



Derbyshire Local Offer Annual Report 1 February 2020 to 31 March 2021

Contact details

Derbyshire's Local Offer can be found by visiting www.localoffer.derbyshire.gov.uk

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Foreword

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 special educational needs and their parents, and service providers, in its development and review.

Introduction

This Annual Report is for all visitors to the site including children and young people with special educational needs and/or disabilities. This report provides information on how successful the site has been, future and past developments and feedback.

If you wish to provide feedback on this report or any information detailed, please email using the contact details above.

Links to useful documents

You can find our [Joint Local Area SEND Inspection](#) on the website. Also, the national [SEND Code of Practice: 0 to 25 years](#).



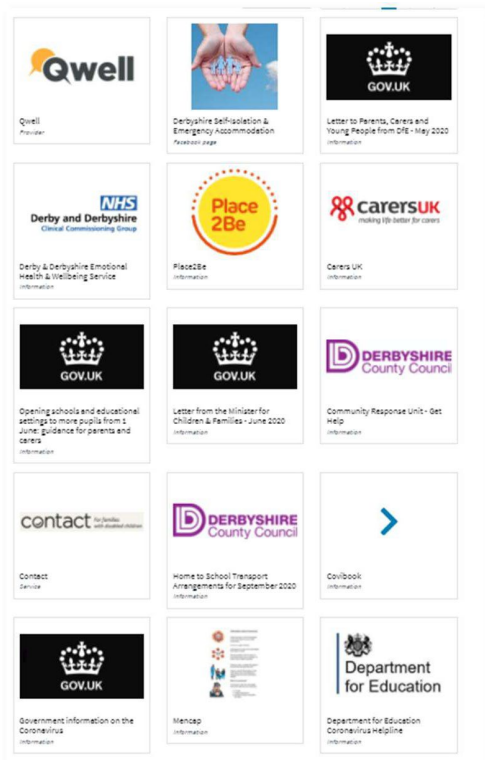
Background

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 is part of reforms put in place arising from the new Code of Practice for children and young people with SEND when this was implemented.

Where we are now

Since the site was re-launched in 2019, the site has excelled in more ways than one with new features introduced that were detailed in the [2020 Annual Report](#).

During 2020/2021, the Local Offer has had to respond to the growing demand for information in relation to COVID-19 for children and young people. As a result of this, the team developed a section on the front page named ‘COVID-19’. The information on this page included GOV.UK letters, mental health support, emergency accommodation, resources on how to communicate COVID-19 to children and support from Derbyshire County Council’s Community Response Unit.



Mental Health Support for Children, Young People, Parents & Carers during COVID-19 Information

<https://www.derbyshirehealthcareft.nhs.uk/about-us/latest-news/freephone-number-mental-health-support-line-encourage-more-people-seek-help>

Derbyshire’s mental support health line, introduced during the COVID-19 pandemic to offer support and guidance to residents of all ages, has moved to a new Freephone number to encourage more people to speak up and seek help.

Derbyshire Healthcare NHS Foundation Trust, the organisation that manages the support line, has announced that from 1 July 2020, the service is to continue with the new Freephone number of 0800 028 0077.

We know that the closure of schools due to the Covid-19 pandemic has the potential to be an anxious and uncertain time for children, young people, parents and carers.

Supported by the NHS, there are a range of organisations working together to offer free support during this time to children, young people, parents and carers. If you or someone who know is experiencing depression, low mood, stress, panic, anxiety or needs emotional support then it is important you are aware of the support options available to you and your loved ones. [By clicking on this link, it will take you to all the further support available.](#)

[Mental Health](#) [COVID - 19](#) [Coronavirus](#)



Derbyshire Local Area SEND 0-25

The Local Offer team is always available to provide information and support to all visitors, however during the pandemic, we have received more enquiries asking for more detailed information. A typical response has been provided below to give a flavour of what the Local Offer can provide. The team will always provide this level of information and will search for other providers should they not be available on the Local Offer. The extract below gives an example of the type of responses an enquiry receives:

I have found some pieces of information you may find helpful, but it may be worth getting in touch with Starting Point (01629 533190) who may be able to make a referral to the Disabled Children's Team or Early Years. These will be able to go through various options of support (including financial help).

However, this is the information available on the Local Offer.

Direct Payments - <https://localoffer.derbyshire.gov.uk/#!/model/page/information/26967>

Personal Budgets (similar to a Direct Payment) - [https://localoffer.derbyshire.gov.uk/#!/search/list?query=Personal Budgets&max=30&offset=0&filters=Types.information&exact=1](https://localoffer.derbyshire.gov.uk/#!/search/list?query=Personal%20Budgets&max=30&offset=0&filters=Types.information&exact=1)

Family Fund - <https://localoffer.derbyshire.gov.uk/#!/model/page/provider/31990>

There is loads more information that can help you.

