

Leicestershire Local Offer Strategy

▶ 2020 - 2025



Leicestershire
SEND



Our Vision

For all children and young people with special educational needs and their families to be able to access the information and support they need at the right time in Leicestershire so they achieve well in their education, participate and be involved in their communities and lead happy, safe and fulfilled lives.

The Local Offer brings together in one place information about health, education and social care for:

- ▶ children and young people from birth to 25 years old who have a special educational need or disability (SEND)
- ▶ parents and carers of children with SEND
- ▶ professionals working in health, care and education
- ▶ providers of services for children and young people

The Local Offer is a statutory obligation which is underpinned by the SEND Code of Practice (2015) which states that

Local Area's **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 SEN or are disabled, including those who do not have Education, Health and Care (EHC) plans.

What do we know and what have we heard?

▶ We know from families and young people that our Local Offer website can sometimes be hard to navigate and we are constantly trying to improve. However, we also know from families that we have many positive elements of our Local Offer that work. This includes the Local Offer Facebook page, our Locality Local Offer Roadshows and the SEND News. These elements give families the opportunity to access our Local Offer in a way that goes beyond a website.

In an independent review carried out of 148 Local Authority Local Offer websites in September 2020, Leicestershire was proudly ranked 1st place in the UK in terms of accessibility achieving over 99% in user testing. This means our website is accessible for all users, including people with disabilities, using old or unusual technology and people with poor internet access.

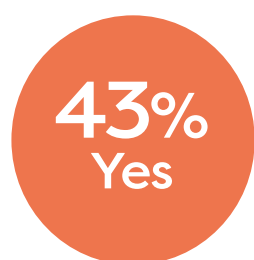
During February 2020 a survey held by the Parent Carer Forum 78% of the 70 parents who answered didn't know about the Local Offer Website and of 127 parent carers that responded; 48% answered yes they found what they were looking for and 44% answered no. 74% of the 74 parents that answered said they find the Local Offer Roadshows useful.

We are proud that Leicestershire's Local Offer was identified as a strength during the Local Area SEND Inspection carried out by Ofsted and CQC during February 2020. The report stated:



“The local offer for children and young people with SEND provides extensive education, health and care guidance and information to support children and young people and their families. Area leaders work with families to ensure that information is relevant and well promoted. Data collected by leaders and by inspectors during the inspection suggests significant use of the local offer website, including through social media.”

We also know from our Peer review which was carried out in 2016 that Leicestershire's Local Offer held the following content response percentages



and



What is our vision?

We believe that every child or young person with a special educational need or disability and their families should be able to access relevant information and support they require at the right time. We hope that by getting it right for families at the right time – children and young people with special educational needs and disabilities can live fulfilled and as independent as possible lives.

The Department for Education state that The Local Offer should be collaborative, accessible and Comprehensive and in Leicestershire these are the key principles in which our Local Offer is built on.

The publication of the strategy comes at a time of unprecedented challenge for all services, compounded by the recent Coronavirus pandemic. During this time the Leicestershire's Local Offer swiftly further embraced the digital offer, continuously keeping families and services updated via our website and social media platforms.

How will we know we have been successful?

Due to the very nature of the Local Offer – success is fluid. For it to be successful it must be under constant development and improvement and never definitive. We will continue to use the following measures for our success and development underpinned by annual work plans:

- ▶ Feedback from parent carers and young people
- ▶ Local Offer Roadshows feedback
- ▶ Voice and feedback captured at consultation events
- ▶ Social media feedback and engagement
- ▶ Analysis of our google analytics data
- ▶ Newsletter sign up data
- ▶ Inspection and peer review feedback



How will we do it?

Collaborative We will:	Accessible We will:	Comprehensive We will:
<ul style="list-style-type: none"> ▶ Coproduce and engage with parents, carers and young people including the parent carer forum and wider groups ▶ Ensure a shared ownership of the Local Offer across education, health and social care ▶ Review and communicate changes and developments with parents, carers and children and young people 	<ul style="list-style-type: none"> ▶ Ensure wide publicity of the Local Offer ▶ Visit each locality in Leicestershire with the Local Offer Roadshow bi-annually. We will include evening and weekend events ▶ Provide printed and electronic copies of a termly newsletter ▶ Review and revisit content on the website ▶ Utilise digital technologies such as video and social media 	<ul style="list-style-type: none"> ▶ Ensure information is up to date by reviewing annually ▶ Ensure a breadth of information which covers, education, health and social care ▶ Recognise gaps and encourage user feedback on pages ▶ Share information relevant to our neighbouring authorities ▶ Interpret qualitative and quantitative data to inform our developments

