



# Derbyshire's Local Offer Annual Report 2022-2023





## Introduction

[The special educational needs and disabilities \(SEND\) code of practice](#) requires local authorities to publish a summary of comments at least annually on their website.

In Derbyshire we do this on our [You Said We Did page](#). In addition, the Local Offer annual report is produced for all visitors to the site. This is the 4<sup>th</sup> annual report, [previous reports can be found on the about us page](#), and provides information on:

1. Full re-design of the website through co-production, feedback and working with families
2. The plans for the year ahead 2023-2024

This annual report also provides the SEND Board with assurance as to how the website is developing and being maintained. The Local Offer website is a key part of the local area offer in Derbyshire.

The purpose of the Local Offer website is to:

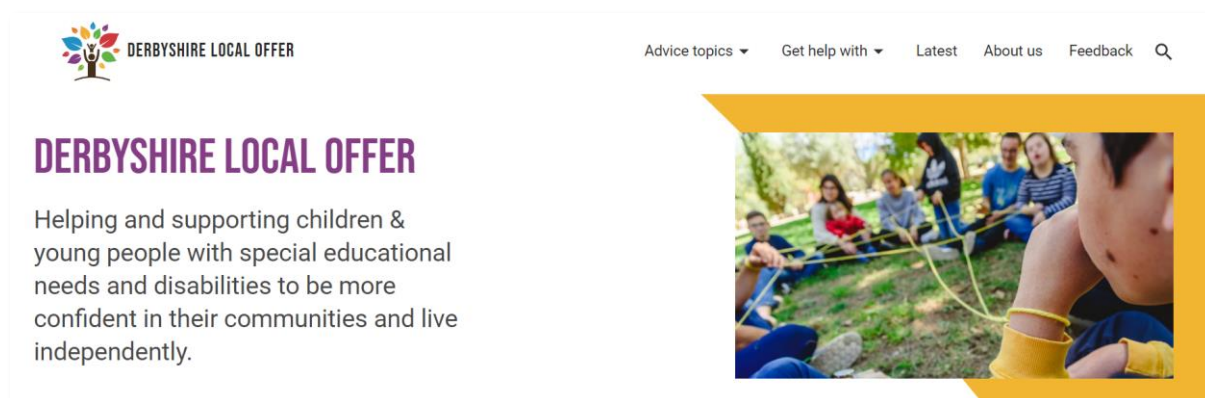
- provide clear, comprehensive, accessible, and up-to-date information to children and young people, parents, carers, and professionals about the available SEND provision in the area and how to access it;
- to make provision more responsive to local needs and aspirations by directly involving children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

If you wish to provide feedback on this report or any information detailed, please email us [local.offer@derbyshire.gov.uk](mailto:local.offer@derbyshire.gov.uk)

The Local Offer Steering group meets quarterly bringing partners from across the local area together to develop and provide constructive challenge about content and presentation of information. [Minutes from the group and the updated aims and terms of reference are available on the website.](#)

If you would like to take part in shaping the website or wish to join the Local Offer Steering Group, please email: [local.offer@derbyshire.gov.uk](mailto:local.offer@derbyshire.gov.uk). We welcome feedback from visitors of the website, which is easily accessible by selecting the 'feedback' at the top right-hand corner of the website.

Image of the top of the new look website.



