



Local Offer Annual Report

2016 to 2017

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29th August 2017

Foreword

The Local Offer has two key purposes: to provide clear, up to date and accessible information about the available provision and how to access it and to make provision responsive to local needs. This annual report is for the Disabled Children and Young Peoples Delivery Group.

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Executive Summary

This report records the successes of the Local Offer over the twelve months from Sept 2016 to August 2017. The Local Offer has seen engagement through social media rapidly increase from the start in Sept 2014 from no followers to 959 in August 2017 in Facebook and 611 Twitter followers.

The team have attended 33 face to face events and have spoken to nearly 1200 people. Presentations about the Local Offer have been made to a wide variety of groups of professionals and parents: reaching in excess of 580 in face to face contact.

The Local Area inspection took place in May 2017 and reported that :

“The local offer is easily accessible to stakeholders. It is comprehensive, informative and straightforward to navigate, and has an active social media profile” (Ofsted 2017)

The data base has been transferred from “Tribal Synergy” into SharePoint 13

The second Summer SENDsation took place in June 2017 with over 730 visitors, offering a co-produced event that showcased the services available in Northamptonshire.

Formal feedback – directly to the Local Offer has been scarce, a survey was used at the 2020 SEND strategy consultation specifically about the Local Offer.

Introduction Context Background

Northamptonshire’s Local Offer was established in September 2014 with the implementation of the Children and Families Act. The brief was to create an appealing and accessible website that provided more than a directory of services.

Governance and Accountability, including statutory and legislative context, statutory KPIs

There is a statutory obligation to publish a Local Offer for each authority. It is to be co-produced with parents, professionals and young people.

The Local Offer reports to the Disabled Children and Young People’s Delivery Group (DCYPDG). The DCYPDG strategy directs some of the additional duties of the Local Offer team and work.

A Governance Group meets each term. The group is comprised of partners from health, social care, an advocate from Shooting Stars supporting one of the young people if possible, IASS, NPFG, a leading Senco, an Early Years representative, a third party provider from NAYC, and the Local Offer manager . The chair is currently held by Sandra Mole from Penn Green Children’s Centre.

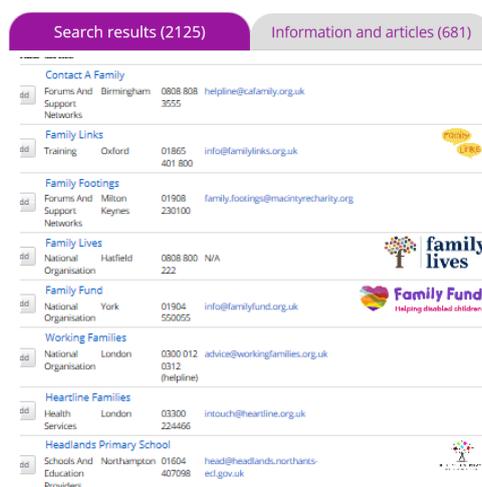
The Local Offer is to be collaborative, accessible, comprehensive, transparent and up to date.

Progress Services Provision

The Local Offer has over 2,000 provider details and currently 680 information articles, which include films, policies, Easy Read documents and toolkits.

The annual summer audit checks every registration and entry on the website and any that are no longer active or who don’t confirm their information, are removed (except for statutory services). This year the audit has concentrated on style and content to provide consistency and an improved quality of information. The new data base has enabled improvements to the style and content – including links to policies and social media.

This year web developments have enabled logos to be shown and there is now the facility to rate a service. There has been a minor improvement to the two different tabs to help identify them to users.



Feedback

The Children’s Services Development Group cited Northamptonshire’s Local Offer in their report to parliament in August 2016 reporting the ease on

finding specific information (namely independent schools that are out of county).

Formal feedback continues to be scarce and in fact only one form has been completed throughout the year which asked for a telephone number to be changed. We receive comments and feedback through social media and through direct e-mails from users. Feedback from providers is positive, reporting increases in uptake following publicity from the Local Offer.

The “you said we did “is kept up to date on the web pages and any suitable feedback added from any of the contact mediums.

