

# Leicestershire's Local Offer Annual Report

▶ 2021-2022



Leicestershire  
**SEND**



The ‘Local Offer’ is the phrase used to describe what is on offer for children and young people with special educational needs and disabilities and their families. 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** 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 a **Parent Carer Forum**. This report is a requirement of the SEND (Local Offer) regulations 2014.



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# 1. How has the Local Offer been developed during 2021/22 and how have families been involved?

Historically we have ensured we have parent carer forum representatives on our Local Offer Steering group to champion the voices of parent carers. Our Parent Carer Forum in Leicestershire was newly established during early 2021 and we are pleased they are now able to contribute to the Local Offer Steering group and help shape our developments going forward. They have recently helped us to review our Local Offer Survey.

We have been excited to develop a SEND Voice Forum for young people to have their voices heard at a strategic level. The SEND CYCLe (County Youth Council Leicestershire) have helped us to review the Easy Read version of the SEND and Inclusion Strategy, offer feedback on a new animation that has been developed and have also contributed to Leicestershire County Council Strategic Plan 2022-2026.

We have been making improvements to various webpages within the Local Offer, some of these include the **“Give feedback on the Local Offer”** page to reflect the ways families can provide feedback and the **“Choosing Childcare”** pages in response to parental feedback (you can find more about this in the You Said, We Did section of this report)

We are also pleased to be able to embed more videos throughout the website to improve accessibility to information.

## 2. Getting the Local Offer out to families

We know we need to promote the Local Offer in a variety of ways to ensure we are reaching as many families as early as possible. We have created representative images to use when using the Facebook targeted advertising tool to connect with Black, Minority and Ethnic communities within Leicestershire. This campaign reached 1933 accounts and generated 46 page likes which we plan to repeat regularly.

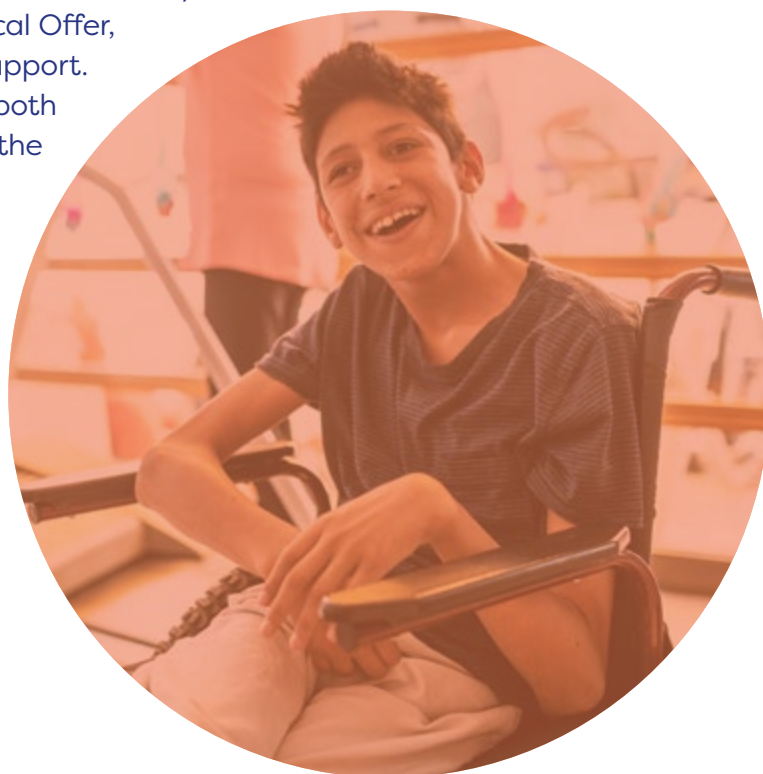
We also created an electronic version of the **Local Offer Flyer** which was sent to all schools in Leicestershire. The embedded URL's provide "quick links" to the various elements of Leicestershire's Local Offer. We plan to resend the flyer annually to all schools in Leicestershire and other relevant stakeholders. The flyer can also be viewed by visiting the "What is the Local Offer" webpage and has been downloaded 356 times since August 2021.

