



City of
BRADFORD
METROPOLITAN DISTRICT COUNCIL



BRADFORD'S SPECIAL EDUCATION NEEDS AND DISABILITIES (SEND)

Local Offer Annual Report 2021 - 2022

HELP AND
INFORMATION
FOR FAMILIES
WITH SPECIAL
NEEDS AND
DISABILITIES

BRADFORD AND DISTRICT
LOCAL OFFER

LO

Information on the services available to children and young people with Special Education Needs and/or Disabilities from birth to 25 years of age.

- Adulthood
- Education
- Info, Advice and Support
- Things to Do

- Early Years
- Getting Around
- Health
- Social Care

Forward

I am pleased to introduce the 2021 - 2022 Local Offer Annual Report.

The development and review of Bradford's Local Authority SEND Local Offer during the last 8 years has been strongly influenced by the views of children and young people with special educational needs and disabilities (SEND) from birth to 25 years of age, their parent/carers and SEND professional, including the voluntary and community sector, who have given a continued level of commitment to this area of work.

Bradford's Local Offer has evolved over recent years and developed effective partnerships with key SEND services including: Parent/Carers Forum, Bradford Barnardo's (SENDIASS), Special Inclusion Project, SEND Strategic Partnership Board and SEND work streams, Health Commissioners and other SEND organisations across the district.

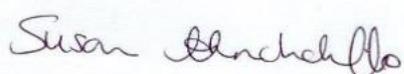
The challenges of the Covid-19 pandemic have placed pressures on everybody in society, and specifically children, young people with SEND and families. In spite of the recent coronavirus lockdowns and restrictions, we have continued to engage and coproduce our services with children, young people and their families to deliver the SEND reforms and improve our compliance and performance.

As we emerged from the restrictions imposed by the Covid-19 Pandemic during the latter part of 2021 Bradford Local Authority continued to provide an unprecedented level of support for local families and many provisions are now able to deliver their services on a in-person basis, this has been particularly beneficial for the co-production workstreams undertaken by the SEND Transformation and Compliance team.

The feedback that we have received through the Local Offer has been very important to us, and as a result of this, further developments will be made to the Local Offer website. Key stakeholders, including children and young people, parents/carers and providers continue to be involved in the co- production of the improvements planned for the website to ensure that children and young people with SEND have a better life experience with improved outcomes in Bradford

We will continue to review the services that are available to children, young people and their families with SEND 0-25yrs across the district. We will achieve this by proactively engaging with parents, carers, children and young people and using the Local Offer feedback to inform the future commissioning and delivery of SEND services across Education, Health and Social Care.

Councillor Susan Hinchcliffe
Chair of Health and Wellbeing Board



Introduction

Welcome to the Annual Report on the Bradford Local Offer for 2021 – 2022

The Children and Families Act (2014) and the Special Educational Needs and Disabilities (SEND) Code of Practice (CoP) 0-25 Statutory Guidance (2015) placed a requirement on all Local Authorities to publish a Local Offer. 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 of age with SEND. The Local Offer includes local provisions and provisions outside of the area that are likely to be used including regional and national specialist provision.

The purpose of the Local Offer is to;

- Provide clear, comprehensive and accessible information about the available services and how families can access them.
- 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 past year has seen significant changes to the Bradford Local Offer team with the appointment of a new Local Offer Lead, Nigel Hammon, following the departure of Sarah Pawson who had successfully led the Local Offer for many years.

With this new leadership of the SEND T&C Team a series of improvement projects were identified and included a review of the delivery methods employed for the Local Offer, the *Local Offer Refresh project*.

Table of Contents

Forward	1
Introduction	2
Ofsted Inspection 2022	4
Engagement & Co-production events	5
World Autism Awareness Day [WAAD] (7th April 2022)	6
Ongoing Engagement and Co-production.....	6
Integrated Assessment workstream	7
Preparation for Adulthood (PfA).....	7
Bradford’s Family Leadership Programme	8
PfA Outcomes training.....	8
Acknowledgements.....	9
Local Offer Refresh	10
SEND Partnership Newsletter.....	12
Videos	13
Service information published on the website	14
Website usage 2021 – 2022.....	15
Surveys undertaken 2021 2022 - Results.....	16
Next steps: 2022 – 2023	17

Ofsted Inspection 2022



March 2022

The Local Offer team met with Ofsted inspectors to review the current status of the Local Offer and our plans for the future.