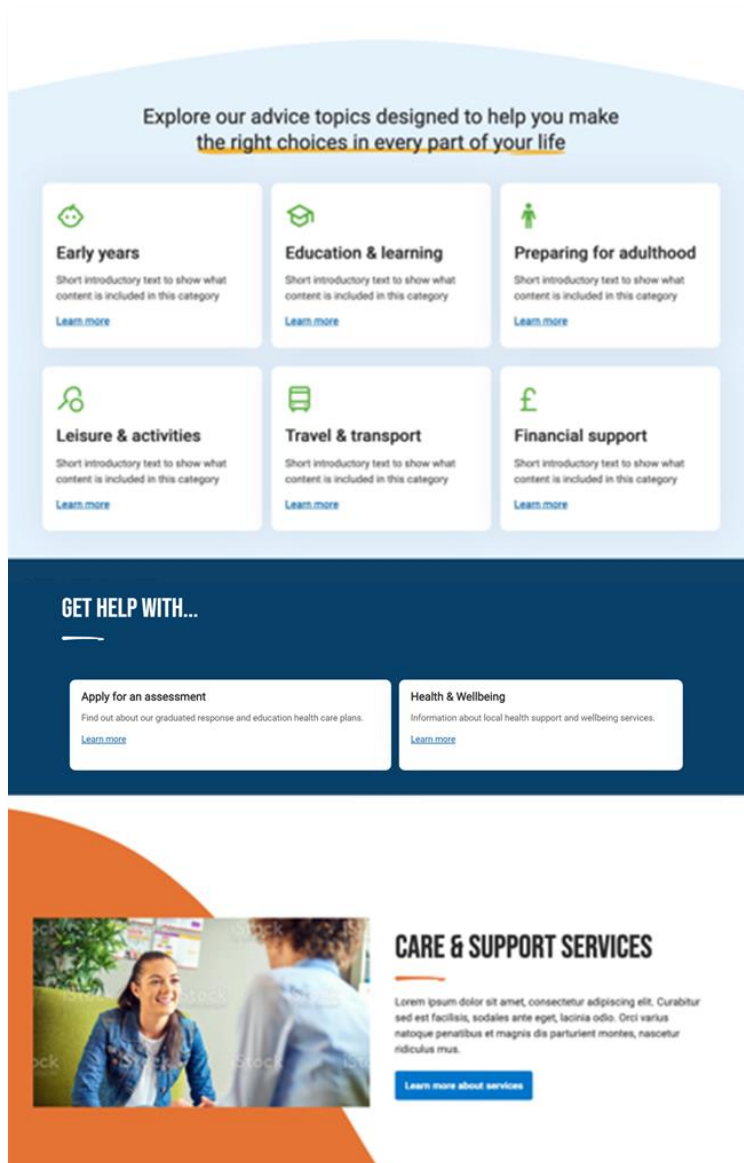


## 1. Development of the new website through to go live!

Feedback from children and young people and their families was that the current website was not fit for purpose, so we undertook a full re-design. The majority of this work was developed in the last part of 2022 and full details of the work can be found in our [2021-2022 annual report](#).

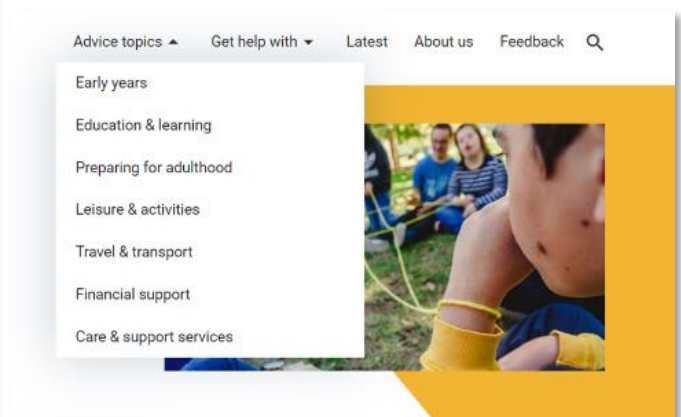
From 1st April 2022 the designs were refined and presented back to ‘friends of the Local Offer’ group of young people, families and colleagues in schools, council services and health services.

The new refreshed design was then implemented by Derbyshire County Council’s corporate ICT team to enable the website to be managed on the Councils content management system providing greater control and immediate updating of content.



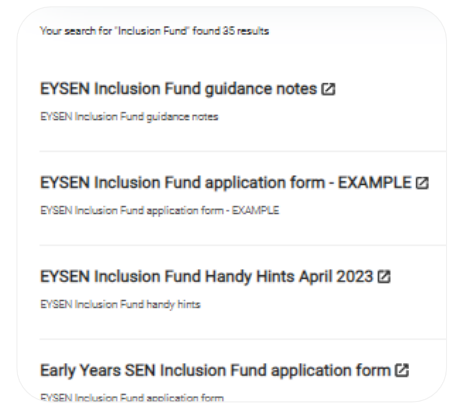
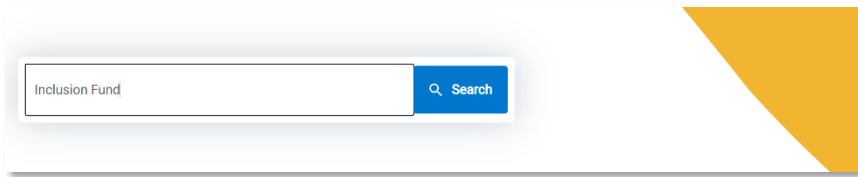
Elements of the new website design include -

A tile navigation with clear icons for each main section which is replicated in the top navigation on the website.