You said, we did

Date	You said	We did
May 2017	We've found a useful document on your website "Completing the All About Me Section of the EHC Plan: An Easy Read Guide for Parents". Please can we reference it?	Of course, we're glad you found one of our documents a useful resource.
May 2017	Thank you for sharing our new support group on your social media pages, and adding us to the Local Offer, we've had 4-5 new members in the last few days!	We're really pleased that you've had more interest since our social media posts. Just let us know if you have anything else coming up that you'd like us to put out.
May 2017	I am a local Independent Occupational Therapist working within a number of mainstream and special needs schools in Northamptonshire. How do I register in your directory?	We sent over our register a service online form . Thank you for getting in touch.
April 2017	I couldn't find a support group for Epilepsy in Northampton, so I set one up myself. How do I get it added to the Local Offer?	We sent out our online registration form. We're really pleased that there is now support in Northampton for families affected by Epilepsy.
January 2017	We picked up your "Specialist Services in Adulthood" leaflet from your stall at a recent event, and we noticed that our telephone number was incorrect. Please could you update it to XXXXX XXXXXX.	We updated our leaflet. Thank you for providing us with your up-to-date information.
November 2016	I remember from one of our Children Centre's meetings that you had done a lovely list of all SEND groups in the areas in the county on one sheet per area. I have directed lots of parents to look for this on the Local Offer but they keep coming back to say they can't find it. They have searched under SEND, groups Children centre's etc but had no luck	We sent over the link by email, adding that is found under the information and articles tab and that it can easily be found by searching for "calendar". We are also working to make finding information through the early years filter easier for users.
September 2016	There were lots of families who experienced transport issues this year, what happened?	The local authority is aware of a number of issues relating to transport arrangements for the start of this academic year, and wish to apologise if this has impacted on you and your family. The local authority will be reviewing this year's process with representatives from Information Advice and Support Service and Northamptonshire Parent Forum Group, and will feed back to all parents on the outcome of this meeting via social media.

You said, we did

2020 SEND event Local Offer survey: (appendix 1)

An invitation to complete the survey (using Survey Monkey) was shared on social media, was live on the Local Offer for March 2017 and shared via Informer and Schools e-mails for staff.

62 responses, with reducing completion towards the last questions, were received from a mixture of parents and professionals. One young person completed the survey.

Of the 62 – 88% knew of the Local Offer website and service.

Statistics and key points

They had found out about the Local Offer through a variety of media, including information from professionals who had worked with them, the SNIX magazine, social media and the NCC website.

In about 20% of cases, users had found out about the Local Offer through schools and parent groups.

Users reported that they had looked for community and support services (social care), education, and social and leisure activities.

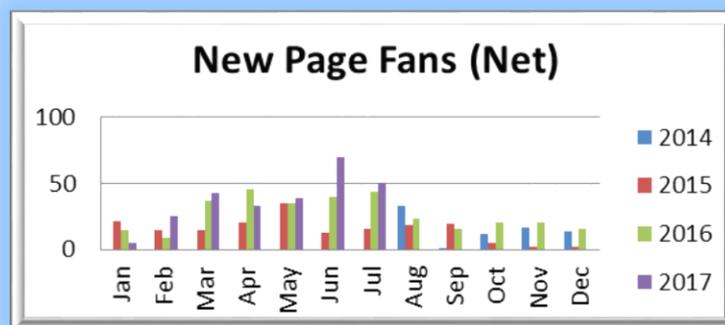
93% found the information useful or fairly useful.

Most contact had been made with the Local Offer team by e-mail.

Facebook

The Local Offer has a regular following of 959 people as at the end of July 2017.

As part of the Summer SENDsation event marketing campaign, adverts with Facebook were purchased and this had a clear impact on the number of new followers in June (70).



Worldwide, Facebook continues to be more popular with women (83% of adult women use the network)*. 93% of our Facebook followers are women, of which 42% are in the age range of 35 to 44, which suggests that Local Offer followers are mothers.