Year One April 2020 - March 2021

Deliverables	Objectives	Measures
Engage with parent carer groups and young people	<ul style="list-style-type: none"> ▶ Hold 2 young people's sessions annually ▶ Communicate changes in form of "You said we did" at least annually ▶ Parent carer representation at Local Offer Steering group ▶ PCF Annual survey ▶ Create robust feedback mechanisms 	<ul style="list-style-type: none"> ▶ 50 young people ▶ Annual report published ▶ 2 parent carer reps per meeting ▶ Survey results & Data
Ensure wide publicity of the Local Offer	<ul style="list-style-type: none"> ▶ Embed departmental awareness of the Local Offer ▶ Leaflet distribution to departments across LA and Health ▶ Targeted Communications ▶ Target seldom heard 	<ul style="list-style-type: none"> ▶ Recorded visits to Locality teams ▶ 1000 postcards distributed ▶ Half yearly campaign ▶ Promotion at Fathers groups and Youth provision in Leicestershire
Increase service user engagement with Leicestershire's Local Offer. Including SEND News sign up, web page visits and Facebook followers	<ul style="list-style-type: none"> ▶ Increase web page visits by 20% ▶ Targeted communications campaign to increase newsletter sign up ▶ Increase Facebook followers by 20% ▶ Paid promotion of Facebook page 	<ul style="list-style-type: none"> ▶ Google analytics ▶ Half yearly campaign ▶ Facebook data

Deliverables	Objectives	Measures
<p>Ensure comprehensive, up to date and relevant information</p>	<ul style="list-style-type: none"> ▶ Create thematic reviews of web pages ▶ Yearly audit of School SEN Info reports ▶ Yearly audit of compliance requirements ▶ Shared ownership of content across LA departments and Health including CCG and LPT ▶ Co – produced content using various methods eg. Preparing for adulthood ▶ Yearly review of the Information and Support Directory which is integral to the Local Offer 	<ul style="list-style-type: none"> ▶ Update reports from workstream leads ▶ Audit reports ▶ Audit reports ▶ Local Offer Steering group agreement ▶ Online forum results, reports, information pack ▶ Systematic review
<p>Ensure Local Offer is accessible in communities</p>	<ul style="list-style-type: none"> ▶ Bi-annual Roadshow visits to each locality in Leicestershire including various event days/ times – in review in light of Covid-19 ▶ Targeted Roadshows including a professionals only – in review in light of Covid-19 ▶ User testing with young people’s groups ▶ Utilise digital technologies such as video clips and social media 	<ul style="list-style-type: none"> ▶ Roadshow Reports ▶ Roadshow qualitative and quantitative data ▶ Survey / testing feedback ▶ Published content

NB. Year 2 priorities are in development and designed with the local Offer Steering group which includes the Parent Carer Forum.

Year Two April 2021 – March 2022

Deliverables	Objectives	Measures
Engage with parent carer groups and young people	<ul style="list-style-type: none"> ▶ Hold 2 young people’s sessions / projects annually ▶ Communicate changes in form of “You said we did” at least annually ▶ Parent carer representation at Local Offer Steering group ▶ Local Offer online survey ▶ Create robust feedback mechanisms ▶ Use Confers Software to offer virtual coproduction opportunities twice a year 	<ul style="list-style-type: none"> ▶ 20 young people ▶ Annual report published ▶ Parent representative attendance at meeting ▶ Survey results & Data ▶ You said we did ▶ Findings & report
Ensure wide publicity of the Local Offer	<ul style="list-style-type: none"> ▶ Create joint communication plans with Corporate services ▶ Embed departmental awareness of the Local Offer ▶ Create and distribute E-Flyer to departments across the SEND Partnership (education, health and local authority) ▶ Targeted Communications ▶ Local Offer integral to LLR joint commissioning Plans ▶ Target seldom heard 	<ul style="list-style-type: none"> ▶ Communications Plan ▶ Recorded visits to Locality teams ▶ 1000 postcards distributed ▶ Half yearly campaign ▶ Local Offer specific actions present in plan ▶ Evidence of targeted campaigns
Increase service user engagement with Leicestershire’s Local Offer. Including SEND News sign up, web page visits and Facebook followers	<ul style="list-style-type: none"> ▶ Increase web page visits by 20% ▶ Targeted communications campaign to increase newsletter sign up ▶ Increase Facebook followers by 20% ▶ Paid promotion of Facebook page 	<ul style="list-style-type: none"> ▶ Google analytics ▶ Half yearly campaign & New E-form to created for sign up process ▶ Facebook data ▶ Annual paid promotion

