



Bradford's Local Offer Annual Report

2014/2015

Foreword

I am pleased to introduce the first annual report of the Local Offer.

The development and review of the Local Offer has been strongly influenced by the views of parents, carers, children and young people who gave a continued level of commitment to this area of work, even during the summer holidays.

The Local Authority has also worked closely in partnership with key organisations across the District.

We will continue to review the resources that are available to families in the District and through the Local Offer we will give careful consideration to the feedback received to inform the future commissioning of services across Education, Health and Social Care.



Councillor David Green
Chair of Health and Wellbeing Board

Introduction

The Children and Families Act (2014) placed a new requirement on all local authorities to publish a Local Offer on 1 September 2014. The Local Offer must provide information on services across Education, Health and Social Care for children and young people who are aged 0 - 25 years and have special educational needs and/or disabilities (SEND). The Local Offer includes local provision and provision outside of the area that is likely to be used including regional and national specialist provision.

In response to the Children and Families Bill, in April 2014, the Department for Education (DfE) and the Department of Health (DoH) published a revised Special Educational Needs and Disability Code of Practice: 0 to 25 years. This was approved by Parliament in July 2014. This provides statutory guidance for organisations who work with and support children and young people with special educational needs and disabilities.

The purpose of the Local Offer is to provide clear, comprehensive and accessible information about the available services and how families can access it. The aim is to make provision more responsive to local needs and aspirations by directly involving disabled children and young people and those with special educational needs, their parents/carers and service providers in its development and review.

The Local Offer has been co-produced with key stakeholders including young people from the Bradford district with SEND, their families' and with input from key service providers across Education, Health and Social Care. The Local Offer makes it easier for families to find information, provides clarity for families about the services that are available, enables families to identify any gaps in provision and will provide an evidence base for improving services in the future.

The Local Authority must seek and publish comments that are received about the Local Offer and publish these along with their response to those comments. Feedback must be sought on the content, accessibility and the development and review of the Local Offer.

Website Usage

Local authorities must make their Local Offer widely accessible including a web based resource. The website provides a platform for Bradford’s Local Offer. There are also alternative formats for those without access to the internet such as a booklet, leaflet and videos. This provides a choice for families as to how they access the information and it can also improve access for different groups including disabled people and those with different types of special educational need (SEN). The Local Offer website is split into sections so that users can find information that is relevant to them with ease. The usage of the categories within the website are outlined in table 1 below.

Rank	Category	No. of hits
1	Health	3622
2	Information Advice and Support	2963
3	Education	2527
4	Social Care	1900
5	Early Years	1570
6	Getting Around	1485
7	Things To Do	1351
8	Adulthood	1022

Table 1: Number of hits per category on Bradford’s Local Offer Website

The data from the website usage combined with the stakeholder feedback received means that the Local Offer Officers have been able to make improvements to the Local Offer since it was first launched in September 2014. The website is under regular development and review and we continue to work alongside our stakeholders and our ICT web development team to keep it regularly updated.

Co-production

The development of the Local Offer has involved children, young people and parents/carers, including planning the design, developing the structure for the content, deciding the alternative formats that we make available and deciding how to promote awareness and to publish feedback.

Young people, adults (18-25 years) and parent/carer involvement is central to the development of the Local Offer and we have held various events within the Bradford district area to discuss feedback, and have used the comments to co-produce Bradford's Local Offer.

A mixed method approach was adopted to receive feedback and promote the Local Offer. Feedback was gathered through online surveys, the Local Offer website, parent open forum meetings, questionnaires and focus groups for children, young people and young adults (18-25 years) with SEND and their parent/carers. The Local Offer Officers have also attended a number of events such as National Play Day events, drop in staff plays for families of children with Autism and workshops organised for Eastern European families with children who are deaf to promote the Local Offer and also to seek verbal feedback.

All the feedback has been analysed collated on common themes. Feedback which is unique to each stakeholder group is given overleaf. We have used a 'what you said' and 'what we did' format.

What you said

What we did

Alternative formats to the website in order to promote and increase awareness of the Local Offer. For example, leaflets, booklets, advertise on notice boards, schools, community events, use of videos etc.

