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Title of Report

Local Offer Annual Report

Organisation that is publishing the Report

Education – EHC Team -

Year **Sept 2015 to August 2016**



1. Foreword

The Local Offer has two key purposes: “to provide clear, up to date and accessible information about the available provision for children with special educational needs and disabilities and how to access that provision and to make the provision responsive to local needs.”

This annual report is for the Disabled Children and Young Peoples Delivery Group.

2. Contents to include contact details and where published eg website

The Local Offer can be found on www.Northamptonshire.gov.uk/localoffer

Email : localoffer@northamptonshire.gov.uk

Telephone – direct dial 01604 366124

3. Introduction/context/background

The Local Offer was established in September 2014 with the implementation of the Children and Families Act. The brief was to provide an appealing and accessible web site that provided more than a directory of services. The Local Offer web site is published on the Local Authority’s web platform enabling ongoing developments as they become available.

4. Statutory and legislative context and purpose of the report

The Local Offer has to publish, at least annually, the comments and feedback received by users about the Local Offer. This is presented to the Disabled Children and Young People’s Deliver Group (DCYPDG). The DCYPDG strategy directs some of the additional duties of the Local Offer team and work.

5. Governance and Accountability, links to objectives

The Local Offer was implemented using a work stream committee. This has now developed into a Governance Group which was established in June 2016. The Chair of the group is Sandra Mole, Community Development Worker - Parent Participation (Early Years) who is based in Pen Green Centre, Corby. The group is comprised of partners from health, social care, an advocate from Shooting Stars (our group of young people who are used to consult on matters relating to SEND), IASS, NPFPG, a leading Senco, a third party provider from NAYC, and the Local Offer manager.



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

6. Progress/services/provision

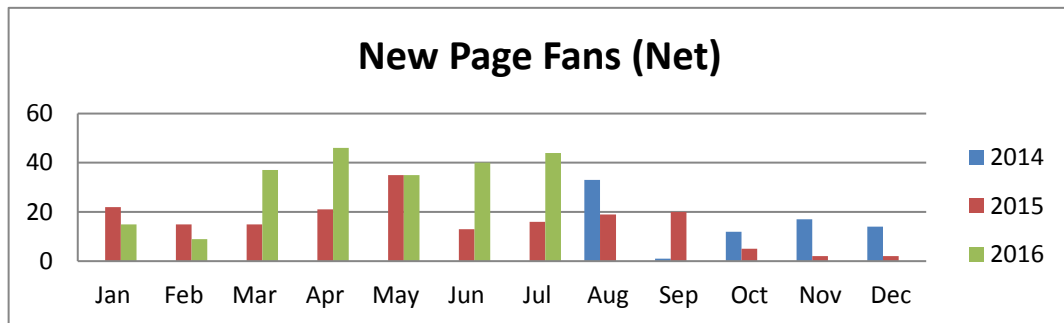
Summer SENDsation was one of the highlights of the year. It was a live event held at Northampton College and co-produced in partnership with IASS and NPFPG in September 2015. 260 visitors registered, with more attending at the event. Providers were invited to attend and showcase what their service does with a practical and fun activity. A film was made of the day which is published on the Local Offer websites. The event created strong relationships with NPFPG and IASS which was an unexpected benefit.

Feedback is a key part of the function of the Local Offer and there are opportunities for users to submit their feedback by on-line forms, e-mail and telephone. All feedback is shared at the Governance Group and action taken accordingly. Comments are published on the You Said, We Did section of the webpages on a monthly basis. Feedback received is attached as an appendix. Feedback is also recorded where appropriate from e-mails and social media.

The traffic on the web pages is measured by NCC's Web Team. The statistics show a consistent access of the web site, by a variety of users, who use personal computers, mobile technology such as tablets or I-pads and mobile telephones. The web pages are designed to work effectively using any of these media. The web traffic on the Local Offer averages 1,132 unique views each month, with no less than 1,000 in a month. This is from a range of professional and private users. Specialist software shows that 18% of visitors use the keyword search to find information and that users less frequently scroll to the bottom of the page. We can see where users are finding the Local Offer from and this includes our schools, the health service, Facebook, as well as NCC home page and Google.

