



Derbyshire Local Offer Annual Report

March 2019 to January 2020

Welcome to the Annual Report for Derbyshire Local Offer – this report will give you information on how the new Local Offer website has been developed, advise on what's been achieved during 2019 and future plans.

Background

Derbyshire's Local Offer website was first launched in September 2014 to provide details of services and support for children and young people from birth to 25 with Special Educational Needs and/or Disabilities (SEND). This website came at a time in which new reforms were being put in place and a new Code of Practice for children and young people with SEND was implemented.

The purpose of the Local Offer is to:

- Provide clear, comprehensive, accessible and up-to-date information about the available provision and how to access it ;
- To make provision more responsive to local needs and aspirations by directly involving children and young people with SEN and their parents, and service providers, in its development and review.

Where we are now

In August 2018 a dedicated member of staff was introduced to undertake the redesign and relaunch of a new Local Offer website in Derbyshire. The project officer worked closely with a wide range of services, community groups and partners in order to understand the need and achieve the purpose of the Local Offer.

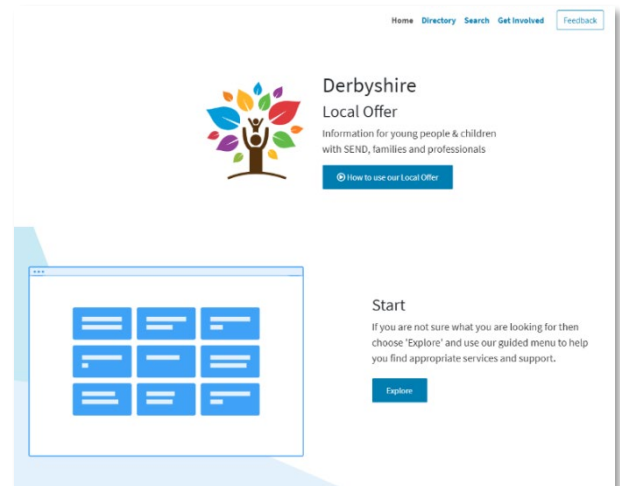
In addition to this the project officer also took on board the issues highlighted in the joint local area SEND inspection in November 2016. [Full report can be found here](#)



The redevelopment of the new site also took on board feedback from parents & carers about the previous Local Offer website, which included:

- *A search facility would be useful. I wanted to find information about support for children with autism. It takes far too long to find any specific information.*
- *When parents searched for ‘support groups’ it returned no results – felt this is urgent as parents may be trying to get support when in crisis.*
- *Parents searching for information on legislation and acts could not find anything.*
- *Some indication that the LO site is not appealing to young people.*

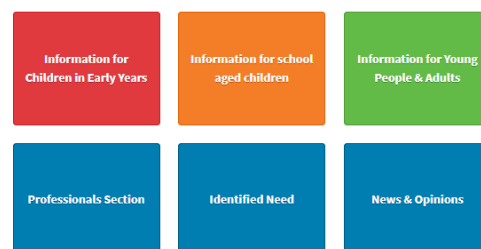
New design mock ups were shared with special schools, Derbyshire Parent Carer Voice (DPCV) and the SEND Strategic Board members and on the 8th March 2019 the new look and feel Local Offer website was launched. Positive feedback has been received about how much better the site is for finding out about services to support children and families with SEND – for example, parents at an Umbrella Support Group described their experiences as “informative and better than the last time I looked at the site” and; “Interesting – nice to see that it’s being refined and parents/carers get to feedback”.



Since its launch, the website has been further developed to include symbols next to services to showcase the facilities available at a glance. The layout of the search has also been changed in response to feedback received from users on how they find information.