We have made the Local Offer available in different formats including, leaflet, booklet and videos which have incorporated the use of sign language. Google translation is available on the main page to ensure we reflect our diverse community. We are promoting the Local Offer through various outlets. There have been promotional videos on Bradford's Big City Screen. We have asked all schools to include a link to Bradford's Local Offer on their school websites. We have asked all Bradford Districts Children Centres to advertise and promote the Local Offer on their websites, within the centres and outreach venues including home visits.

We hope to make use of public notice boards within the district to further promote awareness.

Family information services promote the Local Offer at events they organise and attend. We work closely with partnership organisations who promote the Local Offer. Disabled Children's Information Service advertises the Local Offer in the termly newsletters. The Local Authority sends all families with young children identified with a Special Educational Needs or Disability a letter of correspondence and the Local Offer leaflet is enclosed.

We intend to continue to promote the Local Offer in local GP services, hospitals, leisure centres, youth centres and libraries using public advertising screens, notice boards and through professionals.

Young People  Adults (18-25 years)  Parent/Carers  Service Providers  Website 

What you said

What we did

Include a Young Persons section to make the Local Offer user friendly.

We have been working with children and young people to include a Young Persons section within the Local Offer website and we are working with the web development team in order to get this up and running as soon as possible. We have non for profit organisations within the website which are useful to young people.

A blog has been created by the communications team to use on the website.

We have a Facebook page for young people called The Buzz, a Twitter page with useful information and YouTube videos reflecting the views of young people from the Bradford district with SEND.

Over summer 2015 media work is taking place across the Bradford District to capture the feedback from Young People with SEND about the existing activities provided and which they have attended throughout the summer and their experiences. Young People will be investigators and mystery shoppers to identify any areas of improvement to give feedback to service providers

We intend to continue to work together with young people and partnership organisations to shape the Young Persons section within the Local Offer website.

Young People  Adults (18-25 years)  Parent/Carers  Service Providers  Website 

What you said

What we did

A search option on the homepage of the Local Offer website whereby you can access information by specialist need / or disability.

We are developing the search option menu on the home page with the use of effective tags / keywords. This will help to bring all relevant information applicable to your search entry together in one place. We intend to add a 'find my nearest' search tool option which will include all local charities and organisations.

Include appropriate local and national organisations to improve accessibility and knowledge on services and support available. You suggested including this information within the 'want to find out more section'.

We have been contacted by various organisations and key stakeholders. After discussion with stakeholders we have decided to include those that are not for profit (charity / voluntary organisation groups) and organisations that are relevant and appropriate to our stakeholders (see appendix A for more information).

Include an email address for the Local Offer. This provides an alternative way to give feedback and to make general enquiries.

We have added the Local Offer email address onto the website. We will revise our current feedback mechanisms on the website.

We intend to design with key stakeholders paper format, feedback sheets for parents/carers, adults and a different version for young people to use at future events.

Young People  Adults (18-25 years)  Parent/Carers  Service Providers  Website 

What you said

What we did

Lack of information and advice for when young people leave college and transition into adulthood.

We are in discussion with Adults Social Care Services to look at how we can improve the content of the information that is available relating to adult services. Adult Services are providing important key leaflets to link to the Local Offer website.

More clubs are needed for people with SEND at affordable prices with transport arrangements.

There are lots of activities run by childrens centres, local groups, youth centres and specialist groups.

The Local Offer provides links to local/regional/national organisations that provide activities.

Bradford Families Information Service offers free, impartial information and advice on activities and available short breaks including support groups, youth clubs, sports clubs, libraries arts & crafts, parks and gardens.

We will continue to keep this information updated on a regular basis.

Young People  Adults (18-25 years)  Parent/Carers  Service Providers  Website 

Feedback from Children and Young People with SEND

In total 101 young people have contributed to informing how the Local Offer should look and work. The aim was to consult with a wide range of young people with additional needs. Schools, Colleges and organisations were approached to help us facilitate this (see Appendix B for further information). The majority of young people that participated had a range of needs including learning difficulties, visual impairments, autistic spectrum conditions, speech, language and communication needs, and social emotional and behavioural needs. The feedback below expresses the views of young people, which are different from other key stakeholder groups and what we did to address these in the development of the Local Offer.