Keywords are identified by the team and added to the database and SharePoint library to enable more successful searching. Time has been spent adding plurals and commonly used terminology to the entries.

Social media continues to be a successful method to inform and collaborate with parents and families.



Our Facebook following has consistently increased since starting in August 2014 with 33 followers, 284 in August 2015 and over 550 by August 2016

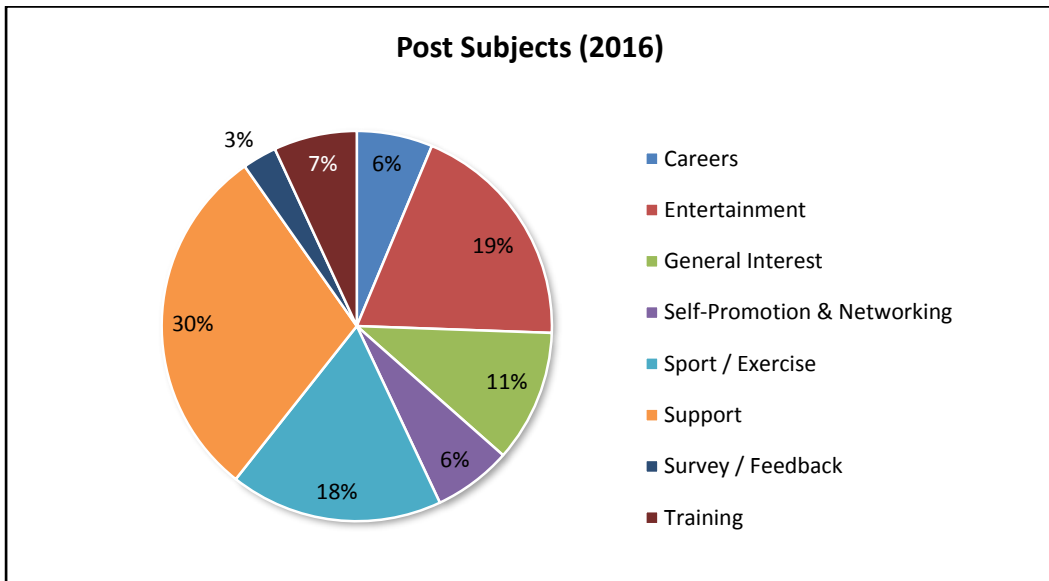
We are able to analyse our Facebook followers to identify age and gender to know that we have 356 women and 22 men between the age of 24 and 44, which is an increase on last year when we had 178 women in this age and 14 men; this reflects the parental audience of our social media. The remaining fans vary in age range from 13 to 64 in both men and women with very few under 18 year olds (3) prepared to publicly follow us.

“Facebook continues to be the UK’s largest social media with 60% of the population having a Facebook account” . *#TechTuesday: The Demographics of Social Media Users in 2016.*

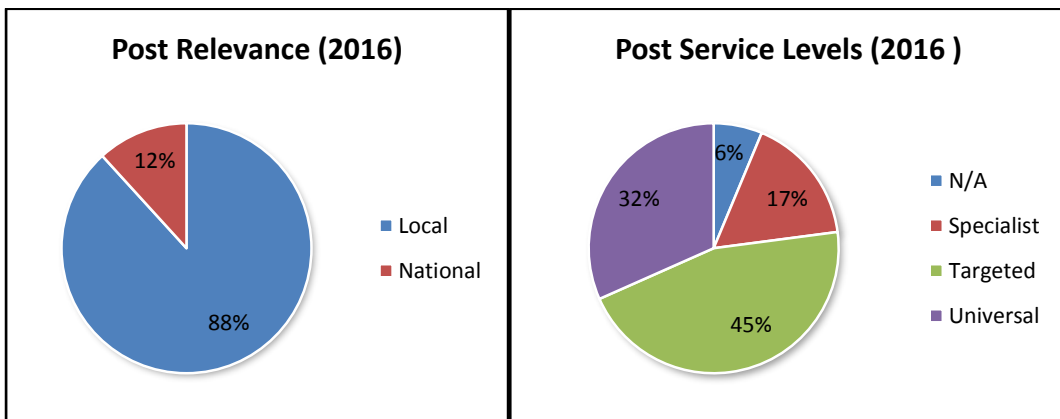
We ensure that a variety of posts we believe to be of interest to our local community are shared, including groups and facilities for deaf and hearing impaired children and young people , children and young people with autism and children and young people with physical difficulties. Our most popular posts of the last year were:

- Summer holiday placements: (commissioned short breaks)
- Asperger Flyer event – vintage train day in East Northants
- DISC gala day (sporting event in South Northants)

It is difficult to predict what will appeal and why.



We also include national and local news and a variety of universal, targeted and specialist provision.

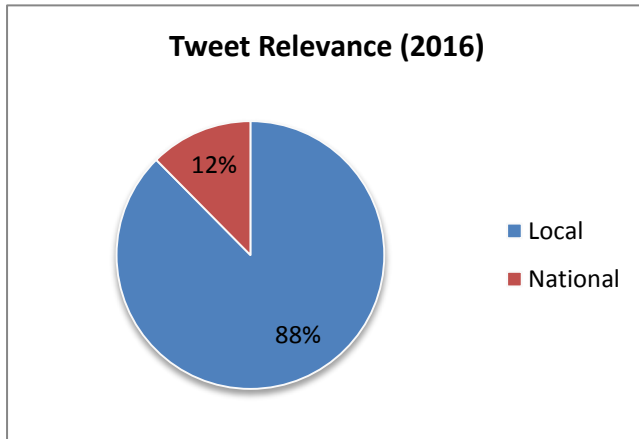


We post on Twitter and Facebook daily using a scheduling calendar

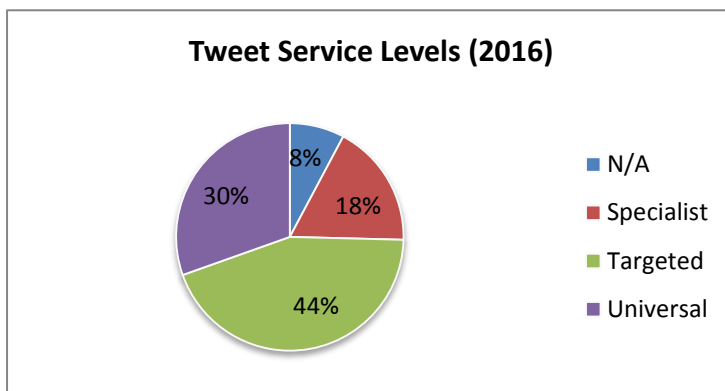
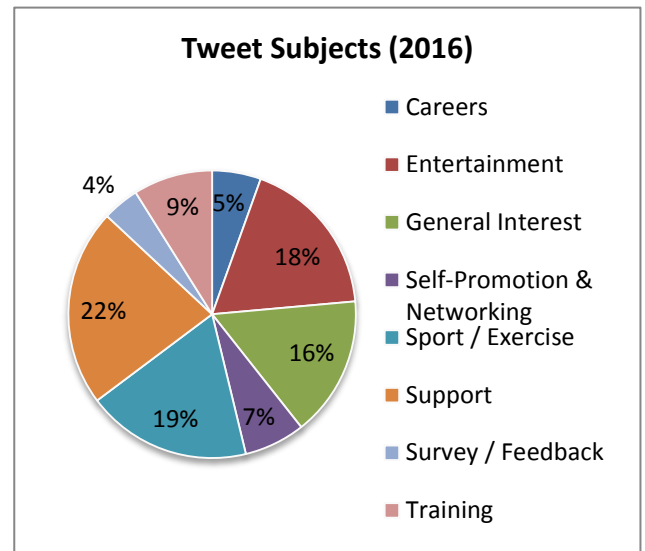


Our Twitter followers show a more balanced mix between men (34%) and women (66%)..