The success of the social media was recognised in the Inspection and also in the 2020 survey:

"I actually think the social media access is excellent"

2020 survey anon

Posts on both Twitter and Facebook are similar and cover a variety of topics, including universal interest, targeting a varied audience and includes information about local and national events and points of interest. The most popular ever Facebook post (since the account was started) was the summer 2016 list of summer places

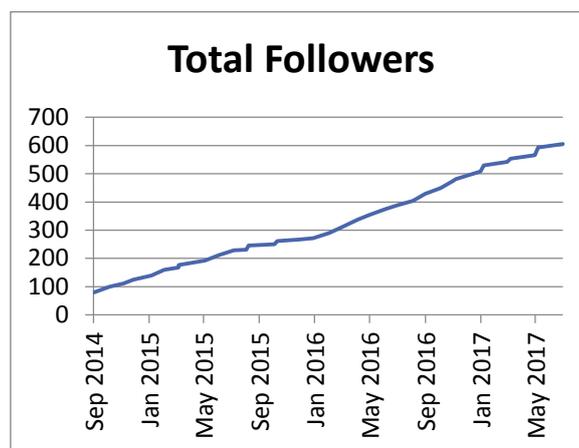
2016/2017 top posts have been

1. Special Support Services Reflections and Spectrums courses
2. Free day pass with Merlin’s entertainment company.
3. Special Support Services workshops for children with autism
4. Summer Sensation 2017

These were all targeted or specialist events/training.

Twitter

There are now 611 Twitter followers who are a mix of male (35%) and female (65%)



The most popular tweet was for the Disability Football talent day in 2016. A young man with a hearing impairment was put forward for further coaching to see if he could play football for England.

This year’s top three tweets are:

- The new Sport4Fitness Club opening in February 17
- National Story Telling week (January 17)
- Four Paralympic swimmers win 6 medals (May 17)

This does suggest that our tweets get shared by colleagues in Northamptonshire Sport.

Pinterest

There are 11 Local Offer Pinboards with 409 “pins”. Some provide links back to the Local Offer provision, and are less transient than Facebook and Twitter. They are based around subjects, such as ASD, Sensory equipment and SNIX articles. This is still an area to expand and link to the website encouraging more web traffic.

Web traffic

The web team provide an analytic tool called “Crazy Eggs”. This shows how people find the Local Offer – such as via a school website or through a

Google search. The analysis shows that since April 2017, the Local Offer website has had 8,191 visits with over 3,100 people using their mobile phones to do so and 1,335 using tablets or I-pads. 8% of users during June 2017 were looking for information about the Summer Sensation event

Blog

There is a periodical blog on the Local Offer about what has been happening with occasional guests.

Events

The Local Offer has a marketing board and regularly attends events held around the county. This face to face work is valued by users and parents. It enables parents to ask the team direct questions, and using the mobile equipment issued as part of the Next Generation Working, the team are able to interrogate the Local Offer with the parents. Examples include finding a running group in Daventry for a young man with autism.

Remote access also enables the team to continue to be available by e-mail and social media when out and about.

Outcomes,
performance,
successes,
achievements

Ofsted

The Local Area inspection took place in May 2017 and inspectors interrogated the Local Offer website to access information. Positive verbal feedback was given at the time of the inspection. The published report states:

“The local offer is easily accessible to stakeholders. It is comprehensive, informative and straightforward to navigate, and has an active social media profile”

The Local Offer had been identified in the self-assessment as a strength, and this was confirmed during the inspection. The inspection recommended that further steps be taken to raise the public awareness of the Local Offer, in particular through mainstream schools. The governance group has recommended an action plan for the team to take up in the new academic year to address this.

Inclusion network

The Local Offer website has been presented to Sencos in the north and south of the county, including Northampton, showing them how to get the best out of the website and some useful tips. It is hoped that they are able to share the Local Offer with their school and parents. Articles have been published in the “Inclusion News” over the last year.

Parent Support Workers network

Presentations are made to the network, with the Local Offer manager attending the sessions around Northamptonshire.