What you said

What we did

There's too much text and not much use of colour. You wanted photos with concise sub-headings and the option to read more.

We have tried to make the Local Offer website colourful, included concise subheadings with an option to read more and we have uploaded photos with the involvement of young people, parent/carers from the Bradford area.

Places to meet people aged 18-25

The Local Offer website provides a link to the services that are available through adult care and support. We have shared your comments with adult services who will give consideration to this. We will provide an update on any actions that have been taken during 2015/16.

Young People  Adults (18-25 years)  Parent/Carers  Service Providers  Website 

An option for sign language or voice over for the visually impaired

The Local Offer website has videos uploaded, all with the use of sign language. The website is compatible for voice over technology, however in order to access this the user may need to copy the text into their voice over software. Under development is the "What's on Guide" within the Local Offer, which will include Bradford Disabilities Sports and Leisure's mapping symbols which will enable users to effectively find activities which will suit their individual needs.

Young People  Adults (18-25 years)  Parent/Carers  Service Providers  Website 

Feedback from Adults with SEND

The Members of the Access to Care and Support Services Cross Partnership (Strategic Disability Partnership, Learning disability Partnership and Older Peoples Partnership) group gave feedback after looking at the Local Offer Website at great length which involved young adults with a range of disabilities

What you said

What we did

All acronyms need to be written out in full

We have ensured that the first word on each page has been given in full with the acronym in brackets.

What happens over the age of 25 years with those people with SEND?

Adult care and support is available to promote independent living, finding employment and participation in the community. Further details about the type of services that are available can be found on the Local Offer website.

Young People  Adults (18-25 years)  Parent/Carers  Service Providers  Website 

Feedback from Parents/or Carers of children and young people with SEND

Consultation events have taken place with parent/carers throughout different stages in the development of Bradford's Local Offer. Firstly, a survey was carried out to find out what type of information with regards to Special Educational Needs, disabilities and provision of services parents/carers found both difficult and easy to find. This data was collated and helped to provide the initial framework around the structure of the content for the Local Offer. Since the initial consultation survey with parent/carers and Young People, follow up meetings have taken place.

The Local Offer Officer facilitated a meeting with key stakeholders involved in the original co-production of the Local Offer. The information and feedback received was shared and actions/suggestions were agreed together to further develop the Local Offer.

In addition, various events and meetings have been attended by the Local Offer Officers to promote the Local Offer and gain further feedback which has proved to be very effective (See Appendix C Events and meetings).

What you said

There's not enough information about current consultations and personal budgets.

What we did

We have added a consultation link including personal budgets on the Local Offer homepage. We will continue to update this section once consultations end and decisions are made by the council.

Young People  Adults (18-25 years)  Parent/Carers  Service Providers  Website 

What you said

What we did

To research specialist independent schools who have requested to be included in the LO to see if the specialism of the school would benefit families.

We currently have a list of independent specialist schools on the LO website where Bradford children are attending. We have a link to the secretary of state published list of independent specialist schools. We are not required to include information about out of area schools, who do not appear on the published list where Bradford children are not attending.

Not enough information about transport provision.

Consultations on the transport policy have ended. Further information on the changes will be available shortly. The Local Offer will be updated as soon as this information is available in the Autumn Term.

The 'Stay in touch' section on the Local Offer website to include links to Barnardos Parent Partnership, Parents Forum Bradford & Airedale and Carers Resource.

We have now added these links on the homepage of the Local offer website under the 'Stay in Touch' section.

Young People  Adults (18-25 years)  Parent/Carers  Service Providers  Website 

What you said

What we did

Can you improve the quality and content of the website usage?

We have recently purchased the Google analytics tool and the web development team will set this up as soon as possible. This will provide us with much better information on the website usage for the next annual report.

You asked for the Local Offer Officers to attend SEND existing events within the Bradford District to promote awareness of the Local Offer and to also advertise these events on the Local Offer website.