Tweets cover articles of national interest as well as local news and articles.



Twitter posts also reflect varied subjects and categories.



The tweets cover a range of targeted, specialist and universal subjects

A new development in 2016 has been the preparation of Pinterest Boards. Our Pinterest followers are also international and tend to be mostly female. "62% of users are female" *#TechTuesday: The Demographics of Social Media Users in 2016*



An insert for the Health Visitors “red books” was developed and funded and this is now to be included automatically in future prints.

The Local Offer has attended a variety of events, talking to over 1,200 people in the year ranging from early years practitioners, health visitors, Disabled Children’s Team, and parent groups (ACE, FACT, Special Friends and schools). There has been a regular slot at the Social Work academy for EHC and Local Offer awareness raising. The Local Offer team has an information stand that is taken and shown at a variety of venues and events with marketing materials and leaflets. On average, the team has been to one event a week over the last year to talk about and inform Northamptonshire about the Local Offer.

Publicity posters and leaflets have been sent to all schools and libraries for the second consecutive year.

A portfolio of leaflets and information articles have been created that are available at events and on the Local Offer.

Northamptonshire Federation of Disability Sports (NFDS) is regularly supported by the Local Offer, by social media and by attending their board meetings. A Special Olympics is being set up for Northamptonshire for people with a learning disability.

The Local Offer supports the Learning Disability Partnership Board with communication and awareness raising and shared a festival stand at Northampton’s Umbrella Fair in August.

As part of the offer for people who aren’t on-line, weekly calendars of the SEN provision for under 5’s have been developed. These have proved popular with Portage and Children’s Centre staff but need regular updating as the groups change with the impact of Children’s Centre changes.

Challenges/issues/developments/opportunities

Local awareness raising of the Local Offer continues to be a challenge. The team trialled a presence at local shopping centres/libraries during the school holidays, and while some hard to reach parents may have been spoken to , the amount of staff time to the number of people spoken to would suggest that this is not an efficient use of resources.



Feedback is limited, but this seems to be something that all Local Offers share, especially in the East Midlands area.

IT development is expensive and is now restricted to using LGSS which is proving quite slow. The EHC budget contributes to the cost of software that constantly monitors for broken links and spelling errors which ensures our data is kept up to date. The Local Offer was asked on a few occasions to share professional articles and books and so a new page was added to the Local Offer to share recommended reading and now includes recommended games and “apps”.

The cost of producing and posting the SNIX magazine to families, despite positive feedback for this method of publishing the Local Offer for people who aren't on the internet, has been challenged by the funding issues for the LA . The Local Offer team are now planning a way of selling advertising space to make the magazine self-funding. However the success of the social media provides an opportunity to create a business plan that will offer more than just magazine advertising and could impact on the take-up of groups and services around the county.

It has been difficult for partners from social care to be able to contribute to the Local Offer governance group on a regular basis.

An opportunity to have a peer audit by another authority was accepted again and the results were successful, with the commissioner only able to criticise us for having too much information.

“A Local Offer that is well structured and easy to navigate” Lincolnshire County Council- July 2016

We have established a Viewpoint survey for young people to complete on the Local Offer about their experience of using the Local Offer. To make this effective it has to be delivered to young people rather than expect them to find it. It was planned to speak to students at secondary schools and colleges during autumn 2016 through IASS engagement and one of the Leading Sencos: however the future of Viewpoint license with NCC is now unsure.

The second annual audit of school's web sites took place during the spring and summer terms, and schools were reminded of their obligation to name their Senco, (92.57%); to have an in-date SEN policy and information report (95.36%)* and to provide parents with a link to the Local Offer. (87.93%). Pleasingly, 96% of school's SEN reports can now be viewed via the Local Offer.