The inspectors made the following observations:

1. The Local Offer does not contain the right information about the SEND Services that are available across the area.
2. It is difficult to navigate.
3. Although Leaders have started to make improvements, it is hard for children, young people, families and professionals to find the information that they need.

Our response:

1. We are aware that information on the website requires ongoing quality auditing and our mantra will be 'Quality over Quantity' and 'Universal accessibility', ensuring we continue to work effectively across the partnership and meet the needs of our families. Work on this initiative is underway and will be an ongoing activity.
2. Our upcoming website refresh project will address and resolve current navigation challenges using suggestions and feedback from stakeholders and employing current best practice in website design.
3. Ofsted recognise that changes are being made, and will continue, to improve the accessibility of information by improvements to the search engine, website design and navigation methods employed on the Local Offer website.

Engagement & Co-production events



We have throughout November and December last year engaged in our co-production Open House Events both virtually and in person at The Kala Sangam in Bradford and Keighley Town Hall to help capture the voice of the families and shape our services for the next two years. One aim of our events has been to identify areas of need. Another key aim has been to co-produce and designing services identified in our SEND Improvement Programme that are referenced throughout the Self Evaluation Framework (SEF).

Over 100 Professionals, Parents and Carers and Young People have taken part across these events. The designs of these services will be shared for review in the Early New Year with all those who took part. We will also publish these on our Local Offer and continue to seek additional feedback in the design of our future services.

Attendees were welcome to attend for all or part of the day depending on which topics they were most interested in. The topics covered were:

Quality Assurance Framework - This session looked at how we create a robust system to monitor the quality of EHCPs produced in Bradford.

Local Offer Refresh - This session looked at how we will continue to improve our Local Offer, allowing families easy access to the information, advice and support services available to them across the district.

Short Breaks - This session looked at how we take forward families recommendations from the Short Breaks review (2020/2021) to ensure all children and young people with SEND have access to an appropriate Short Breaks for their needs.

Family Finance - This session looked at how we will allow for families in Bradford to access the most appropriate finances through Direct Payments and Personal Budgets to support their needs.

Brokerage Services - This session looked at how a Brokerage team can best support families gain access to the Services that will meet their needs.

Bradford Marketplace - This session looked at how we create a 'market place' to ensure children and young people with SEND have access to appropriate services which will meet their needs and allow for better outcomes to be achieved.

Young Persons Voice - This session looked at how partners across Bradford will ensure that the voice of children and young people is captured and at the centre of all we do.

Employment, Training and Education (ETE) - This session looked at how we will ensure all young people in Bradford with SEND have an appropriate ETE plan and the opportunities to meet their aspirations.

Workforce Development - This session looked at what training and support we need to provide to all professionals working with children and young people with SEND in Bradford.

Performance and Insight - This session looked at what data we need to monitor to ensure we are meeting the needs of children and young people with SEND in Bradford.