We have developed a short animation with parent carers and young people in conjunction with Leicester City Council and Rutland County Council to help raise more awareness of the Local Offer, its purpose and where to go to find help and support.

We hope this will be a more accessible tool for both families and services to access and signpost to the Local Offer. You can view the animation here:

<https://www.youtube.com/watch?v=KQd-fob5sRo>

After much uncertainty, we were able to get the Local Offer Roadshow back out to families during January 2022. We held the session over a longer period than normal (1:30-5:30pm) and asked parents to book on to a session for our Covid regulations. The event was attended by 30 individuals, and we received really positive feedback from those that could attend.





“This was amazing to speak to actual people after Covid disruption. Very knowledgeable and helpful for me – thank you!” (Parent, 2022)



“Thanks for arranging SEND Local Offer. Nice to be able to come and talk about what help there is and what support you can get. Just starting this “journey” and it’s all a bit confusing specially during the current climate” (Parent, 2022)



After receiving feedback from parent carers who were unable to attend the event due to the timings, we have held online parent engagement sessions for families to help plan for the next programme of Roadshows and are currently developing a short survey in conjunction with parents to help capture families feedback in relation to future roadshows and events.

We also held a second virtual Q&A session focussing on Childcare for SEND which can be viewed here: <https://www.youtube.com/watch?v=o1PpQtKuuxM>

We have continued to produce our SEND News which shares useful information and developments across Special Educational Needs and Disabilities in Leicestershire. We recently created a new E-sign up form to make it easier for families to sign up to receive the Newsletter and have the option to opt-in to Local Offer related updates. All editions are shared on the Local Offer Facebook Page and added to the Local Offer website – they can be found [here](#).

We have also created an E-learning module for all members of Leicestershire’s Children and Family Services to enable them to have a better understanding of all the elements of the SEND Local Offer, the type of information it holds and how they can support families to access the Local Offer. We hope this will help the Local Offer reach more families and further increase families access to information.

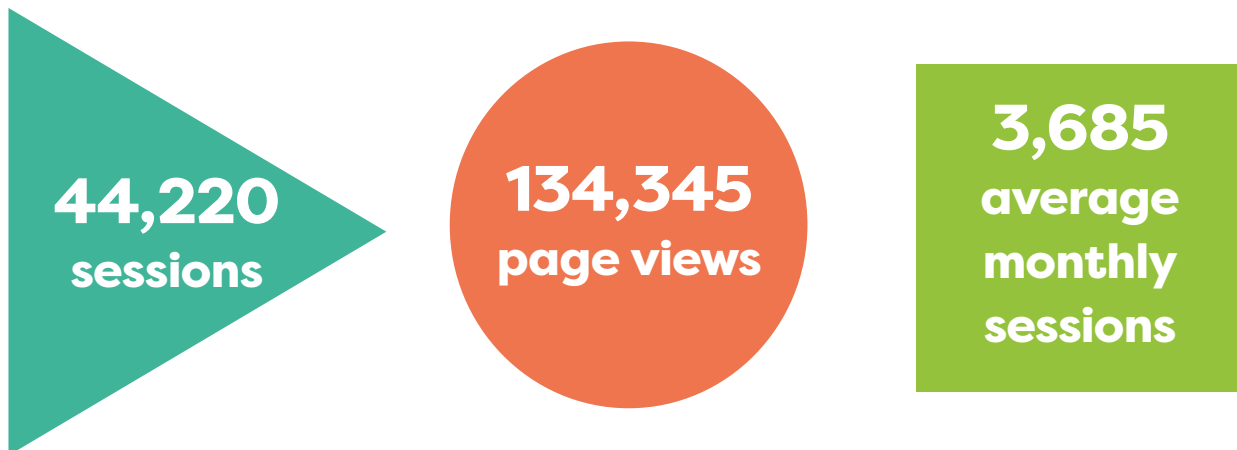
Leicestershire’s Local Offer continues to be proudly ranked 1st place in the UK in terms of accessibility achieving over 98% in user testing according to an independent review by Silktide. This means our website is accessible for all users, including people with disabilities, using old or unusual technology and people with poor internet access.





