



City of
BRADFORD
METROPOLITAN DISTRICT COUNCIL

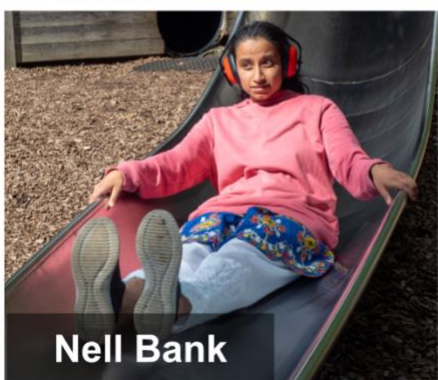
HELP AND
INFORMATION
FOR FAMILIES
WITH SPECIAL
NEEDS AND
DISABILITIES
BRADFORD AND DISTRICT
LOCAL OFFER



Bradford's Local Offer Annual Report 2022 / 2023



Nell Bank



Nell Bank



High Park School



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

Foreward

I am pleased to introduce the 2022 - 2023 Local Offer Annual Report.

The development and review of Bradford's Local Authority SEND Local Offer during the last 9 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.

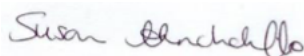
We have continued to engage and coproduce our services with children, young people and their families to deliver the SEND reforms and improve our compliance and performance.

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, published material and events.

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 and the production of printed support information leaflets and posters 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 and co-production events 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 2022 – 2023

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 by families with SEND, 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 with the Local Offer Refresh Project now well underway and due to be completed before the end of 2023.

The report outlines engagements and co-production with parental support organisations, charities, statutory and third sectors partners. This is followed by an overview of how the Local Offer has been accessed with key service user data. Finally the report shares news about the Local Offer refresh and next steps.

Table of Contents

<i>Foreward</i>	2
<i>Introduction</i>	3
<i>Ofsted inspection 2022 – Written Statement of Action (WSOA)</i>	5
<i>Local Offer Engagement</i>	6
World Autism Acceptance Day 2023 (WAAD).....	6
Family Fun Day at Nell Bank.....	6
Thinking Big Summer Celebration Event	6
AllStar Apprentices.....	7
<i>Open House – New website</i>	8
<i>Coproduction and Engagement workstream</i>	9
The SEND Local Offer newsletter	9
Annual Parent/ Carer Survey.....	9
SEND Partnership Communication plan	9
SEND Children’s Participation.....	10
SEND Parent Ambassadors.....	10
<i>Preparation for Adulthood (PfA)</i>	11
PfA Parent Sessions	11
Internships Work Programme	11
PfA Prospectus	12
PfA Outcomes training.....	12
PfA Workstream Chair	12
<i>Web site usage 2022 – 2023</i>	13
Local Offer contact centre	14
<i>Local Offer Refresh</i>	15
<i>Next steps for 2023/2024</i>	16
<i>Acknowledgements</i>	16

Ofsted inspection 2022 – Written Statement of Action (WSOA)

Bradford received its Local Area SEND Inspection carried out by Ofsted and the Care Quality Commission in March 2022.

As a result, Bradford Council and the West Yorkshire Integrated Care Board (ICB) were asked to produce a Written Statement of Action (WSOA) outlining how it would make improvements to five areas where there were significant weaknesses.

The development and improvement of the Local Offer is a key action from the WSOA.

Full details of the Bradford local area SEND Inspection – WSOA as well as subsequent monitoring updates are available on the Local Offer here:

<https://localoffer.bradford.gov.uk/service/1556-Bradford-local-area-SEND-Inspection---WSOA>

Local Offer Engagement

World Autism Acceptance Day 2023 (WAAD)



AWARE held a World Autism Acceptance Event (WAAD) at Bradford City. Along with more than 20 other stall holders the Local Offer was supported by members of the SEND Transformation & Compliance Team to raise awareness and support families on the use of the website and how they can find the right information to services available in Bradford.

WAAD was a drop-in event for families with autistic children or young people and was an unmissable chance to meet a whole host of services including, but not limited to, education and health care, speech and language, social care, sports and activity clubs, the Local Offer and more.

This year nearly 500 parents and carers attended and with 30 stalls a wide range of support services were represented.