We researched various events taking place in the Bradford District area over the summer. We have already attended events involving Central and Eastern European families who have a child with a hearing loss, Bradford & Airedale Parents Forum about Personal Budgets and Airedale & Wharfedale Autism Resource (AWARE) Play scheme. We have arranged to be at the following events to increase awareness and gain feedback from key stakeholders; National Play Day, Nell Bank – Fun Days, Bradford’s Specialist Play Schemes, Bradford Autism Event, Carers Resource Event, Adults Services Events and the Bradford and Airedale Parents Open Forums. In the future these events will be advertised on the Local Offer website when dates are confirmed.

Young People  Adults (18-25 years)  Parent/Carers  Service Providers  Website 

Responses from Service Providers

The Local Offer works alongside many key service providers across Education, Health and Social Care. We forwarded your feedback to the appropriate service provider and where we have this have included their response to your comments.

Education

What you said

What we did

Teachers require knowledge, skills and experience to identify children with SEN and how to support them.

All schools have a Special Educational Needs Co-ordinator (SENCo), who can identify and support children and young people with SEND. They work closely with all staff in the school.
The Local Authority has published guidance for schools and professionals on the range of special educational needs and the educational provision they require. This sits alongside the agreed funding model for schools. This is published on the Local Offer website.

More information about each schools Special Education Needs provision, responsibilities and their Local Offer

It is statutory for all schools to publish a SEND Information Report/ School Local Offer. We have updated the list of schools on the website and added links to their individual websites. Those schools that are not on the list will be contacted in September and invited to provide a link to their Local Offer.

Young People  Adults (18-25 years)  Parent/Carers  Service Providers  Website 

What you said

What we did

Schools to promote and advertise the Local Offer Video on advertising screens. School SENCO's and School Nurses to give leaflets out to young people with SEND and their parents/carers.

We will continue to work with all schools to promote the Local offer. They are aware that leaflets and booklets are available and how they can request these.

We have invited all schools to include a link to the Local Offer on their school websites.

More support required for children with behavioural, emotional and social difficulties.

Some initial scoping work is currently underway to look at funding and developing early intervention strategies that will help families and carers to support children and young people with challenging behaviour. We will be adding a link to the homepage of the Local Offer website for the Child & Adolescents Mental Health Service.

Young People  Adults (18-25 years)  Parent/Carers  Service Providers  Website 

Health

What you said

Hospitals and GP's to display the Local Offer video on public advertising screens and to display the Local Offer leaflet on notice boards

Information, advice and support for children, young people and adults with rare conditions.

What we did

The Local Authority has been working in partnership with the Districts Health Care trusts and Clinical Commissioning Groups to promote information about the Local offer through the agreed communication routes with health service providers. We will continue to develop our communications to improve the level of information that is available.

We will review the links we make available on the Local offer website with local, regional and national organisations to make access to this type of information easier for families.

Young People  Adults (18-25 years)  Parent/Carers  Service Providers  Website 

Social Care

What you said

Not enough childcare facilities for children age 9+ with Attention Deficit Hyperactive Disorder.

We have shared your comments with early childhood services. We will provide an update on any actions that have been taken during 2015/16.

Disability football club and base camp run by Bradford Council are unable to accommodate children and young people with SEND due to funding

We have shared your comments with Disability Sports and Short Breaks. We will provide an update on any actions that have been taken during 2015/16.

Young People  Adults (18-25 years)  Parent/Carers  Service Providers  Website 

Information, Advice and Support

What you said

What we did

Send out a DVD and booklet to all parent/carers and young people with SEND.

There are approximately 4000 young people in the Bradford District area with SEND. We have produced a booklet which is available on request. In the future to make the Local Offer more accessible, we intend to promote and advertise the Local Offer through various methods (schools, GP surgeries, hospitals, play schemes etc.)

Do not stop publishing The Guide.

The Guide has been replaced with the Local Offer booklet which provides up to date information across many key service providers for young people with SEND and parent/carers. The Local Offer booklet can be ordered by contacting the Family Information Service on (01274) 437503 or email - fis@bradford.gov.uk

Young People  Adults (18-25 years)  Parent/Carers  Service Providers  Website 

Feedback from Information Advice and Support Services

Parents and carers who receive independent information, advice and support from the Bradford Parent and Young People’s Partnership Service (formerly Bradford Parent Partnership Service) are given access to information, advice or support according to their own individual needs and circumstances.