* Many schools have not dated their SEN policy and information report and it is therefore difficult to judge if they have been updated in the last twelve months.

The annual audit of the provider data took place during August – this is the third year that the data has been interrogated at this level of detail, and some universal provision that is less relevant has been removed: such as Solve It and Family Nurse Partnership. These can all be found on the FIS directory instead.

The original team of two Local Offer development workers have been replaced in the last two years. The role seems to attract clever and ambitious staff who are able to use the skills and knowledge gained from the Local Offer to successfully transfer to other roles. However, the training and recruitment to the role takes time and effort. The new team provide a fresh range of experience and knowledge. IASS and NCFG have been involved in the recruitment process.

7. Next steps/plans/priorities/actions

The Local Offer will continue to attend events where the SEND community is likely to be: We will be trialling using a Children's Centre for work to see how many families of young children will contact us.

It is planned to attend parent support workers information groups at schools in the south of the county.

It is planned that the Customer Services training desk will include the Local Offer again, to ensure that the call staff are aware of the Local Offer.

The plans for the next Summer SENDsation have begun for June 2017.

IT developments that have been agreed with the governance group are waiting for quotations from LGSS.

It is hoped that developments within the NCC web pages will take away the need to duplicate the school's directory on the Local Offer.

It is hoped that the Local Offer can start to provide customised responses to requests for assessment that are declined.

8. Summary

2015 to 2016 has been another successful year for the Local Offer, with many more users on the web pages, positive interaction on social media and awareness raising around the county and across partners. The Local Offer is now being suggested by



our communities when looking for information. The Local Offer is becoming a trusted brand, with comments from school staff that state

“Information about what is going on for children with disabilities is always up to date and easy to access.” *School survey June 2016.*

The Local Offer has been asked to attend a variety of parent groups and events, and this is to be encouraged for the future.

Feedback, while not prolific, has been steady with some comments being directed immediately to the Commissioners for services, and will influence future commissioning – especially around summer holiday placements.

9. Conclusions/recommendations

The Local Offer should continue to provide a high quality source of information about support and services in Northamptonshire.

The Local Offer success is because of the dedicated team and their commitment. We are confident that the requirements of the Code of Practice have been met and this provides an opportunity to develop local wishes for our community in special educational needs and education.

The Local Offer should prepare a business plan to ensure the future of the SNIX magazine by advertising and utilising its social media presence.

Appendices

- **Data/information**
Feedback summary

Appendix One Local Offer Feedback report

2015/2016 Local Offer Annual Report –

Date		Comments on Feedback	Comments	Local Offer Action
03/08/2016	1	I would like to pass on some very positive comments I have received from some families I have worked with, in relation to the SNIX Newsletters. They have been very impressed by the amount of information included on services available locally that they were unaware of.		
25/05/2016	2	Response required yet the survey is very definite in what you want - many people out there are probably still unaware of the local offer. My points to make are that many of the activities/ groups are for children with ASD - I have a child with a chromosomal abnormality who has significant learning difficulties and medical issues from the syndrome and there is very little available to him especially when you consider we live south of the county - he had to travel for school which adds about 2 hours to his day so come holidays he doesn't need to travel the same for a fun activity plus I either have to stay local to activity or travel 20 miles home then back again. I'm not saying I need things directly on my doorstep but Towcester but be an advantage		Advised about new youth group in Brackley



Local Offer annual report to DCYDPG 2016

17/05/2016	3	<p>Information is outdated I am heavily involved with a couple of valuable support groups that have been set up by parents due to a complete failure in our area by the county in and they are not listed by yourselves yet you show out of date groups that have been closed for at least 18 months. there is a complete lack of services for the south Northants area from Brackley and the surrounding villages and for some reason despite us all paying our council tax you fail to acknowledge that Daventry is to far as is Towcester there are a very high volume of people with disability and Sen for example in this area that receive no facilities from yourselves and are failed. We are unable to access nearer services due to county borders with Oxfordshire and Buckinghamshire. Perhaps if councils worked together so people could access cost effective facilities for there (sic) families that didn't involve 30 minutes to an hour's+ travel that would be more beneficial. Also the website is certainly not young person friendly for people with Sen and is basically a phone book.</p>	<p>comments are about services in Brackley: we contacted the provider for an update:</p>	<p>spoke to mum on phone, explained about other web pages, you tube etc. Invited to visit the Special Friends group for a warm welcome in the area</p>
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Local Offer annual report to DCYDPG 2016