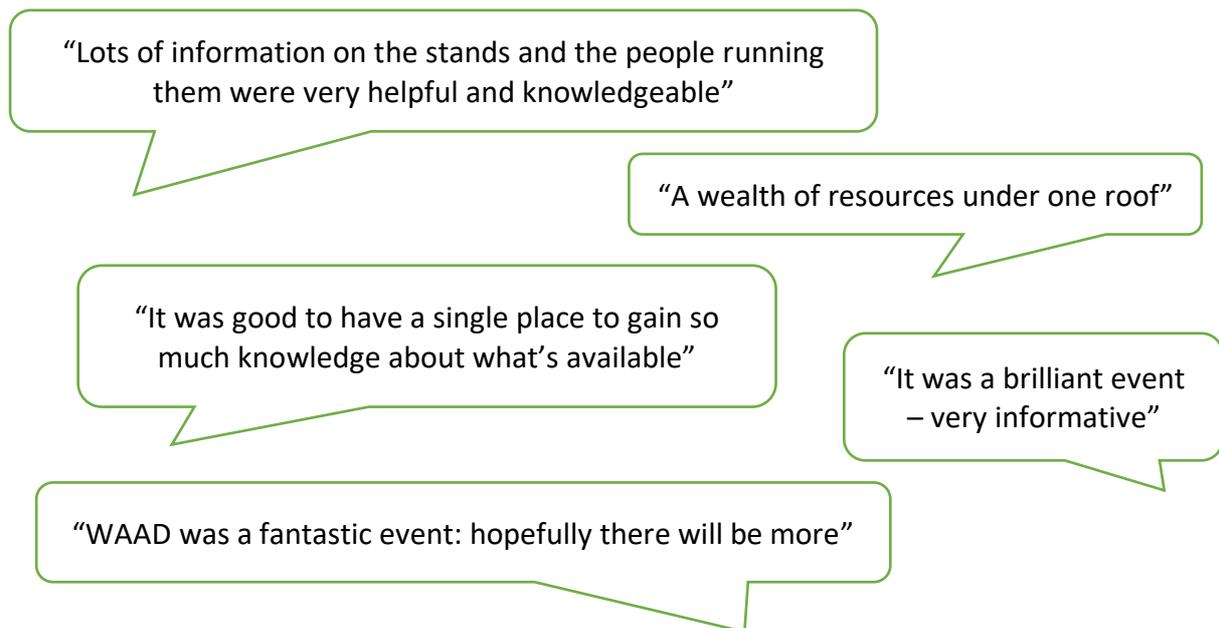
World Autism Awareness Day [WAAD] (7th April 2022)



A big thank you to Airedale & Wharfedale Autism Resource (AWARE) for organising a fantastic event at Bradford City Football Stadium 7th April 2022. The event was well attended with over 30 stall holders and was attended by 480 parent/carers and professionals. There were stalls on everything from short breaks to carer support, early help and training and Bradford's Local Offer.

The Local Offer manned a stall and this event raised the profile of the Local Offer among parent/carers in particular. Our stall was well attended and we managed to distribute a range of Local Offer brochures and information leaflets. During the event we also conducted survey to gauge opinion of the Local Offer and its website. **Appendix B**

Attendee feedback from the WAAD event:



Ongoing Engagement and Co-production

Our team Open Houses during 2021 helped add renewed energy to our SEND Transformation journey and meeting so many partners, parents, carers and young people helped enhance our co-production journey and identify our priorities moving forward. Conversations with our parent/carer network saw us re- start the parent/carer group network in January 2022 and refresh our work with 8 parent/carer groups within the district. The groups have identified their key priorities and we are already engaging services in pro-active discussions to improve communication, inform parents better and share

concerns. The group are also keen to work together to do their first parent/carers district wide survey later this year.

The Transformation projects also saw us start our Young People's Voice project after our Open Houses. We were able to have a meeting in January 2022 with over 20 partners, colleagues and volunteers and all partners inputted into our scope work to help us identify good work across the district. Children and Young People from across the partnership are now pro-actively helping to shape the future of how we engage with children and young people moving forward which is a significant step forward and we hope this will grow across the partnership as we move along our co-production journey.

The SEND Inspection was a real reflection of the commitment and interest of our parent/carers group with over 600 parents completing surveys and sending in feedback to the inspection team. We hope to continue to harness this commitment and interest as we continue on our co-production journey.

Since the start of 2021 we have been having quarterly meetings with services around their co-production journey including how they communicate, inform, discuss, consult and coproduce their service. Feedback is helping to build our Communication and Engagement plan with all partners and the realisation we still have a long way to go but with the support of all partners things are improving.

Integrated Assessment workstream

Last year we held two Co-production and Engagement events in the Summer and November where parents and carers identified that the quality of EHC plans were variable. As such, we created a standalone project as part of the wider SEND Transformation programme to look at our Quality Assurance Framework.

This has involved: 1) a phased reviewing of current EHCPs through our Complex and Vulnerable Panel which has reviewed the plans of our most vulnerable children and young people; 2) An external review by our Sector Led Improvement Partner (Warrington Council) of 100 EHCPs for our Children in Care; 3) The draft development of our Quality Assurance Framework; and 4) the development of key data points for inclusion in our SEND Vital signs document.