The table below highlights the positive impact that the help parents and carers have received from the service, they tell us, has had on them during this time.

The survey reflects feedback received between from September 2014-Aug 2015

Theme	%
Parents and carers feel more valued as partners and better able to work in partnership with professionals	99%
Parents have a better knowledge and understanding of SEN information	99%
Parents are more confident in their child’s education provision	92%

The service has a developing role to provide information, advice and support directly to children and young people.

Next Steps

The Local Offer will continue to be developed in 2015/16 and beyond. Several activities are already planned for the first part of the Autumn Term in 2015 including:

- Development of monitoring systems to record website usage
- Amendments to website content and structure in response to the feedback already received
- The transfer of SEND information from the Family Information Service (FIS) website and updated information from the Bradford Local Offer booklet to the Local Offer website
- Development of the young people's section of the website
- Development of the search and mapping function to enable easier access to information
- Distribution of leaflets and booklets when they are requested
- Local Offer Officers to attend organised events across the District to encourage a wider group of stakeholders to contribute to feedback
- Liaison with the Information, Advice and Support Service
- On-going maintenance of website content
- Liaise with all organisations who are included in Bradford's Local Offer to advertise our Local Offer on their websites and settings and to make use of our leaflets at their promotional events.
- On-going partnership working with key stakeholders and organisations including national organisations which are included within the website.

Appendix A – Organisations requesting to be in Bradford’s Local Offer

We received requests from various organisations (table 2) to be included in Bradford’s Local Offer. We have asked parents/carers and children and young people what additional information would be helpful to them to include in the Local Offer. We considered the requests and based our decision on whether the services of each organisation would directly benefit our stakeholders in Bradford. Furthermore, the organisation had to either be a charity/voluntary group and not for profit. For independent schools/colleges/providers the inclusion criteria was whether Bradford children are currently / have been on roll to these schools (figure 1 shows the number of different organisations who requested to be in Bradford’s Local Offer and the number included).

We have emailed all organisations who have requested to be in Bradford’s Local Offer and informed them of our decision. Of the organisations that were not included, we have asked them to provide us with any further comments as to how their service will help and support the people from Bradford. In the future, we will re-assess our decision to include these organisations in Bradford’s Local Offer based upon their reasons and the views from our stakeholders.

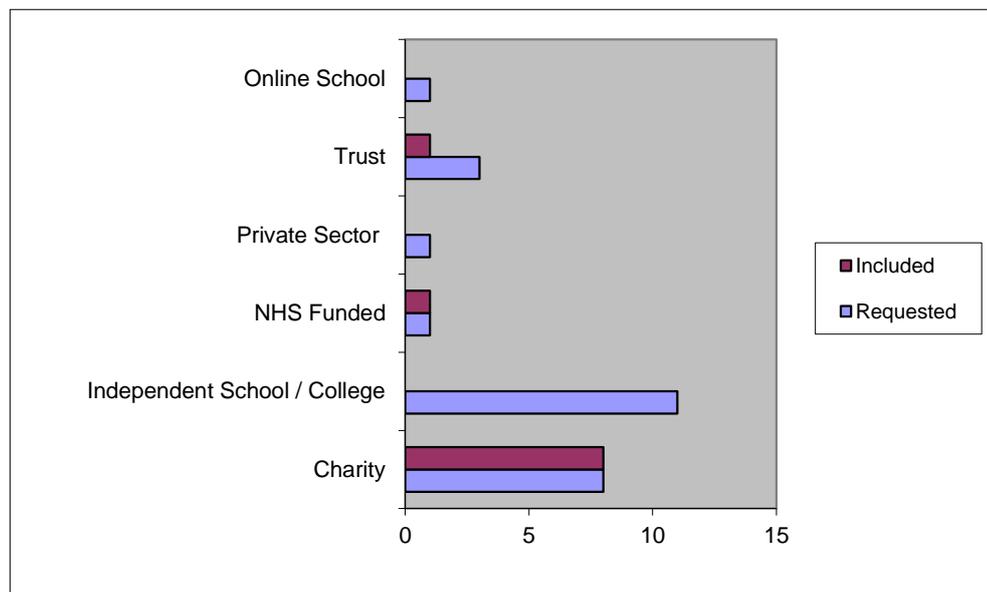


Figure 1: Number of organisations requested in Bradford’s Local Offer and the number of organisations included in Bradford’s Local Offer.