## 3. Google analytics for the Local Offer

We gather a wealth of information about the Local Offer webpages and use these to help inform our developments, some of the key statistics for 2021 are shown here:



Local Offer web page usage for the period January – December 2021

### What are Local Offer users and Information Support Directory users looking for?

Top searches across the Local Offer:

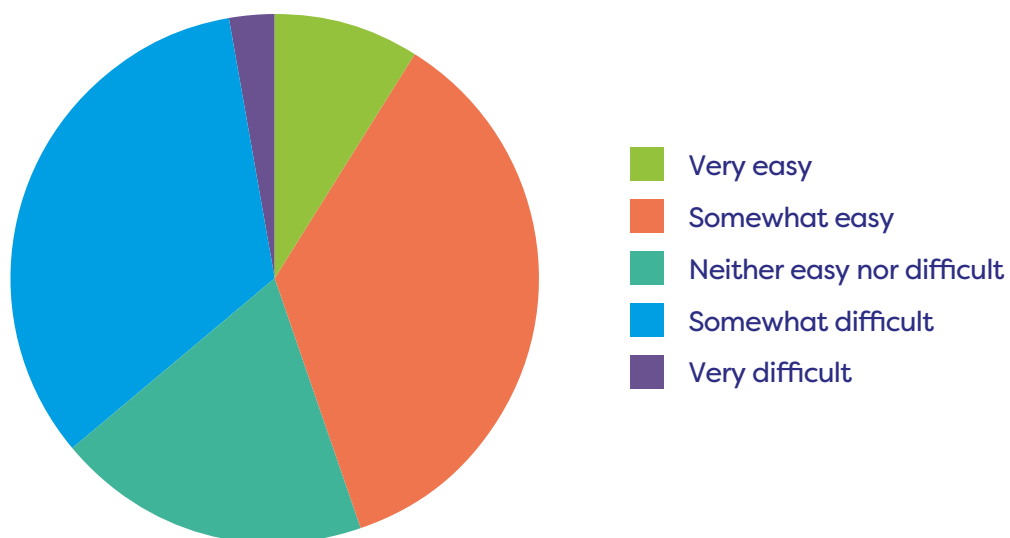
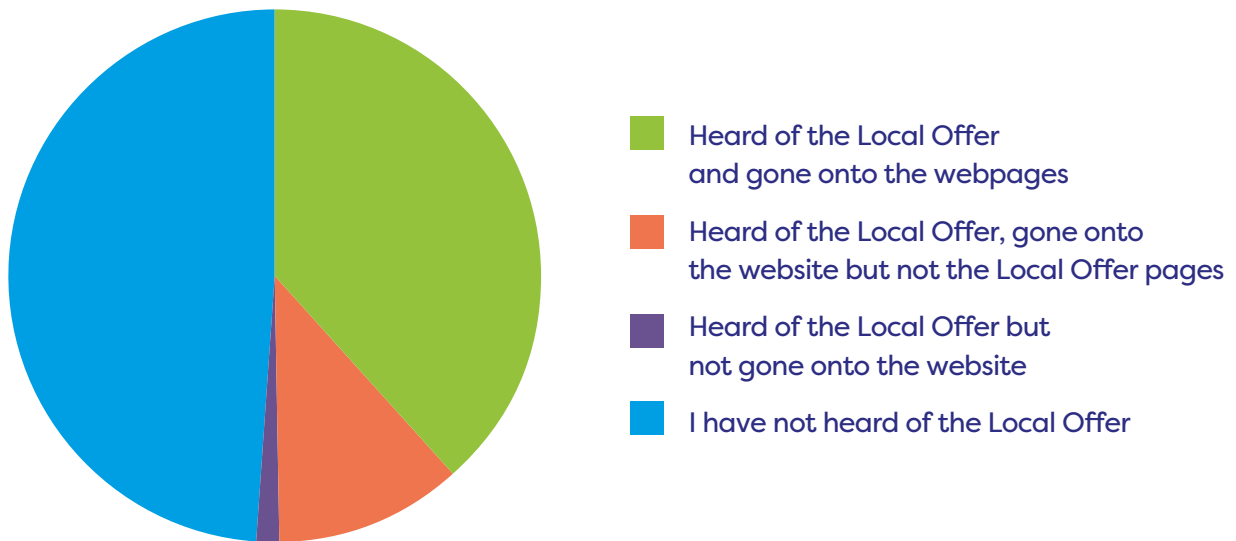
**EHCP, Local Offer, SENA, SEND, Jobs**