Suggestions

Pick the term of your interest





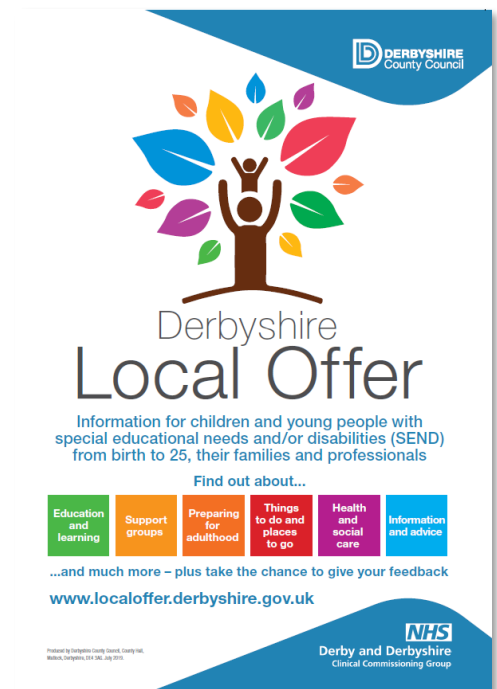
Embedding the Local Offer

Since the launch in March 2019, there have been targeted efforts to promote the new Local Offer to Derbyshire residents and stakeholders. This includes:

- Attendance at a range of support groups organised through Umbrella and Derbyshire

Parent Carer Voice (DPCV).

- Consultations with parents, carers, children and young people and organisations through Derbyshire Information Advice & Support Service, DPCV & Belper School.
- Facebook & Twitter promotion, reaching 11,809 people through Facebook and 1,893 through Twitter.
- Attendance at SEND events throughout the County including SEND Skills Festival, Derbyshire Skills Festival & Umbrella Marketplace.
- Editorial placed in 'Derbyshire Now' magazine which reaches 333,000 households.
- Annual online survey to gain more feedback – highlights include 66% think the Local Offer is free from jargon and easy to understand & 72% think that the site is colour friendly, which means it is accessible for all to use, including those who are visually impaired.
- ['You Said We Did' report](#) which highlights the actions Derbyshire has taken to address feedback
- Promotional banner & marketing materials have been produced and distributed to Health and SEND services.
- Training delivered to Early Years Settings & SEND Teams.



Poster issued to partner agencies



Derbyshire Local Area SEND 0-25

- Communications plan developed for agencies to embed and promote the site within each service.

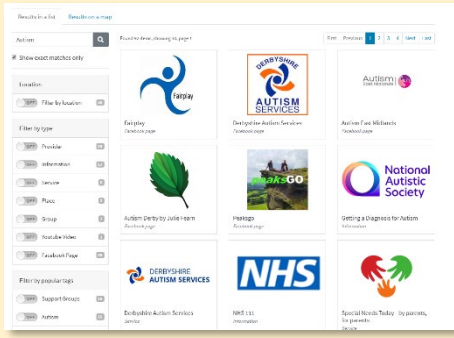
In the coming year, it is planned to:

- Develop automated e-mail bulletins issued to key stakeholders and contacts to advise on what's changed on the site and any new updates.
- Establish a Local Offer Working Group run bi-monthly, with parent/carer representation. Minutes of these meetings will be placed on the Derbyshire Local Offer website.



How has the website been developed?

Key word search



A brand new front page has been created which is crisp & clear with direct entry into the site.

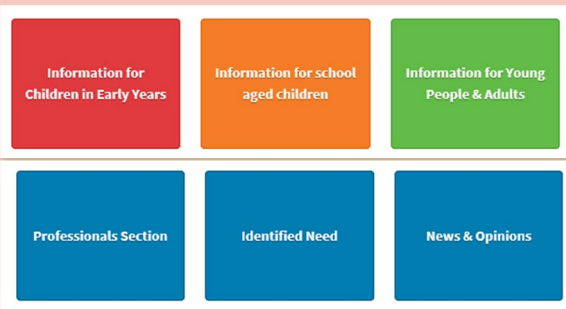
Visitors can provide feedback on all pages by clicking 'Feedback' which is permanently displayed at the top of each