The Local Offer provides various links to information on local/regional/national voluntary organisations who are providing services to children and young people and their families who have special educational needs and disabilities.

Table 2: List of organisations who requested to be in Bradford's Local Offer and those included.

Organisation	Included
The Communication Trust	Yes
National Deaf Children's Society	Yes
Great Haworth School, Rochdale	No
Linkage Community Trust	No
Afasic England	Yes
Seashell Trust	No
St Marys Special School and 6 th Form College	No
Nunny Kirk Centre for Dyslexia	No
Peach	Yes
St Pier School and College	No
ICAN / Talking Point	Yes
Academy 21	No
Oakwood Court College	No
Mulberry Bush School	No
Wings School Cumbria	No
Nisai	No
Percy Hedley Foundation	No
Autism Partnership UK	No
Blind Children UK	Yes
Horizon Care & Education	No
SENSE	Yes
Independent Parental Special Education Advice (IPSEA)	Yes
National Deaf Child & Adolescent Mental Health Service (CAMHS)	Yes
Child & Adolescent Mental Health (CAMH)	Yes
Shieling School Thornbury Bristol	No

Appendix B – Local Offer Co-production: Children / Young People

Co-production with young people took place at various schools and colleges in the form of workshops (see table 3 below for participant characteristics). The sessions were split into two sections, firstly an activity to help young people understand the range of services involved in a life of a person from birth to 25 years. And secondly, to ask young people about their ideas for a one stop website. The latter included general ideas, whereby existing websites were shown to pupils, and their thoughts on the ‘pros and cons’ were discussed.

Table 3: Young people characteristics from Local Offer workshops

School/Service	Age Group	Additional Needs	Total
Beechcliffe	14-19	Physical, learning and behavioural impairments	20
Hanson Academy	14-16	Hearing impaired	15
Hanson Academy	14-16	Visually Impaired	8
Oastlers	12-13	Emotional, social and behavioural needs	7
Keighley People First	19-21	Undisclosed	4
Shipley College	18-19	Learning difficulties, autistic, visually impaired	11
Total number of young people consulted via workshops			65

To reach out to young people who did not openly identify as young people with additional need and in attempt to contact more young people we produced an online survey, which included a pictorial version that could be downloaded and sent back via post. The online survey was based around how young people access the internet, what they like about websites, how they would like the Local Offer website to be designed and what information they would like to be included in the Local Offer. Participants involved in the online survey had a variety of additional needs (see Table 4 for participant characteristics).

Table 4: Young people characteristics from Local Offer online survey

School/Setting	Total	Age Group	Total
College	24	14-16	5
University	3	17-18	4
Mainstream School	6	19-20	11
Special School	1	21-23	11
Pupil Referral Unit	0	23+	4
Total number of respondents from the online survey 36*			
*Some parents/carers may have completed the survey			

Appendix C: Events and meetings Local Offer Officers have attended to review, promote and gain feedback to develop the Local Offer that have taken place after the initial consultations, workshops and co-production events

Type	Group	Category	Date
Meeting	Local Offer review meeting with Key stakeholders involved in Co-production	Parents and carers	17/6/15
Event/Open forum	Parents Form Bradford & Airedale Open forum "Personal Budgets" consultations In Bradford and Keighley venues	Parents and carers	24/6/15
Meeting	Parent Partnership Barnardos Young Peoples workers feedback of the Young People views and ideas about things to do and the Local Offer	Young people	02/07/15
Event/conference	Eastern European families of children with a hearing loss- "How can we help" BMDC Support Team for Deaf Children & Education Service for New Communities and Travellers	Parents, carers and young people	09/07/15
Event	Airedale & Wharfedale Autism Resource (AWARE) Play scheme for children and families	Parents, carers, Children and young people up to 16 years	12/08/15

If you have any comments about the annual report or would like further information about the Local Offer please contact:

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