Customer Services awareness

One of the methods of making the Local Offer available to those not on-line has been to publish the 0300 126 1000 (option 5) which is answered by a specific team within the Customer Services. This team all spent half an hour with the Local Offer manager looking at the Local Offer in a training environment to investigate how they could quickly help callers find the information they need. Subsequently the Customer Services team have only passed over 13 relevant calls for the Local Offer team, having managed the callers at the first line. They cascade the training to new members of staff.

Social Work Academy

Information about the Local Offer is now a regular element of the social work academy curriculum along with person centred training delivered by an EHC case worker and funding details delivered by the finance manager.

Participation and Engagement with Children and Young People and Other Service Users



This was a co-produced event by the Local Offer, IASS, NPFG, Northampton Sport and Northampton College.

Over 730 attendees attended with a range of children and young people with their parents with 75 Local Offer services in attendance, providing a live Local Offer.

0-4 years	104
5-11 years	128
12-17 years	63
18+ years	37

(It should be noted that some children were over enthusiastic with the coloured counter system, so this is not a scientific analysis of attendance.)

Feedback from the event has been overwhelmingly positive, with Shooting Stars giving it a “10/10.” Compliments and thanks were posted on social media. Young people from Northampton College, Shooting Stars and others volunteered to help at the event.

The Local Offer team has attended thirty three different events and presented information sessions to parents and parent groups, professionals, attended market place stands and calculate that approximately 1,900 individuals have been contacted through face to face events and have spoken directly to over 1,000 since September 2016.

Challenges, Issues,
Developments,
Opportunities

“Those not online”

The SEND Code of Practice 2015 (4.62) prescribes that arrangements must be published for how the Local Offer is available for those who do not have the internet

This is published and shared on the Local Offer.

SNIX

The cost of publishing the SNIX magazine was reduced with advice from the design team. It has cost £ 8,600 to produce and distribute over the last twelve months compared to a cost of over £10,000 in 2015. There is an income budget for SNIX as part of the commitment to maintain a “Disabled Children’s Register” (which the Local Offer team does on behalf of the Local Authority). An electronic link to the magazine is now sent using “Mail Chimp” to both professionals and parents who request it.

The survey (appendix 1) that was completed in March 2017 asked specifically about SNIX and of the 21 replies to this question:

90% reported they thought it a useful resource
71% thought businesses should be asked to advertise in it.
52% would be willing to pay for an advert for their group or activity
76% said no to sponsoring the magazine
1 person said that the local authority should stop producing the magazine.
38% suggested posting a hard copy only once.

Local Offer Survey (SNIX)

A business plan is in place to charge relevant business to advertise in SNIX and will start with the Autumn 2017 edition. Olympus Care reported a success in rental of their holiday caravan breaks following an advert placed in the summer. Early users of the Local Offer media – such as DISC in Towcester, and YIP in Rushden have had a noticeable and recordable uptake in their users and attendees.

Local Offer Leaflets and Booklets

The leaflet portfolio includes an Easy Read version for young people, one for parents, and another for professionals. These are printed commercially. Popular information leaflets include the Guides to Adult Life, ASD, and Early Years calendars.

Audits

Schools –

A third and final audit of schools’ website was undertaken by one of the Local offer development workers during the final year of the implementation project.

97% of schools name their Senco (which is shared on the Local Offer). 70% of schools have updated their SEN policies or information reports. Records of the review date is not clear in all cases. A reminder was sent to schools to update their websites when they have reviewed their policies. 95% of schools have a live link to the Local Offer, it was noted that a small number link to the social media accounts or e-mail address instead. This has also been raised to schools.

An opportunity to review behaviour policies, exclusion policies and equality statements from non-maintained schools was taken during the audit and the results shared with the School Improvement team. The development worker found it challenging to find this information on school websites.

Early Years

A second review of the Early Years providers on the Local Offer was undertaken:

72% were found to be listed on the Local Offer. This had increased from around 49% the previous year.

50% of settings have been successful in accessing high needs funding for children at their setting.

A significant number of Early Years settings that were accessing High Needs had not asked to be published on the Local Offer.