Deliverables	Objectives	Measures
<p>Ensure comprehensive, up to date and relevant information</p>	<ul style="list-style-type: none"> ▶ Create thematic reviews of web pages ▶ Yearly audit of School SEN Info reports ▶ Yearly audit of compliance requirements ▶ Shared ownership of content across Local Authority departments and Health including CCG and LPT ▶ Co – produced content using various methods eg. Preparing for adulthood ▶ Yearly review of the Information and Support Directory which is integral to the Local Offer 	<ul style="list-style-type: none"> ▶ Update reports from workstream leads ▶ Audit reports ▶ Audit reports ▶ Local Offer Steering group agreement & Commissioning Strategy ▶ Online forum results, reports, information pack ▶ Systematic review
<p>Ensure Local Offer is accessible in communities</p>	<ul style="list-style-type: none"> ▶ Bi-annual Roadshow visits to each locality in Leicestershire including various event days/ times – in review in light of Covid-19 ▶ Termly virtual Q&A sessions ▶ Targeted Roadshows informed by using qualitative and quantitative data ▶ User testing with young people’s groups ▶ Utilise digital technologies such as video clips and social media ▶ Maintain high ranking for accessibility via Silktide Index 	<ul style="list-style-type: none"> ▶ Roadshow Reports ▶ Filmed videos ▶ Roadshow qualitative and quantitative data ▶ Survey / testing feedback ▶ Published content ▶ Silktide review

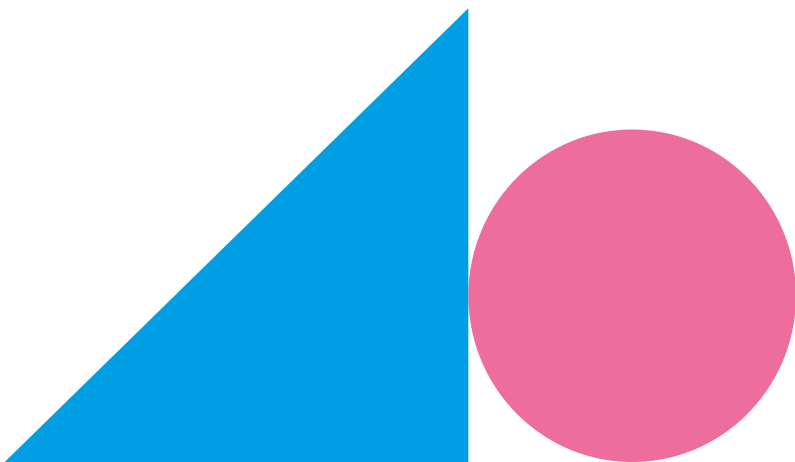
Year Three

April 2022 – March 2023

Deliverables	Objectives	Measures
Engage with parent carer groups and young people	<ul style="list-style-type: none"> ▶ Support the establishment of a SEND Youth Voice Forum (SEND CYCLe) ▶ Communicate changes in form of “You said we did” at least annually ▶ Parent carer representation at Local Offer Steering group ▶ Review, publish and promote Local Offer online survey ▶ Create robust feedback mechanisms 	<ul style="list-style-type: none"> ▶ CYCLe minutes of meetings ▶ Annual report published ▶ Parent representative attendance at meeting ▶ Survey results & Data ▶ Give Feedback on the Local Offer page reviewed
Ensure wide publicity of the Local Offer	<ul style="list-style-type: none"> ▶ Work jointly with Communication and digital services ▶ Embed departmental awareness of the Local Offer ▶ Create promotional campaign to include publicity of the Local Offer Animation and E-flyer ▶ Visit Parent Carer groups/events ▶ Local Offer integral to LLR joint commissioning Plans ▶ Create promotional campaign for the Information and Support Directory 	<ul style="list-style-type: none"> ▶ Communications Plan ▶ Completed E-learning ▶ Annual promotional campaign ▶ Visit 10 parent carer settings ▶ Local Offer specific actions present in plan ▶ Create branding for the directory and share with relevant stakeholders
Increase service user engagement with Leicestershire’s Local Offer. Including SEND News sign up, web page visits and Facebook followers	<ul style="list-style-type: none"> ▶ Increase web page visits by 20% ▶ Targeted communications campaign to increase newsletter sign up ▶ Increase Facebook followers by 20% ▶ Paid promotion of Facebook page 	<ul style="list-style-type: none"> ▶ Google analytics ▶ Quartely promotion on Facebook / Newsletter ▶ Facebook data ▶ Annual paid promotion