Family Fun Day at Nell Bank



The Specialist Inclusion Project and Nell Bank Charitable Trust held a Family Fun Day event and the Local Offer and members of the SEND Transformation & Compliance Team were in attendance to inform families about the Local Offer and the support it can offer in finding local services and help for families with SEND children.

Some of the day's activities included:

Adventure Play, Nellbanian Mountains, Den Building, Habitat Trail, Water Play, Wheelchair Swing, Bikes & Trikes

Thinking Big Summer Celebration Event



The Local Offer attended the Thinking Big annual social event to celebrate their wonderful members and the journey they have all been on over the year. During the pandemic they held their summer social event virtually, they were excited to return to a face-to-face event in August 2022 and invited existing and new members to join them for food, family entertainment & activities, time to talk and meet new people, alongside some music, a raffle and more.

AllStar Apprentices



During this year the AllStar Apprentices have worked with the Local Offer to help co-produce several aspects of the Local Offer, in particular, they have reviewed services on the Local Offer targeted at children and young people and documented their assessment of the services they found, this work has enabled us to engage with service providers to make their services more appropriate and accessible to the children and young people of Bradford using the feedback received.

The apprentices also conducted a series of quality audit 'dip tests' of services and provisions on the Local Offer. The apprentices were tasked to review random content on the Local Offer to ensure that it is accessible, up-to-date and contains appropriate contact details. This exercise was undertaken as part of the overall quality audit of the service information on the Local Offer and provided us with useful insight into the way that children and young people access the service provisions available to them.

Eight apprentices were each awarded a '**Bradford Local Offer Web Page Auditor**' Digital Badge of achievement for the work they completed during the quality audit.

What are digital badges?

A smart, simple, and visual way of recognising non-accredited learning.

A useful tool for earners to proudly display on their website, email signature, LinkedIn profile, and CV.



The apprentices are now working on a new project to help design the information leaflets that the local offer will be producing this year, their ideas will include the design of the leaflets and in particular content of the leaflets to ensure that the leaflets address the information needs most requested by children and young people in the Bradford area.

Some feedback from the apprentices:

"It was really empowering to learn about what it takes to audit website pages and it was very informative."

"It was a pleasure to work with the Local Offer and every co-production session was good and fun."

"I learnt a lot about websites during the sessions with the Local Offer."

Open House – New website



We are inviting families, children & young people and professional services in the Bradford District to have their say on the development of the new Local Offer website that will be delivered in November this 2023.

This coproduction event will be held throughout the day from 10 o'clock until 4 o'clock on June 9th 2023, and participants will be welcome to drop-in at any time during the day to meet the Local Offer team and the company that will be developing the new website.

Participants will have their say on:

- The quality of service information on the website
- How the website will look, helping with a fresh new design?
- How the website works, improving functionality and searching for instance
- Testing the website so that it is ready for delivery to families in the Bradford District by November 2023

Coproduction and Engagement workstream

It has been another busy year for the Coproduction and Engagement workstream and lots of progress has been made by partners to improve our communication and engagement.

The SEND Local Offer newsletter

The monthly e-newsletter targeted at SEND families in Bradford now has 7,000 subscribers. Subscribers include both families and parent/ carers who care for a child with SEND but also professionals working with SEND families.

Contributions towards the newsletter from partners has also increased over the year and the Coproduction and Engagement workstream are now monitoring contributions to try and identify any gaps in information but also hope to coproduce with families a forward plan this summer to ensure families can receive more relevant information and updates in a timely way.

The Parent Carer Support Group Network This network of SEND parent/ carer groups from across the partnership first met in January 2022 and since then have continued to meet. The group includes AWARE, PFBA, SNOOP, Thinking Big, Carers Resource, SENDIASS, Bradford Stronger Together, Downs Syndrome Bradford, LS29 and meets on a monthly basis. The aim of the group is to improve communication between services and SEND families and ensure the voice of parent/ carers and SEND families is heard and fed back into the SEND partnership. The group is still in early stages but has formed a positive links with SEN Assessment, the Social Communication Interaction and Learning Team (SCIL), CCHDT Children's Social care team and looking forward to working with other services in the next year.

Annual Parent/ Carer Survey

The first partnership wide annual parent carer survey was completed in Summer 2022. The survey was drafted by the Parent/ carer network group in partnership with the council and shared with the Coproduction workstream members prior to distribution with the parent/ carers. Over 150 families completed the survey thanks to the work of the parent/ carer network and the findings of the survey were reported back to the SEND Strategic partnership board members.