Local Offer Audit

For the fourth consecutive year all the data that is published on the Local Offer has been reviewed during August. Every listing is checked to ensure it is still available and that the information on the Local Offer is as up to date as possible. Every local provider is contacted by e-mail and asked to check their listing and report any changes. Any provider who does not respond is removed (unless a requirement by the Code of Practice). This year the team are adding a house style to ensure that consistency – where possible – is used. Logos are being added, and hyperlinks embedded into the text, and the ability to highlight text as bold.

Data

TREXIT (or exit from Tribal Synergy database)

The implementation of changes to the Early Years funding moved the shared data with the Family Services Directory to Capita One. As Capita could not offer a better platform for the Local Offer, a decision was made to end the use of Tribal Synergy and use SharePoint 13 as a data store instead and retain the existing website for the Local Offer. This was assessed as the most efficient change by the Local Offer Manager as the current data was converted from Tribal Synergy each night into SharePoint. The project entailed reviewing and mapping all data fields used by the Local Offer and an IT development by an external specialist (FUSE). The project cost the EHC

team £7,847.00 as a one off cost and thus saving the Local Authority the license fee for Tribal Synergy. The project was successfully completed in three months.

Built in improvements include being able to add logos to provider details, quality rating and an improvement to the search layout. An unexpected benefit is an efficiency in editing data – the team report being able to make bulk updates in moments, rather than hours. They report that it is easier to cross reference and it is improving consistency.

Early Years

It was agreed that all the early years' settings registered with the Local Authority would be included onto the Local Offer pending the Family Services Directory (FSD) move away from the shared database.

A pre-defined filter was set up on the Local Offer to separate children's centres from training and child care to improve the search experience for users.

Early years (Local Offer)



Community Working

One of the team worked in a Children's Centre during one of the busiest universal sessions each month. Parents were very reluctant to be seen to be talking to the team member and it was agreed that this was not a useful way to make the Local Offer known to the Early Years community.

Staffing Resources

The Local Offer, IASS and LDPB teams endeavour to share staffing and resources by sharing the attendance at these events such as Umbrella Fair and Rockin Roadrunner. Face to face contact is very useful, especially for some families who are hard to reach.

However some of the events we have been invited to are not well attended. It is hard to justify the staffing and time - especially when out of hours. For example Moulton College held a "Futures" event for the Supported Learning students in the evening with less than 20 attendees. Other post-16 providers have held similar events with similar attendance.

It would be really helpful if a centralised/annual event were held in one venue for all the providers and parents to attend so that an equal offer is available to parents and save staffing resources for delivery of provision.

Next Generation Working

The Local Offer team were based from home during February to May 2017 while waiting to move into Angel Square. This was a time of challenge. The team met each week at a local library and used Skype to communicate on a daily basis. There were a few issues that arose from not working together, mostly around communication.

Next Steps/Plans/Priorities/Actions

To raise awareness of the Local Offer for those families whose children receive SEN support in mainstream schools.

To meet with Northamptonshire paediatricians to inform the medical staff of support available to parents.

To continue to build a trusted on line place for Northamptonshire parents to find information.

To move the Local Offer into the next phase as the implementation project concludes.

Summary

The social media has seen a month on month increase in success. Web statistics show that users are coming to the Local offer from a variety of sources.

Summer SENDsation was the highlight of the year, with over 730 attendees at the event. Once again it provided an opportunity for cross partnership working, building on relationships and creating more. Northampton College staff were pleased to be involved in the event.

The local area inspection took place during May and the Local Offer was found to be accessible and informative. A recommendation was made to improve parental knowledge of the Local Offer. The governance group has created a plan for the Local Offer team to work on over the next year.

Conclusions, Recommendations

- To intensify efforts to raise awareness within mainstream schools - this will be a campaign and action plan for the new academic year.
- To meet with paediatricians to share awareness of Local Offer.
- To consider a county wide event to ensure that parents all receive the same information about the opportunities for their sons and daughters as they approach the end of their education.

Appendix 1- Local Offer Survey

The full results of the survey are published on the [Local Offer](#) feedback page and can be viewed as a separate document.

Feedback report

Summary of submissions report

On-line forms – one received requesting a telephone change.

It should be noted that there have been 28 uses of the online forms requesting amendments and new registrations over the last year.