At each of stage, we have worked as partners across the Local Area and ensured that key stakeholders, including parents and carers, have been kept informed of our developments through the workstream and in turn the SEND Strategic Partnership Board.

Other work the workstream has overseen includes: the creation of the Annual Review Recovery Team; aligning Annual Reviews with Social Care reviews, including PEP meetings; undertaking parent and carer satisfaction surveys following the finalisation of an EHCP; reviewing how children and young people with Hearing Impairments and Visual Impairments ensure their voice is heard in their EHCP.

Preparation for Adulthood (PfA)

There have been a number of Co-production and Engagement events that the PfA workstream identified and led. These included;

- Bradford's Family Leadership Programme
- PfA Outcomes training
- PfA Minimum Standards Pilot trial which was led by the National Team for Development and Inclusion (NDTi)

Bradford's Family Leadership Programme

This programme was initially Co-Produced by over 50 professionals, partners and parent/carers from across the district. At the end of the May 2022, three of these modules have been delivered; Introduction and Rights, Education, Learning and Work & Planning for Good Health - CYP with LD and Speech and Language Therapies.

A total of 59 parent/carers joined the first three sessions and the following feedback was received:

- "Useful info re SALT, Waddliloves and Transitions"
- "I thought that these family leadership modules were for parent/carers on the preparation for adulthood pathway, but parent/carers of much younger children are attending and I'm a bit concerned that the information isn't relevant and may change by the time they are ready to move into adulthood."
- "There was a bit too much reading off PowerPoint slides."
- "No but personally I would prefer to have the slides in advance so I can print them out and annotate them as I listen to presentations...much easier and more productive for me"
- "No concerns over the session, just concern about the child been left when he reaches adulthood. years of struggles my child had for support/understanding and diagnosis, i know it will be much worse once hes 18. when i say years im talking nursery to year 10 so over a decade"

Upon reviewing comments above and conversations following the modules, we are currently reviewing the delivery of future content, this will involve: face to face sessions, more tailored to individuals allowing for specific information about their own situations and an event that will allow for a greater scope of information to be accessed.

PfA Outcomes training

Following a PfA Outcomes session delivered by the Preparing for Adulthood team at the NDTi, we Co-produced a training pack that has since been delivered to; The SEN Team, The Social Communication Interaction & Learning (SCIL) Team, Educational Psychologists and SEND Staff at Bradford's Colleges.

The following feedback was received:

- "A very helpful session."
- "Thanks for your time and presentation slides"
- "Thank you for the training you delivered this morning. I found it most interesting and would welcome the opportunity to chat with you sometime."

PfA Minimum Standards

As part of the NDTi's PfA Minimum Standards & Coproduction Event, Bradford were one of three Local Authorities that volunteered to be part of the pilot. These standards were taken to the PfA Workstream where a number of professionals and carers had the opportunity to comment on them and help Bradford to gain a better understanding as to where we are when delivering the PfA Minimum standards. We are keen to develop this further and hold a number of engagement events with the help of our Parent/Carer groups to understand the lived experience of our families with SEND as they transition into Adulthood.

Acknowledgements

We would like to recognise the support and contributions to the Local Offer from the many and varied organisations and professionals that provide the information used on our website, monthly newsletter and the supporting printed resources. Most importantly the many Parent/Carer groups, and Children & Young people organisations that provide important feedback and direction for the future of the Local Offer.



Airedale & Wharfedale
Autism Resource



NHS
Bradford District
and Craven
Clinical Commissioning Group



Local Offer Refresh



As a part of the SEND Transformation Project, the Local Offer Refresh project commenced during June 2021 and was tasked with reviewing all aspects of the Local Offer allowing families easy access to the information, advice and support services available to them across the district and in particular its main delivery mechanism, the Local Offer website.

The feedback that we have received through the Local Offer has been very important to us, and as a result of this, further developments have been made on the Local Offer website. Key stakeholders, including children and young people, parents/carers and providers continue to be involved in the co-production of the new website, to ensure we get it right for families.

We are now looking forward to making changes to the Local Offer Website as we undertake commercial contracting arrangements for the site and help to evolve the content in line with the need of Parent/Carers, Children & Young People and Professionals.