If you want to press 'Start', then go into 'Information for Early Years children', there is a tile called 'Money'. This will give you loads of support and information.

If you need anything else, please let me know.

The COVID-19 section received 317 visits and support for parents and carers received 447 visits from 23 March 2020 up to April 2021 which strongly suggests that this section was deemed to be informative and helpful during this challenging period.

What's changed as a result of feedback from parents, carers and professionals?

- Items can now be formatted to show listings A-Z, Z- A, featured or best match.
- Changes to the landing page/taxonomy which reflects the most popular viewed pages on the Local Offer – this include Derbyshire Information and Advice Support Service and how to apply for an Education, Health and Care Plan.
- The website now meets accessibility regulations.

These are just a few of the updates we have made to the Local Offer, however you can access the You Said We Did report for 2020 & 2021 by visiting the page ['You Said, We Did'](#) for more information.



Co-production and working with families

In January 2020, the SEND Strategic Board for Derbyshire approved the recommendation to organise a Local Offer Working Group, which formed part of the requirement to review and co-produce the Local Offer with parents and young people.

The Local Offer Working Group

A wide range of stakeholders form part of the group, which range from Health, Early Years, SEND, Support Service for Special Educational Needs (SSSEN), Education Psychology, Participation, Disabled Children's Team and parent representatives.

So far, the group has held four meetings which took place on 17 September 2020, 18 November 2020, 20 January 2020 and 17 March 2021. There has been a programmed of events which have consisted of:

1. Information Review – a review of all the information pages took place on the site which describes the services and support available in the area and how these can be accessed.
2. Provider Review – this is still in development; however, we are having a review of all the providers to make sure they are relevant for the Local Offer.
3. Taxonomy Review – this is a future action; however, this will look at the wording used for each tile on the landing page:
4. Lastly, Marketing & Information – again this is a future action, but we will be looking at how we can further market the Local Offer so it can be seen by more families.



If you wish to join the Local Offer Working Group, please email: local.offer@derbyshire.gov.uk . You can also provide feedback by selecting the 'feedback' tile on the top right-hand corner of the site.

[Find out more from the minutes which you can download here.](#)



Co-production events

We have also held two events which have been used to co-produce the website further. These events have included:

1. The Local Offer drop in clinic which was held by Derbyshire Information, Advice and Support Service (DIASS) on 3 March 2021 – this clinic was an opportunity for parents, carers and young people to share feedback on the Local Offer.
2. Derbyshire Parent Carer Voice also conducted a survey from 1-21 February 2021 which has also been used as a tool to assist in the development and design of the site. [The results of this survey can be found by visiting this link.](#)

The Local Offer team are very thankful to DIASS & DPCV for holding these events.

Local Offer Statistics

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 the most visited. The following data will show you what has been accessed, on what devices, annual page views and the most visited pages:

Devices used:

Desktops – 11,722,
Mobiles – 10,967,
Tablets – 1,083



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

What have been the most visited pages so far?

1. Process to apply for an EHC Needs Assessment.
2. All about diagnosis.
3. Autism.
4. Education, Health and Care Plans.
5. How can my child get an EHC Plan.

How have visitors sourced the site?

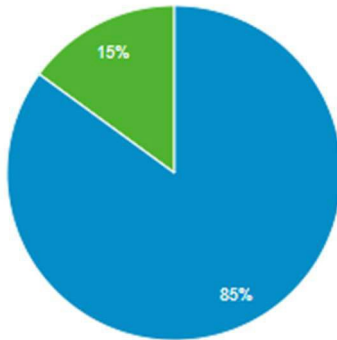
From 1 February 2020, the Local Offer has been found through the following routes:

- 12,408 have used Google.
- 6,036 have just entered 'Derbyshire Local Offer' straight into the search bar
- 3,449 have found the Local Offer through the Derbyshire County Council main website.
- 386 have been referred by Derbyshire Information, Advice and Support Service.



How many visitors are new or returning?

■ New Visitor ■ Returning Visitor



85% of visitors to the site are new and 15% of the site are returning.

How much information & providers does the site hold?

- 826 information pages – this is an increase from 234 in 2019.
- 2389 providers – no data held on this from 2019 due to the site still undergoing development.
- 946 Facebook pages – this is a small increase from 923 pages.

What does 2021 have in store for the Local Offer?

- Develop automated e-mail bulletins issued to key stakeholders and contacts to advise on what's changed on the site and any new updates.
- Hold more Local Offer Working Groups with parent/carer representation.
- Work with the Participation Team to gain more views from young people.
- Make the Local Offer more accessible – the site does meet the regulations, however we are keen to make this site improve further for our visitors.
- Attend events to promote the Local Offer.

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.