SEND Partnership Communication plan

Following the outcome of the SEND Inspection a SEND Communication plan has been drafted for the partnership and will be shared with the Coproduction and Engagement workstream in May and shared on the Local Offer shortly after. The plan has been drafted in response to the Written Statement of Action on Communication. The partnership are also in the process of recruiting a SEND Communication lead who will help improve communication further once in post. As part of this we have also coproduced family friendly SEND branding which was launched in March 2023.

SEND Children's Participation

As part of our SEND Transformation journey, stakeholders felt it was important more work was done to gather the voice of the child and young person and the lived experience of children and young people with SEND. Following the inspection we have worked with partners including AWARE, Hanson Academy resourced provision, SORM, MENCAP, Shipley College and our SEND Apprentices to start to shape how we can improve communication with children and young people and ensure their voice and lived experience is heard across the partnership.

As part of this work funding has been secured to appoint a new SEND Children's Participation Officer and Matt Elliott joined the team in April 2023.

SEND Parent Ambassadors

Our SEND Parent Ambassadors continue to support the work of the SEND Transformation and Compliance Team and the team remain ever grateful for their commitment and time both attending ambassador meetings and for those parents that are involved in SEND Workstreams too. Great progress has been made on our transformation journey since our Ambassadors came into post and their role in helping us get to this stage can never be underestimated.

Preparation for Adulthood (PfA)

Last year the Preparation for Adulthood workstream has reviewed its achievements to date and used feedback to help inform its forward plan and areas for development.

There have been several Co-production and Engagement events that the PfA workstream identified and led.

These included;

PfA Parent Sessions

Online sessions were held via the support of a number of Bradford's Parent Carer Groups, the aim of these sessions was to raise the awareness of the importance of Preparation for Adulthood planning discussions and what these should include, ensuring these are holistic and not focused on one specific area. Parents on these sessions provided feedback and it was clear that these discussions and transition planning is variable across the district. This is helping to inform training and Quality Assurance practices to help inform that children and young people are suitably supported during their transition journey.

Post 16 transitions – Focus groups & Lived Experience

Several focus groups were held with children and young people, parent and carers and educational settings to understand the lived experiences of those transitioning to a Further Education setting. Some of the feedback was:

- Support outside of actual timetables lessons was unclear.
- No support with work experience finding placement or accessing placement.
- Lack of support with independent living.
- Limited support with social skills/ friendships not supported to integrate at lunch time

We are working with settings and families to ensure that these areas are addressed when a transition plan is being developed.

Internships Work Programme

In October 2022, Bradford commenced the Internships Work Programme supported by the NDTi, BASE and DFN Project Search. Since then the Local Authority has reinvigorated its Internship Work Network Forum, which has membership of Local Authority staff, Supported Internship providers, Employers, Parent/ Carers, Children and Young people and Educational Settings. The aim of the programme is to double the amount of Supported Internships in the Local Area and address some of the barriers that have been identified.



PfA Prospectus



Feedback from Children and Young People, Parent/ Carers and Professionals identified that they were not clear as to what services are available in Bradford to help support transitions to Adulthood. To help with this the Educational Psychologist service commissioned a piece of work to develop the Local Area's Preparation for Adulthood Prospectus, which was launched in late 2022. Since publication the prospectus has received excellent feedback and is helping families find the support they need.

PfA Outcomes training

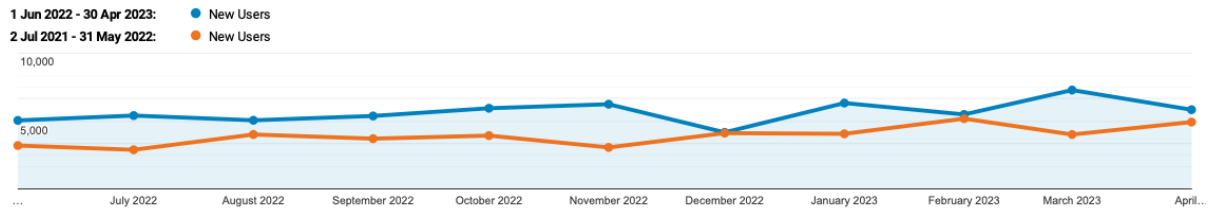
The Co-produced training PfA outcomes training presentation has continued to be delivered across the Local Area. This is to help ensure that those involved in supporting families transitioning to adulthood are familiar with the PfA areas that are to be discussed and planned for and that these are included within the Children's and Young People's plans.