Home Directory Search Get Involved **Feedback**



A central email has been set up for queries & feedback which has received over 245 emails.
local.offer@derbyshire.gov.uk

Instead of using the term 'Directory', 'Start' has been used and then terms such as:

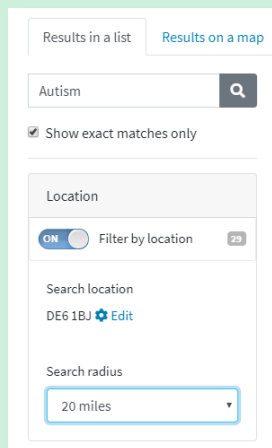


Variety of symbols have been created for visitors for accessibility purposes.



Joining the Local Offer has been made easier by having a link displayed at the bottom of the webpage named 'Want to appear on this site?'

Visitors can now put their postcode into the Location filter, with a search radius from 1 - 100 miles.

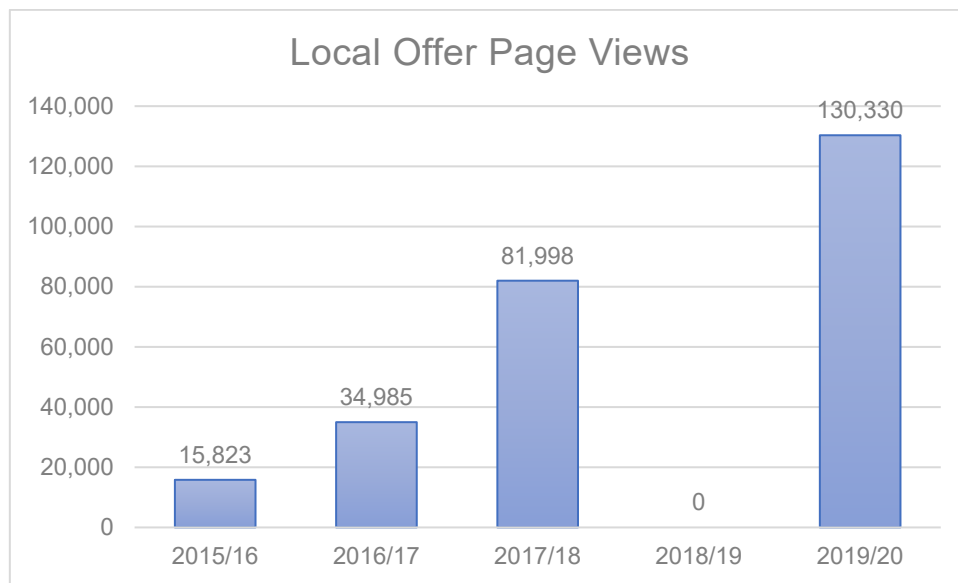


The site now 'harvests' groups from Facebook, Meet Up & Youtube, which means visitors can be assured that the information is updated. 'Whitelisting' is used so safe & appropriate results are harvested then approved or disapproved.



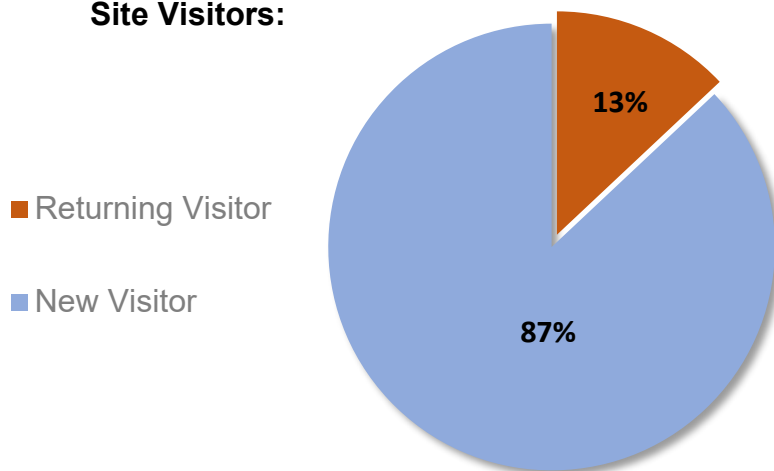
Who and how do visitors use the site?