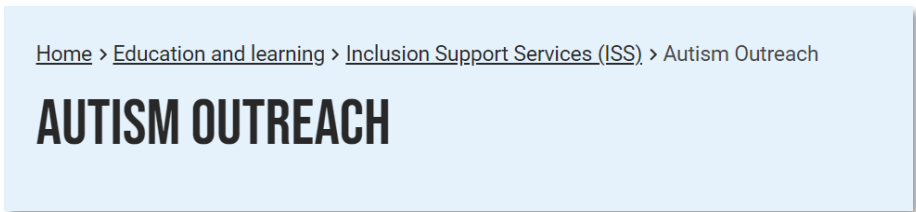




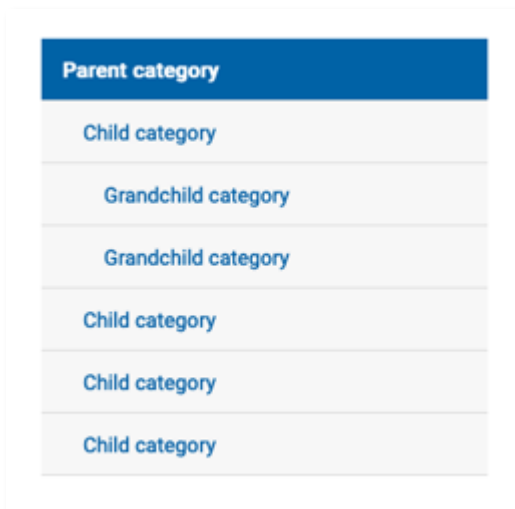
A clearer and more prominent way to search for content on the website displaying a list of the content relating to the search term.



Functionality of how the site works once past the home page was also carefully considered and aligned to website best practice. Knowing where you are on the website at all times was key, feedback from the previous website was that you got lost very easily and it was exceptionally hard to navigate. We tackled this by ensuring a clear file path was visible at all times when landing or moving from page to page -



Other functionality included -

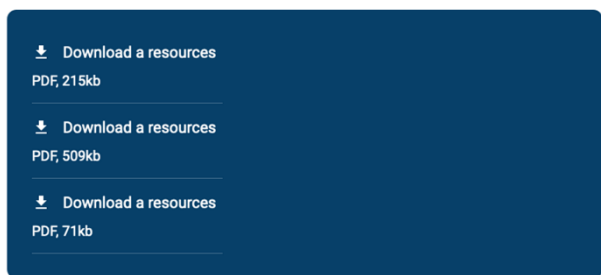


Clearer site navigation of the pages with category home page/landing page, information page and further information pages depending on how many other pages are required.



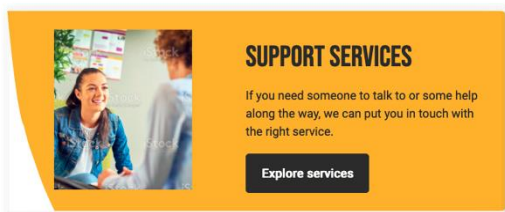


### Resource Group



A dedicated place to gather all supporting documents and resources for each page in a clear stand out box at the bottom of the page.

New colourful large and small 'call to action' buttons which link out to our provider database which is searchable to find local activities or support services in your area.



A full review of all existing providers was undertaken and a large amount of providers were removed due to not being appropriate. All requests to be added by providers are triaged and added, if approved by the Steering Group, to the appropriate directory.

### Friends of the Local Offer

Our friends of the local offer group of young people with SEN also provided feedback on the progression of the website design. They were very clear that the word 'empower' that we had used as an introduction to the website wasn't something they related to, 'It's not a word we would use' so we changed the wording based on their views to:

*Helping and supporting children & young people with special educational needs and disabilities to be more confident in their communities and live independently.*

The group also reviewed a selection of photographs to be used on the website and provided their views, the young people voted for their favourites via emoji faces with the happy green smiley, orange ok smiley or the red unhappy smiley. The photographs with the most green smiley faces were chosen for the website.





The new website was launched on 10<sup>th</sup> June 2022 and took a phased approach to getting all the content and design elements live.

