

Report on Barking and Dagenham's Local Offer

2015-16



Our local offer is more than simply a directory of services. It is the outcome of partnership working with our local community.

Our duty under the Children and Family Act 2014 is to set out in one place information about provision across education, health and social care for children and young people who have SEN or are disabled – including support for their families. This is our 'Local Offer'. The purpose is to:

- provide clear information;
- make provision more responsive to local needs and aspirations by directly involving children, their parents and young people as well as service providers in its development and review.

Parents have told us they find our Local Offer *'useful but not very user friendly'*. We know our Local Offer is not used regularly by young people and those that have used it would like *'more pictures, less writing and You-Tube style video's'*. This approach of co-production with children, young people and their families has brought some fresh and innovative ideas which we are taking to senior council officers in order to gain funding to remodel our existing Local Offer.

By working together we can ensure that we develop provision which is responsive to local needs and leads to the best outcomes for all of our children and young people.

The Barking and Dagenham Local Offer is reviewed and monitored by the Early Years and Childcare team. It is also monitored at the SEND Stakeholder Board meeting. Membership of the SEND Stakeholder Board consists of a range of professionals from education, health and commissioning together with providers from the voluntary sector, parents/carers and

young people. The Local Offer is also reviewed regularly by the Borough's Just Say Parents Forum.

The SEND Code of Practice 0 – 25 years requires Local Authorities to publish an annual report on feedback about the local offer. Comments must be published if they relate to:

- the content of the Local Offer, which include the quality of provision and any gaps in provision;
- accessibility of information in the Local Offer;
- how the Local Offer has been developed or reviewed.

Barking and Dagenham's Local Offer was launched on 1st September 2014; to date we have received **48,761** website views. This is an average of 2216 views per month. This is slightly less hits per month than during 2014-15.

The table below highlights the top 3 most visited webpage's within the Local Offer per month.

Month	Number of page views	Page views		
		1	2	3
September 2015	2654	Transport	Housing benefit and council tax support	c
October 2015	2479	Housing benefit and council tax support	Transport	Occupational therapy and physiotherapy services
November 2015	2298	Housing benefit and council tax support	Housing information	Occupational therapy and physiotherapy services
December 2015	1643	Housing benefit and council tax support	Housing information	Occupational therapy and physiotherapy services
January 2016	2704	Housing benefit and council tax support	Housing information	Support if your child is disabled
February 2016	2469	Housing benefit and council tax support	Housing information	Housing information

March 2016	2451	Housing benefit and council tax support	Education, Health and Care planning	Speech and Language therapy
April 2016	2774	Housing benefit and council tax support	Housing information	Education, Health and Care planning
May 2016	2695	Housing benefit and council tax support	Housing information	Education, Health and Care planning
June 2016	3021	Housing benefit and council tax support	Housing information	Short Breaks
July 2016	2226	Housing benefit and council tax support	Housing information	Occupational therapy and physiotherapy services

The Barking and Dagenham Local Offer is still 'work-in-progress', as we will continue to develop, modify and expand in response to feedback we receive. We want to ensure that the Local Offer is helpful and meets the needs of parents, children and young people. To enable viewers to feedback we have set up a tab on the home page called "Tell us what you think."

The table below highlights the range of people who have contacted us regarding the Local Offer.

Category	Number	Percentage of contacts
Parent/Carer/Young person	2	14.3
Professionals	4	28.6
Provider/service	8	57.1
Other	0	0

The greatest number of contacts comes from professionals across agencies. The nature of their queries is usually asking for information about their service or their policies and

procedures to be added to the Local Offer. A significant amount of queries are also from provides and local services requesting we advertise their organisation.

	Number	Percentage of contacts
Personal Query	1	7.1
Policy/Process Query	2	14.3
Comments on content	2	14.3
Suggestions for additions	5	35.7
Other	4	28.6

Barking and Dagenham Council has taken the decision not to endorse individual settings within the main Local Offer web pages other than to provide a link to the DfE 41 list of independent SEND providers. As an alternative to providers we are considering offering them the opportunity to register for the Family Services Directory which has a number of links from the Local Offer pages.

Parents, carers and young people are generally looking for information about housing support and benefits. They are also looking for information about Education Health and Care plans and therapy services.

Queries from professionals are usually asking for clarification of processes (many from schools) specifically relating to time scales for Education Health and Care Plans and for up to date paperwork especially around the Annual Review processes.

How will the Local Offer change and develop?

Although we have had no formal comments from parents and carers about the Local Offer's accessibility, during 2015-16 the SEND Stakeholder Group and the Just Say Parents Forum parents, young people and professionals have all made comments about the 'usability' of the Local Offer.

We believe that with the exception of children and young people the Local Offer appears to be being well used in its second year. The number of monthly hits remains fairly static at over 2000 per month. However parental and young people's suggestions have been taken on board around accessibility and a business case has been written to develop the Local Offer as a 'micro site'.

There is no evidence that users are having difficulty in finding the information they require once they have found the Local Offer website pages within the overall council website.

We will continue to work closely with parent engagement groups and young people to ensure that accessibility remains the key objective in maintaining a high quality Local Offer.

If you would like to offer feedback about this report or any other aspect of our Local Offer please follow the link below.

<https://www.lbbd.gov.uk/residents/children-young-people-and-families/local-offer/local-offer-feedback/tell-us-think/?loggedin=true>