning Plan, Accessibility Strategy and let you know who do we work with when developing the Local Offer. We have created a video called 'what is the Local Offer? we sent this to parent support groups, shared to steering group to send to members and shared at all meetings.

We Did

We created a 'I need help with my child' page supported by videos to help explain. We have ensured application forms clearly identified on relevant pages , EHCP , School transport etc. We have a jargon buster page. Embedded within and we aim to review the content".

You Said

(June 2021)"The Children's Therapy Services do not clearly explain the referral pathways, who to complain to, what the criteria for referrals is. They also don't reflect that normally therapists (such as SALT) will work with the child in school"

"We have added some referral criteria information to the [SALT](#) page. We have also created a brand new page called [Children's Therapy Services overview](#) which explains how to services work and who to contact if there is an issue "

We Did

You Said

(June 2021) "Some parents said they couldn't seem to find the bits about the annual health check - even though its mentioned in the parents guide, and there is a separate section under health. "

"Edited PFA section and added link to Annual health checks page so that it is easier to find. "

We Did

You Said

(July 2021) "I have looked at the finance and benefits section and couldn't find anything about the Kirklees Benefits advice services "

"Added Kirklees citizens advice benefits contact information and link to BetterOff Kirklees which provides support around benefits "


We Did

You Said

(August 2021)"Ditch the welcome statement and promote the subheading to the main heading and tell visitors immediately what the Local Offer is"

"We have amended the main heading on the Local Offer front page to explain exactly what we provide and do"

We Did




You Said

(October 2021) "Couldn't find learning difficulties, need to make more simple need address dates and useful information "

"We have uploaded a how to use the Local Offer page that explains where everything is. We are also engaging with parents and young people to check that the website is easy to navigate. We have also done a Facebook question and answer to find out how people find navigating the site "



We Did



You Said

(October 2021)"

Improve by finding out what people want/need and that it actually works/still exists. The Local Offer doesn't really offer anything in reality"

" We currently get in contact with our service/activity providers every 6 months to check that everything we show is up to date and relevant. We have a Facebook page where we also post relevant articles and activities which are up to date at time of posting. The Local Offer website is a resource to help sign post parents and carers and young people with SEND. As part of the ongoing development we are regularly in contact with parents via emails and face to face visits to help us understand what families need locally and where there may be gaps and make sure that this information is shared with the relevant services. We are listening and know that families want the Local Offer to be more than just a website and we are working on ways to get out into local communities so people can come and speak to us face to face to help them to understand what is available to support them."



We Did



You Said

(October 2021)" I'm trying to use the Kirklees local offer to get a list of high schools together that may be suitable for my daughter however the filter system is not working at all. I have reported it to SENACT but I am eager to resolve the issue as soon as possible because this seems to be the only place to gather information for SEND children. Many Thanks "

"We have gone through/emailed all schools in Kirklees to access there accessibility policy and see if they are wheelchair friendly. We have then updated them on the Local Offer so when "wheelchair accessibility" is ticked in the filter bar all relevant schools show. We have also added keyword "wheelchair accessible" to the schools descriptions so that if the word wheelchair is search in the search bar the relevant schools also show here."



We Did