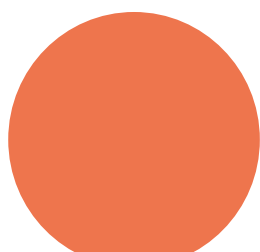
Deliverables	Objectives	Measures
Ensure comprehensive, up to date and relevant information	<ul style="list-style-type: none">▶ Create thematic reviews of web pages▶ Yearly audit of School SEN Info reports▶ Yearly audit of compliance requirements▶ Shared ownership of content across Local Authority departments and Health including CCG and LPT▶ Co - produced content using various methods eg. Preparing for adulthood▶ Yearly review of the Information and Support Directory which is integral to the Local Offer	<ul style="list-style-type: none">▶ Update reports from workstream leads▶ Audit reports▶ Audit reports▶ Local Offer Steering group agreement & Commissioning Strategy▶ Online forum results, reports, information pack▶ Systematic review
Ensure Local Offer is accessible in communities	<ul style="list-style-type: none">▶ Work with families to help develop the Local Offer Roadshows as we recover from the pandemic▶ Bi-annual Roadshow visits to each locality in Leicestershire including various event days/ times▶ User testing with young people's groups▶ Utilise digital technologies such as video clips and social media▶ Maintain high ranking for accessibility via Silktide Index	<ul style="list-style-type: none">▶ Feedback, online sessions & survey results▶ 2 year plan created with families and published▶ Roadshow qualitative and quantitative data▶ Survey / testing feedback▶ Published content▶ Silktide review



Year Four

April 2023 – March 2024

Deliverables	Objectives	Measures
<p>Engage with parent carer groups and young people</p>	<ul style="list-style-type: none"> ▶ Engage with parent / carer groups ▶ Engage with children and young people groups ▶ Communicate changes in the form of ‘You Said, We Did’ ▶ SEND Hub rep at Local Offer Steering Group ▶ Parent/carer annual survey on the Local Offer ▶ Review feedback mechanisms available on the Local Offer ▶ Annual Report published 	<ul style="list-style-type: none"> ▶ Contact with 30 parent/carers ▶ Contact with 3 groups ▶ Annual Report published ▶ SEND Hub attendance at Local Offer Steering Group meeting ▶ Survey results ▶ Survey results and data ▶ Annual Report published
<p>Ensure wide publicity of the Local Offer</p>	<ul style="list-style-type: none"> ▶ Embed departmental awareness of the Local Offer ▶ Create promotional campaign for the following groups: children and young people with Social, Emotional and Mental Health as type of need; Black and Asian families and those living in more deprived areas across Leicestershire ▶ Targeted communications to private settings ▶ Local Offer integral to Leicester, Leicestershire and Rutland joint commissioning plans ▶ Organise and deliver on Local Offer Roadshows ▶ Leicestershire County Council Corporate Communication initiatives to increase reach of the Local Offer 	<ul style="list-style-type: none"> ▶ Recorded visits to locality teams ▶ Annual promotional campaign ▶ Attendance at staff meetings / distribution of postcards ▶ Local Offer specific actions present in plan ▶ One Local Offer Roadshow to be held within each locality – this will be across 16 months ▶ Increase webpage visits and/or Local Offer likes by 10%



Deliverables	Objectives	Measures
<p>Increase service user engagement with Leicestershire's Local Offer.</p> <p>Including SEND News sign up, web page visits and Facebook followers</p>	<ul style="list-style-type: none"> ▶ Use statistics from 2022 to 2023 to prepare a calendar of webpage use to inform parent/carers over 2023/2024 ▶ Targeted communication campaign to increase newsletter sign-up ▶ Schedule Facebook posts based on national themed days, calendar of peaks in webpage use and information about services 	<ul style="list-style-type: none"> ▶ Increase web page visits by 20% ▶ Quarterly promotion on Facebook / Newsletter ▶ Increase Facebook followers by 20%
<p>Ensure comprehensive, up to date and relevant information</p>	<ul style="list-style-type: none"> ▶ Create thematic reviews of web pages – see compliance report and shared ownership of content ▶ Use the opportunity within thematic reviews to reduce length of content and remove professional jargon ▶ Annual audit of school SEN Information reports ▶ Annual audit of compliance requirements – also see compliance reports ▶ Shared ownership of content across the LA and health, including ICB, LPT and UHL – see also compliance report ▶ Co-produced content using various methods 	<ul style="list-style-type: none"> ▶ Update reports from workstream leads ▶ Test content to see if a 10 year old could read and understand ▶ Audit of reports and links ▶ Audit report ▶ Local Offer Steering Group agreement and specific actions included within Commissioning Strategy action plan ▶ Survey results, reports
<p>Ensure Local Offer is accessible in communities</p>	<ul style="list-style-type: none"> ▶ Annual Local Offer Roadshow visits to each locality in Leicestershire, including various events days / times ▶ User testing with parent/carers ▶ User testing with children and young people ▶ Utilise digital technologies such as video clips and social media ▶ Feedback on Local Offer translated flyer ▶ Distribution of Local Offer flyers as paper copies such as laminated copies required, QR code on flyer 	<ul style="list-style-type: none"> ▶ Feedback, survey results ▶ Survey / testing feedback ▶ Survey / testing feedback ▶ Published content ▶ Survey / feedback ▶ Survey / feedback

