

# Leicestershire's Local Offer Annual Report

▶ December 2019



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The 'Local Offer' is the phrase used to describe what is on offer for children and young people and their families with special educational needs and disabilities.

The purpose of this report is to describe the things that we have done to develop our Local Offer and how we have responded to what children, young people and families have told us.

The Local Offer website **[leicestershire.gov.uk/special-educational-needs-and-disability](https://leicestershire.gov.uk/special-educational-needs-and-disability)** is co-designed with Leicestershire Parent Carer Forum. We also gather the voice of children, young people and families through events, focus groups and other forms of feedback. We use this information to help us improve the website.

We actively encourage all users of the Local Offer to share their thoughts and suggestions for improvement. You can fill in an online form [Give feedback on the Local Offer](#) or you can email us **[Leicestershirelocaloffer@leics.gov.uk](mailto:Leicestershirelocaloffer@leics.gov.uk)** Alternatively, you can share your views with Leicestershire Parent Carer Forum **[leicestershirepcf.org.uk](https://leicestershirepcf.org.uk)**

This report is a requirement of the SEND (Local Offer) regulations 2014.

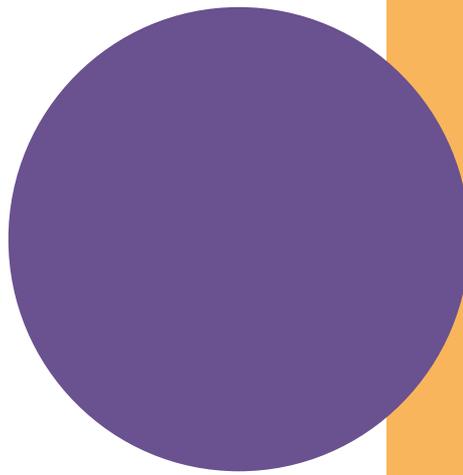
# Making the Local Offer easy to use

## ▶ You Said

- Parents and carers told us that they feel the 'SEND world' is a 'minefield' and they needed it to be clear where to start on the local offer – they asked for a section called 'where to start'
- Parents and young people shared that they found the Local Offer pages difficult to move around and they can't always find what they are looking for.
- Families told us they didn't know when they were on the Local offer pages
- Families said they want us to use more symbols on the web pages
- Families said that they don't feel the site is accessible or child friendly
- Young people told us they did not like the images used on the website and found them quite stereotypical.

## ▶ We Did

- Working with the Parent Carer Forum we have designed the 'where to start' section to ensure the information is responding to what families want and need. We have added a 'jargon buster' and useful video links.
- New branding is being created to help families recognise when they are using the Local Offer. SEND specific provision on the directory now has a SEND logo.
- We are adding video clips to the website to make information more accessible and rely less on written information. These clips include staff talking about what services can offer, who can access them, and how to access them.
- We have changed some of the images on the home page and are working with young people to gain further feedback on the changes



# Getting the Local Offer out to families

## ▶ You Said

- Local Offer is not accessible
- Not all families we speak to have heard of the Local Offer
- Events are always during work time
- Newsletters do not have enough content for young people



**“I wasn’t sure what to expect, as I didn’t know from the poster which people would be here and what help they could offer. Pleasantly surprised to receive so much help and information. Thank-you – very beneficial!”**



**“You don’t know what you don’t know, very helpful, supportive and friendly – so important when you are feeling swamped and don’t know where to turn”**

## ▶ We Did

- Between November 2017 and November 2019, we held 9 Local Offer Roadshows. We are really proud of these events and feel they add a lot of value to our offer.
- We have spoken to over 315 families at the roadshows
- And have engaged over 203 exhibitors to showcase their services to families.
- We have varied the times of our Roadshow events
- We continue to produce a Local Offer Newsletter, ‘Spreading the Word’ and have a distribution list of 872 individuals.
- We will increase the production of the newsletter to twice termly with shorter, magazine style articles.
- We will use google analytics data from our website to make sure the articles reflect the information that families are looking for.
- We are working on a young person’s version of the electronic newsletter. This will be developed, co-produced and edited by young people.
- As of December 2019, our Local Offer Facebook page has 1289 likes and 1379 followers and it continues to be an active and well used social media channel.



## Information about schools

### ▶ You Said

- We know that families sometimes find it difficult to find out what schools can offer, and in particular where mainstream schools have special facilities.

### ▶ We Did

- We carried out a full audit in October 2019 ensuring that all educational settings had the correct link in their school's SEN information on our 'Find a School' directory.

## Preparing for adulthood

### ▶ You Said

- Young people and families have told us there is not enough information in preparing for adulthood.

### ▶ We Did

- We are working with Parent Carer Forum and other groups to create an information and advice guide for preparing for adulthood.

# 'Google Analytics' for the Local Offer

Data shows that between January 2018 – September 2019 there were 76,621 sessions on the Local Offer, with 51,112 of them being during 2018 and 39,256 during 2019 (to date). Each session recorded is a single visit made to the website. Bounce rates include the percentage of sessions which begin and end on the same page without the user visiting further pages.

## January - September 18

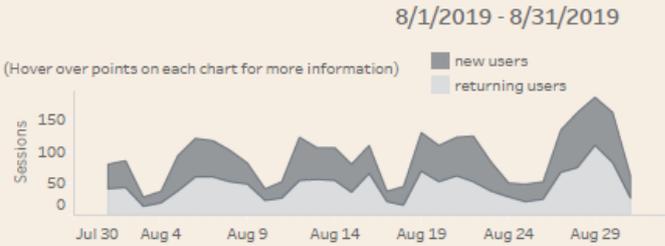


## January - December 19



### Local Offer users: who are they?

49.7% returning users  
50.3% new users



#### Top cities (top five by sessions)

Null	655	23.1%
Loughborough	360	12.7%
London	264	9.3%
Hinckley	171	6.0%
Leicester	160	5.6%

#### Top countries (top five by sessions)

United Kingdom	2,740	98.3%
United States	19	0.7%
India	12	0.4%
Spain	9	0.3%
Australia	6	0.2%

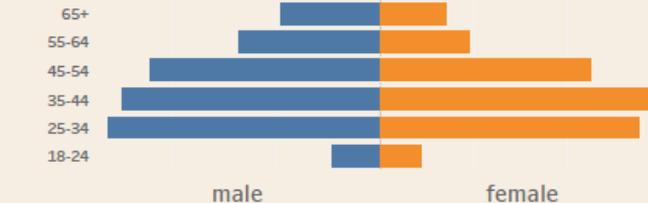
#### Age

35-44 is the most popular age group (28% of sessions)

#### Gender

female	71%
male	29%

#### Age & gender



**Figure 1.**

The most recent data shows that the most popular age group for users of the website are between 35-44 and predominately female (71%) the gender split in ages are all very similar until the 55-65 age range where there are more males accessing than females. Facebook data also shows a huge disproportion in males and females using the Facebook page. Going forward we would like to try and increase the percentage of male users accessing the page.