Google Analytics allows us to track and monitor visits to the site to help us understand how people are accessing it, and which pages are popular. The following graphs will show you how many pages have been accessed, on what devices the site is used; and the most popular pages.



Please note the data for 2018/19 is unavailable due to the changeover of website provider.

Site Visitors:



New visitors are anyone visiting a website for the first time from a specific device. Every time someone visits a website for the first time on different device, they are a new visitor. For example, if the same person visits a website for the first time on a desktop machine and then again on a mobile device, each of these visits will count as a new visitor.

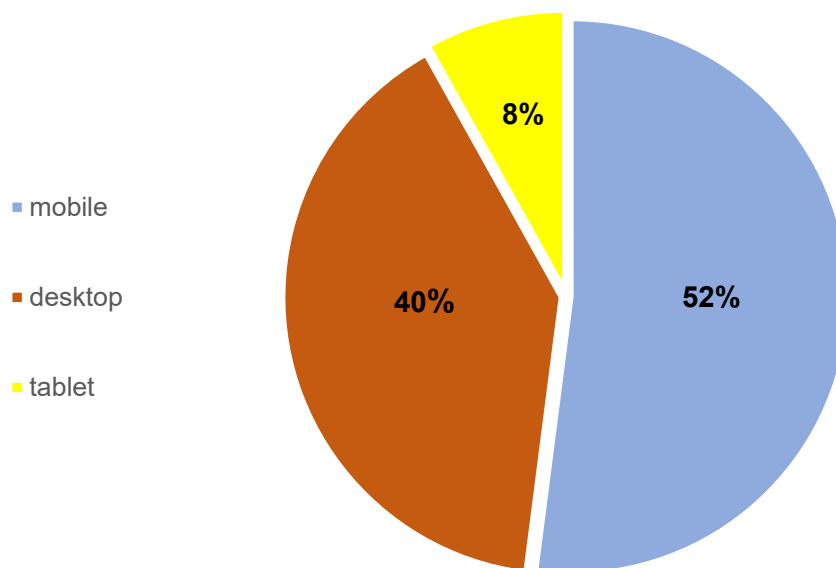
Returning visitors are anyone visiting a website more than once using the same device.



Derbyshire Local Area SEND 0-25

Due to the Local Offer being a new site then we would expect most of the visitors to be new and this potentially suggests visitors got the information they wanted first time. With people having multiple devices now and clearing browsing history much more often the 'new visitors' will always likely be higher than returning.

Devices used:



Most popular pages on Local Offer

1. Professionals
2. Education, Health & Care Plan
3. Process to apply for an Education, Health and Care Needs Assessment
4. Special Schools
5. Activities
6. Autism
7. Graduated Response for Individual Pupils (GRIP)
8. Childminders

How many entries are there on the website (as of January 2020).

- There are 785 providers



- 234 Information pages
- 923 Facebook pages
- 51 Meet Up pages
- 91 services

2020 and beyond

The Local Offer website is continually being reviewed to ensure it has up to date information and services available to the families of Derbyshire.

Feedback from the 2018 strategic review carried out by the ISOS Partnership included a recommendation for a working group to be established to drive the development and quality of the Local Offer. This will be set up in early 2020 - [The High Needs Final Report & Executive Summary \(September 2019\) can be found here.](#)

The continuing development of the site will be a key feature in the Local Offer Working Group's remit and this will only be possible with the support and feedback of children, young people, families and carers.

If you would like to become involved in the Local Offer Working Group, please email local.offer@derbyshire.gov.uk

We hope you have found this Annual Report useful, however please share your feedback as this can really help shape and support the Local Offer.