Year Five

April 2024 - March 2025

Deliverables	Objectives	Measures
Engage with parent carer groups and young people	<ul style="list-style-type: none"> ▶ Engage with parent / carer groups ▶ Engage with children and young people groups ▶ Communicate changes in the form of 'You Said, We Did' ▶ SEND Hub rep at Local Offer Steering Group ▶ Parent/carers annual survey on the Local Offer ▶ Review feedback mechanisms available on the Local Offer ▶ Annual Report published 	<ul style="list-style-type: none"> ▶ Contact with 30 parent/carers ▶ Contact with 3 groups ▶ Annual Report published ▶ SEND Hub attendance at Local Offer Steering Group meeting ▶ Survey results ▶ Survey results and data ▶ Annual Report published
Ensure wide publicity of the Local Offer	<ul style="list-style-type: none"> ▶ Embed departmental awareness of the Local Offer ▶ Local Offer integral to Leicester, Leicestershire and Rutland joint commissioning plans ▶ Organise and deliver on Local Offer Roadshows ▶ Leicestershire County Council Corporate Communication initiatives to increase reach of the Local Offer 	<ul style="list-style-type: none"> ▶ Recorded visits to locality teams ▶ Attendance at staff meetings / distribution of postcards ▶ Local Offer specific actions present in plan ▶ One Local Offer Roadshow to be held within each locality – this will be across 16 months ▶ Increase webpage visits and/or Local Offer likes by 10%

Deliverables	Objectives	Measures
<p>Increase service user engagement with Leicestershire's Local Offer. Including SEND News sign up, web page visits and Facebook followers</p>	<ul style="list-style-type: none"> ▶ Use statistics from 2022 to 2023 to prepare a calendar of webpage use to inform parent/carers over 2023/2024 ▶ Targeted communication campaign to increase newsletter sign-up ▶ Schedule Facebook posts based on national themed days, calendar of peaks in webpage use and information about services 	<ul style="list-style-type: none"> ▶ Increase web page visits by 20% ▶ Quarterly promotion on Facebook / Newsletter ▶ Increase Facebook followers by 20%
<p>Ensure comprehensive, up to date and relevant information</p>	<ul style="list-style-type: none"> ▶ Create thematic reviews of web pages – see compliance report and shared ownership of content ▶ Use the opportunity within thematic reviews to reduce length of content and remove professional jargon ▶ Annual audit of school SEN Information reports ▶ Annual audit of compliance requirements – also see compliance reports ▶ Shared ownership of content across the LA and health, including ICB, LPT and UHL – see also compliance report ▶ Co-produced content using various methods 	<ul style="list-style-type: none"> ▶ Update reports from workstream leads ▶ Test content to see if a 10 year old could read and understand ▶ Audit of reports and links ▶ Audit report ▶ Local Offer Steering Group agreement and specific actions included within Commissioning Strategy action plan ▶ Survey results, reports
<p>Ensure Local Offer is accessible in communities</p>	<ul style="list-style-type: none"> ▶ Annual Local Offer Roadshow visits to each locality in Leicestershire, including various events days / times ▶ User testing with parent/carers ▶ User testing with children and young people ▶ Utilise digital technologies such as video clips and social media ▶ Feedback on Local Offer translated flyer ▶ Distribution of Local Offer flyers as paper copies such as laminated copies required, QR code on flyer 	<ul style="list-style-type: none"> ▶ Feedback, survey results ▶ Survey / testing feedback ▶ Survey / testing feedback ▶ Published content ▶ Survey / feedback ▶ Survey / feedback