We are also studying changing the look and feel and user functionality of the website as part of the Local Offer website refresh project. We undertook a survey to gain a better understanding of where people thought we should focus our work to improve the new Local Offer website. **Appendix B**

A brief 'You Said we Did' summary:

You said - Feedback	We did – New website plan
Search facilities are not intuitive and deliver too many unrelated results.	Employ industry standard search algorithms delivering targeted results from search phrases and key words.
Include chargeable services and clearly identify such service throughout the site.	Any service can be flagged as chargeable and will be clearly marked as such whenever the service is presented to the user.
The website is not useable on mobile devices.	The new website will be developed as an industry standard 'mobile first' solution enabling it to be used on all mobile devices.
Service listing are ambiguous and only show a title and replicated graphic making it difficult to understand what the service offers.	All service listings will include a brief description of what the service offers and will be shown with a recognisable logo.
It is impossible to find past news items from the latest new page on the website.	News items will be grouped into synergise categories and a full search of past news items will be available both on the news page and general site search functions.
Can we have an app dedicated to CYP to increase engagement from these stakeholders?	Native iOS and Android apps are expensive to develop and maintain, however, PWA technology has enabled us to consider

	whether the cost effective development of an app for the Local Offer is possible.
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SEND Partnership Newsletter



The Local Offer contributes and supports the publication of a monthly SEND Partnership Newsletter. The newsletter includes information from partners & services from across the district and is developed by the SEND Transformation & Compliance Team and is distributed by e-mail to a wide range of subscribers. Subscriber numbers and contributors have increased throughout the year, with the former been roughly 6,500 in January 2021 increasing to over 8,000 in December 2021 and the team actively promote the newsletter at all co-production events.

To support the monthly publication of our newsletter we have added all back issues to a dedicated page on the Local Offer website, this has proved to be a popular resource.

One Minute Guides



One minute Guides are a 1-page document that provide quick, simple and accessible information. Our one minute Guides have proved to be an increasingly popular and well used resource of the Local Offer and this year we now have thirteen guides available on the website, we will continue to develop new guides on an ongoing basis, each guide can be printed from the website for future reference.

The One Minute Guides have been re-branded and are promoted extensively with use of QRcodes [*Quick Response code*] on related publications. This improves accessibility especially for user who prefer to use the Local Offer on mobile devices.

Currently published One Minute Guides:

- Annual Reviews
- Annual Review - If you are not happy with the outcome
- Early Years Enhanced Specialist Provision
- EHCA Process
- EHC Assessment – Online Portal for Parent Carer applications
- EHCP Content
- Extra support/SEN support
- Local Offer
- Masking in schools
- Masking in Schools
- Personal Budgets
- Requesting an EHCP
- SEND Complaint Process
- SENDIASS
- Sensory Impaired Resourced Provision
- Special Schools

Videos



One Minute Guides (OMG)
Local Offer OMG

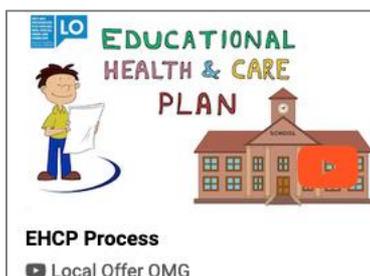
We have been asked to produce short videos, in particular to improve engagement from Children & Young People, and this year we have produced a series of videos covering a range of topics.

Earlier in the year we published a new Local Offer introduction video on YouTube 'What is Bradford's Local Offer?' that was produced by the Children & Young People of *Allstars* (DOUBLE CHECK THIS)

To support the One Minute Guides (OMG), we have developed short introduction videos for the guides identified by families as the most interesting topics:



One Minute Guides (OMG)
Local Offer OMG

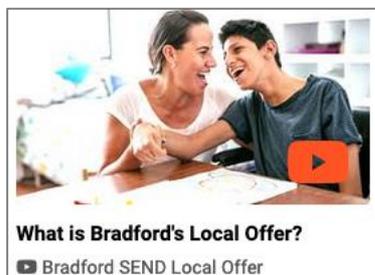


EHCP Process
Local Offer OMG

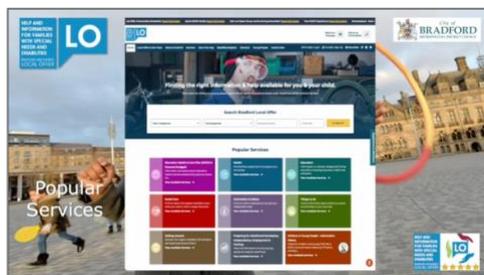


Personal Budgets
Local Offer OMG

And for organisations that want to introduce the Local Offer at meetings and events, a five minute narrated video covering what the Local Offer has to offer, and how to use the website is available.