17/05/2016	4	I commented on the FB page that the dance sessions look great. However, it is one of many services offered to people in or around Northampton. I have asked before about services for users in the South of the County. We live on the border with Oxfordshire and yet are often unable to use their services due to funding issues. We are also unable to use Northants services due to distance. Are there any plans to provide dance sessions or similar for children in the Brackley area? We are part of both Special Friends (in Brackley) and Parents Talking Aspergers (who meet in Middleton Cheney), and they reached more than 1000 local families.		attended Brackley Special Friends for information session
04/05/2016	5	There is a section for 'out of county schools' but nothing is listed here. We are an out of county school where Northants pupils are based, and I would expect to find our local offer details on your website for other parents.	broken link - IT informed	able to resolve a wider issue not previously identified
29/04/2016	6	I am trying to submit a service to the local offer but the link to the provider form doesn't work. Can you please email the form?	broken link - IT informed	able to resolve a wider issue not previously identified
04/05/2016	7	There doesn't seem to be the option on any pages to make the font larger, change colours or contrast. When a CYP or family has visual impairment the site is pretty inaccessible as, although the big square categories are visible, the default fonts used throughout are too small. How will you improve this?		comment on web page about what you can use eg Browse Aloud



Local Offer annual report to DCYDPG 2016

01/12/2016	8	no comments left		
16/11/2016	9	Comments from Inclusion conference - Senco has been trying to access LO but is finding searching difficult, every keyword she puts in comes up with "no results"	data anecdotally reported by LO team	advised to use F5 and simple search on help page
17/11/2016	10	Comments from Inclusion conference - Senco has been trying to access LO but is finding searching difficult, every keyword she puts in comes up with "no results"	data anecdotally reported by LO team	advised to use F5 and simple search on help page
11/11/2016	11	As a company trying to change contact details, special offers etc. the site is frustrating as it is restrictive in its drop down menus. There is no facility to change the website address for instance. Also it would be useful to just change the relevant details and not have to complete the entire form every time.		online form amended
02/11/2016	12	Very little support received for dyspraxia at school are there services I can access at uni? - young man	anecdotal report at event	
02/11/2016	13	deaf mum and 2 ASD sons visited the stand, would like information on parent groups and support		information shared at event



Local Offer annual report to DCYPDG 2016

02/11/2016	14	A year 6 child with dyslexia and high functioning ASD, will he need a statement when he goes to secondary. his primary school have supported his needs without a statement and say he won't need a statement at secondary, if i want him to have one, can he have one		information shared at event
02/11/2016	15	There is a lack of service available for CYP with ASD in town, i don't drive and can't rely on the bus service. Use a large adapted buggy and can't always access the bus. There should be more support available, am now investigating leaving the county. Receive a good service from social services in Northants and get good respite support.	feedback reported by LO team from public event	
02/11/2016	16	Can the local offer help me if i have paid for private SALT for my grandson? The waiting list was too long, is there any clubs for him to attend or services to access, he is 4. offered a place at Lumbertubs school as they are good with SALT, but have declined as live in Hunsbury	feedback reported by LO team from public event	
27/10/2016	17	there are no services for those over 30, in particular those in their 40's in Wellingborough	feedback reported by LO team from public event	
27/10/2016	18	lack of services in irthlingborough, can access YIP in Rushden if able to drive but otherwise nothing in the town to go to	feedback reported by LO team from public event	
27/10/2016	19	we knew about SNIX and have found a club to join but didn't know about Local Offer and the wider services available		no comment