Top searches in the Information and Support Directory:

**Occupational therapy, EHCP, Housing, Adult Social Care, SENDIASS**

# 4. Your Voice

136 parent carers took part in the Make Your Voice Count Survey during 2021





You Said	We Did
<p>I had a look at the questions you suggest to ask childcare providers and I am surprised that they are so general – you don't include any questions re methods of communication available ( eg makaton, PECS, visual timetables) ,the level of personal care they can provide, their awareness of sensory issues at their setting or whether they can deal with emergency meds or PEG feeding</p>	<p>The Early Years and Inclusion service team worked together with the parent who provided the feedback to review the choosing childcare pages for early years and school aged children. The new pages can be viewed here: <a href="#">SEND and Childcare</a></p>
<p>Information on support offered through LA, Social Services and useful contact information. What support packages are in offer and eligibility criteria, how to access support, who to contact for complaints/escalation and general guides in how to navigate the complexity of LA offer of support</p>	<p>We are currently reviewing our short breaks information and this feedback has been mentioned a lot. We hope to share more on this over the coming months</p>
<p>Would like to know the people in the local offer better, their job roles and responsibilities.</p>	<p>We have added a new video to the <b>“Meet the team”</b> part of the Local Offer and we hope to be able to add more soon</p>
<p>I think a link to the Leicestershire local offer needs to appear in other places on the website and any other digital media it can appear on in the public domain.</p>	<p>We have now added the Local Offer throughout the Children and Family Wellbeing Service part of the Website. We have also developed a short animation which we hope to see shared widely in the public domain soon!</p>
<p>I wanted to find out which secondary schools in the county had a MLD Moderate Learning disability provision. This should be simple. But alas it is not. I think some of the searches for special schools could be easier. It's a laborious process.</p>	<p>We have passed this feedback over to our digital team to review the information on our Find a school directory. The information we hold is pulled through from the information a school provides the DfE so we are now aware of this and are looking into the filters - thank you!</p>

You Said	We Did
Some leisure centres offer free or subsidised leisure for children with disabilities	Thank you, we didn't know about that and have added this to the <b>Activities pages</b> on the Local Offer along with some other useful links.
Website hard to navigate	We have added some more tiles to the website to help navigation. An example of this can be found under the <b>Education and Childcare section</b>
Timings for the Roadshows are not suitable for families	Previously we have rotated the roadshow times as we moved around the County. But we acknowledge the timings for the recent event post lockdowns have caused families some frustrations. We have held 2 parent engagement sessions and are creating an online survey to gather families feedback to help us plan and improve the Roadshows going forward
No SEND parent has excess time. Or energy. If we get them to access stuff we produce keep it as short as possible with meaning.	We reviewed our wording on the Local Offer Survey to reflect this – thank you!
Why is there no date on the front of the SEND News?	That's a great question! The online version had the edition in the URL but this isn't helpful when the newsletter is printed – we will ensure we add the edition on all future copies.
This page only seems to offer advice related to autism in childhood. Adult autism services are equally important and often hard to locate. Information on seeking adult diagnosis and support for adults would be really helpful.	This webpage does sit in our Childrens part of the website but we spoke with colleagues in our Adults and Communities team and checked the weblinks on the right hand side – many of which offer support for adult diagnosis.



You Said	We Did
<p>“Our Local Offer Webpages had over 5000 visits during February!” This is not a indicator of a successful site unless you have figures on whether they managed to navigate around the site and find the information they were looking for.</p>	<p>Hi, absolutely. We have recently shared a post with the link to our updated “Give feedback on the Local Offer” page so we hope to be able to better capture those views. That page can be <a href="#">found here</a>: Many thanks</p>
<p>Parents said they struggle to find suitable childcare for school aged children with SEND,</p>	<p>The Early Years and Inclusion Service conducted research with families to support the writing of the service action plan and we have also increased our offer of inclusion support to the sector.</p>