Phase 1 of the website included essential and statutory information. Feedback led to minimal renaming of tiles, and some comments received from the Friends of the Local Offer are as follows:

“I think the Preparing for Adulthood – Post 16 section is a lot, lot better”

“I read the 16-19 Bursary Fund and I understood it”

“The icons on the buttons are good they’re simple and stand out in green”

“Good innit”

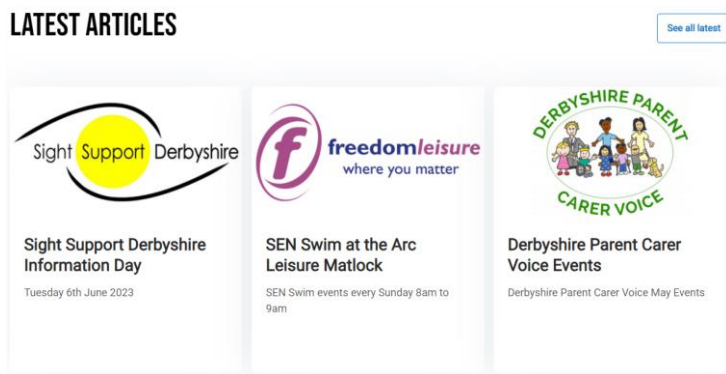
“I read someone’s true story; I’d like to give my story as a ‘Friend of the Local Offer”

All feedback we receive on the website can be found in our [You Said We Did](#) section of the website. We cannot address all the feedback and comments we receive due to technical constraints or the way our inflation is presented but we do our best to accommodate and informed all users what we can and equally cannot do.

“I’d still like it to be a bit more colourful especially the tiles”

“Why can’t I do a search of everything just in my local area?”

In phase 2 we introduced the ‘Latest’ section which includes events for children and young people with SEND and their families. Any surveys or other important information will also be located there for users to read and contribute to.



Also launched was the ‘I work with Children and Families’ section for professionals, which includes quick links to referral forms and other information pertinent to them.

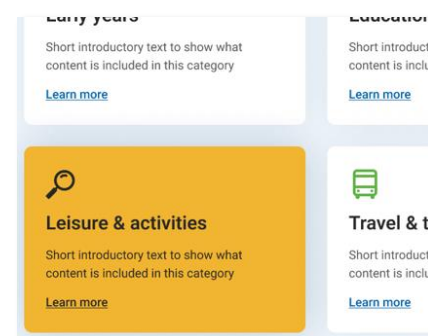
The webpages include many links to useful information on other websites. Where information exists on Derbyshire website, we have added links to those pages, for example much of the Preparing for Adulthood information relates to Adult Care and rather than repeating the information on Local Offer, we link to the content on Derbyshire website ensuring it is current and not out of date.

The content on the Local Offer website has been reviewed alongside the SEND Code of Practice and other legislation to ensure compliance, and a matrix has been created to check existing content against the Code and highlight any gaps. Work is ongoing to pick up where these gaps are and address them.



Development of the website design has also been considered and a phase 3 is now being worked through. Design enhancements have been developed which include new tile icons, this will allow all searches to be combined together under one tile based on user testing and feedback. Also the ability to have 3 tiles across the 'get help with' section and a hover colour change for the tiles which is as a result of direct feedback "the tiles don't stand out, they'd be good in 3D" These will all be delivered in phase 3 of development.

Example of hover colour change being developed –



## What our hits tell us –

What have been the most visited pages so far?

1. Apply for an Assessment, EHC plan.
2. Early Years SEN
3. Education and learning
4. Apply for an assessment Inclusion panel
5. SEND Service contact details
6. Derbyshire Area sensory processing needs
7. Early Years SEN inclusion fund

How has the website been found?

- 51.5% used Google, Yahoo or Bing
- 39.1% just entered 'Derbyshire Local Offer' straight into the search bar
- 4.4% found the Local Offer through social media
- 4.3% used a link from another website

## 2. What do the next 12 months have in store?

Going forward, phase 3 will introduce additional tiles and a hover function to change the colour of the tile selected.

All the different provider searches will be summarised on one webpage as well as on the individual topic pages. The design of the search icons has been selected by the "Friends of the Local Offer".

We are looking at adding developing a range of clear pathways and videos to engage with users of the site in a more friendly and clearer way, avoiding professional language and over complication of how to navigate SEND in Derbyshire. This will include scenarios and descriptive content more easily understandable for families. This will be presented to parents and carers and young people to help guide and shape this approach.

The website content will be continually reviewed and updated as required with a plan for a cyclical review of content in place.

Metadata (which is data that provides information about other data) will be regularly reviewed to improve the search and signposting.

We will continue to work with our young people and families to create a website that is useful and useable.