What is Bradford's Local Offer?
Bradford SEND Local Offer



Service information published on the website



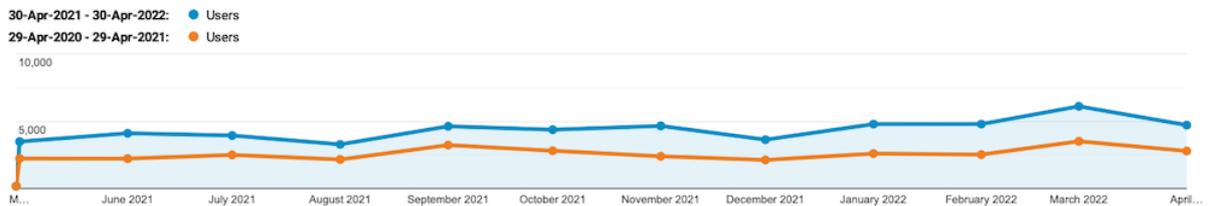
Local Offer Partnership Programme

During this report year 38 new service providers have registered with the Local Offer.

Service information published on the website is required to be regularly reviewed and updated by service providers. To encourage more engagement with this important task a new 'Partnership Programme' has been launched this year to support service providers, this includes guidance documentation on what information needs to be published and assistance to ensure content published on the Local Offer is assessable to all stakeholders. One on one tutoring with the Local Offer team is available to overcome any difficulties with the use of the content management system used to perform the updates. Reports are available to providers to help them manage and maintain their service information the Local Offer. These have resulted in an improvement in information quality, and more timely updates as service grow and evolve. We currently are undertaking a quality audit of information and services published on the Local Offer as part of the refresh project.

Website usage 2021 – 2022

All users



Page views



Website usage has shown an increase of 15% over last year. Mobile device access to the website has increased significantly making it more important that a new website must be developed as a 'mobile first' solution.

Top Ten Services by page views



Increased website usage throughout the year is encouraging but as we see in other parts of this report users are often finding it difficult to navigate the site effectively.

Surveys undertaken 2021 2022 - Results

Allstar Apprentices were asked to use the current website and answer questions on its use, content and their experience.

The results are published in

<https://localoffer.bradford.gov.uk/public/images/images/1654506410.pdf>

A general survey to understand the use and opinions of users of the current website was undertaken this year.

The results are published in

<https://localoffer.bradford.gov.uk/public/images/images/1654506618.pdf>

Children & Young People survey.

The results are published in

<https://localoffer.bradford.gov.uk/public/images/images/1654506776.pdf>

Next steps: 2022 – 2023

Exciting developments are already underway for 2022 to 2023 to continue to improve the delivery of the Local Offer making it more accessible and in wider variety of formats designed to target our three main stakeholders: Parent/Carers, Children & Young People and Professionals. The Ofsted findings and enhanced co-production activities will be directing all our improvement plans and lessons learned from recent years will be fully embedded in our plans.

Our plans for 2022 to 2023 are:

- Development of a new & improved Local Offer website.
- Completion and distribution of Local Offer printed resources.
- Quality audit of all services and information published on the Local Offer website and printed resources.
- With the easing of Covid-19 restrictions an increase of in-person co-production events will be undertaken.
- Increased publicity and marketing of the Local Offer and improved social media exposure.
- Integrated Assessment workstream
Our priorities for the following year will be to embed and improve the Quality Assurance Framework across the Local Area to ensure that children and young people have EHCPs that accurately reflect how they can meet their aspirations whilst continuing to ensure that they are receiving their EHCP and reviews in a timely manner. To do this we will ensure we continue to listen to children, young people and their families, and ensure the Integrated Assessment team and all our services across the Local Area have the resources they need to meet this.