Local Offer annual report to DCYPDG 2016

26/10/2016	20	it was really helpful		no comment
26/10/2016	21	the staff were lovely		no comment
26/10/2016	22	no comments left		
02/11/2016	23	the title 'local offer' isn't really descriptive of the service it provides, maybe a more meaningful name would be more appropriate	surveyed families via SNIX	no comments received
07/10/2016	24	Please can info be added to the Local offer email autoreply - you have to ring the 0300 126 1000 number but it doesn't tell you which option takes you to local offer or the suitable area, had to come via EHC admin team. can you add in which option you need to press to jump to the right team, so it's not as long or as confusing		added option 5 to all telephone information
26/09/2016	25	My company ALP Tuition is listed, however the address is totally incorrect. My company is based in Northampton and is listed as London. Please correct this ASAP-I don't know how long this has been wrong, because it was correct when I added my company and was correct when I checked earlier in the year. This is of great concern and may explain why I have had no contact from Northants???		updated



Facebook – comments				
09/05/2016		The full list of subsidised school holiday placements for children with special educational needs and disabilities has been added to the Local Offer. Book early to avoid disappointment. 📄	I called Greenfields last month and they told me it's only for their students. My son is 5 and I can't get him in any holiday club. Autism Concern have a minimum age of 6.	we informed the commissioners
			We've asked about this for Kettering and told it's only for children to who attend that (Isebrook College) school and not available to anyone else?	



09/06/2016		<p>As Summer SENDsation 2015 was a massive hit, we're starting to think about Summer SENDsation 2017... Would your family come? What local services for children with SEN / disabilities would you like to see there? #TBT #ThrowbackThursday</p>	<p>Great event - so well organised and the information was great.</p>	
		<p>As Summer SENDsation 2015 was a massive hit, we're starting to think about Summer SENDsation 2017... Would your family come? What local services for children with SEN / disabilities would you like to see there? #TBT #ThrowbackThursday</p>	<p>Would like to see some more respite providers</p> <p>We missed 2015 but would be very keen to get involved in 2017...The Daisy Chain club x</p> <p>2017? Nothing for 2016?</p>	<p>Thank you for your suggestion - we'll see what we can do!</p> <p>I will add you to the service provider list for next year!</p> <p>In response to the feedback we received last year, the Planning Team agreed for us to hold the next event nearer the start of summer (rather than in the September).</p>



Local Offer annual report to DCYPDG 2016

		<p>We came last year and had a great time, my children loved the drums!! The police were great. It was a great location and well spread out. We will definitely be there xx</p>	
		<p>We loved it last year and would love to see this event happen again next year!</p>	
23/10/2015	<p>National Autistic Society are hosting a free family information day for young people on the Spectrum who are facing the changes to adult social care on November 2nd 10-2.30pm</p>	<p>Will there be any parent/carer information meeting being set up our son was recently diagnosed with autism and I have been looking into understanding it more and his dad but cannot find anything local if not do you have any information that would be of help many thanks</p>	<p>Have you looked at the autism concern website? They are an organisation supporting people locally. Their website is: http://www.autismconcern.org/ .</p> <p>There is also the National Autistic Society, who has a national support line as well as lots of useful information: http://www.autism.org.uk/</p>



e-mail comments				
		The disability football that is running at Brackley Town FC was a huge success and is running throughout the summer every Friday,	We passed on your comments to the organisers – who were delighted	
		I can't thank you enough. I have contacted MASH who agree that it sounds as though we are in need of respite and they are getting the ball rolling.		
		You've been really great, thanks for your prompt reply. I didn't even know about The Local Offer so have no idea what services are available, I will look into the links you sent me this evening		
via web reporting				
05/08/2016		Not enough information. It would useful to be able to click on each heading to see more about the different categories before phoning you	comments are about Citizen Advice Bureau entries	feedback unclear - financial implications to change layout