PfA Workstream Chair

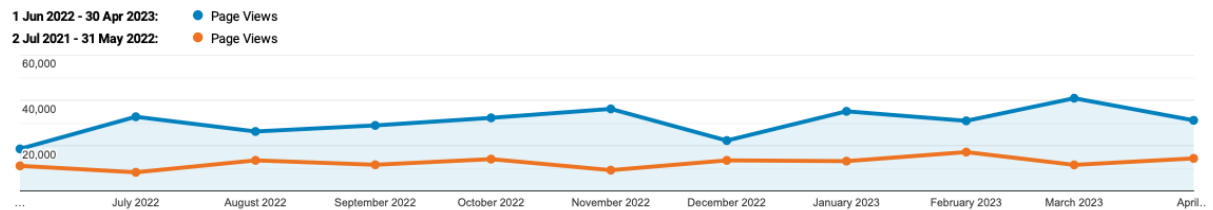
The Local Area has made it their mission to widen the involvement of partners in the SEND Workstreams to support, coproduce and challenge the workstream progress to support further benefits to children and families. This includes a newly appointed Independent Chair to the PfA Workstream, who is championing the voice of Parent/ Carers.

Web site usage 2022 – 2023

Users

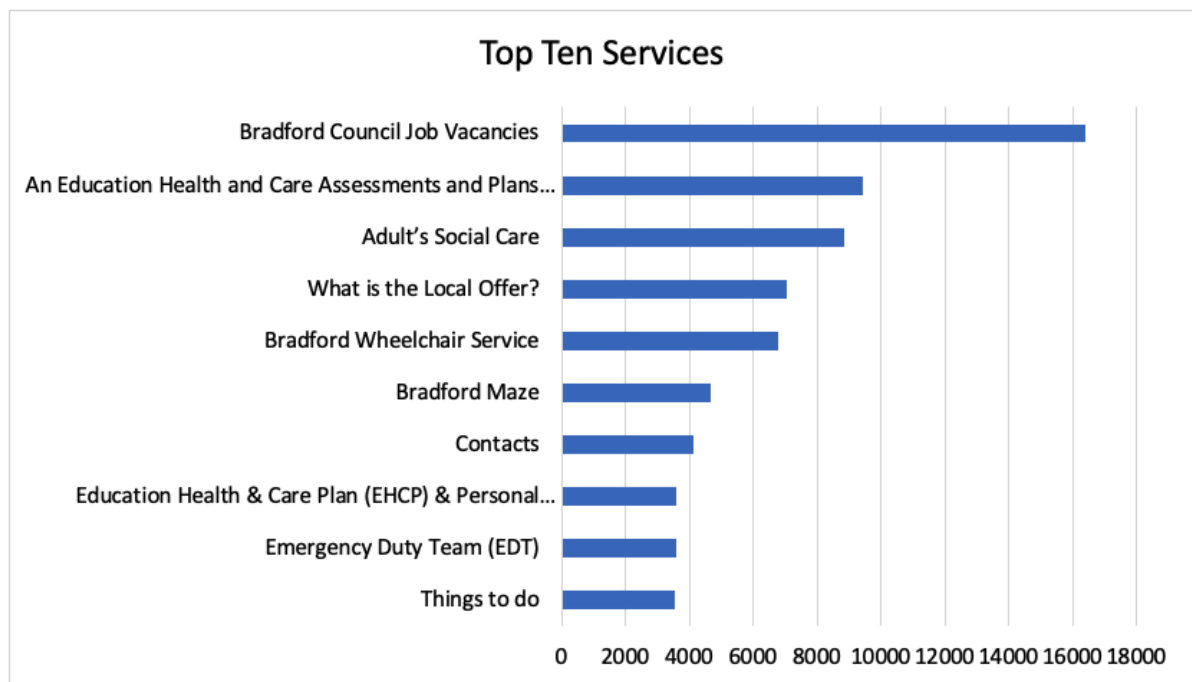


Page views



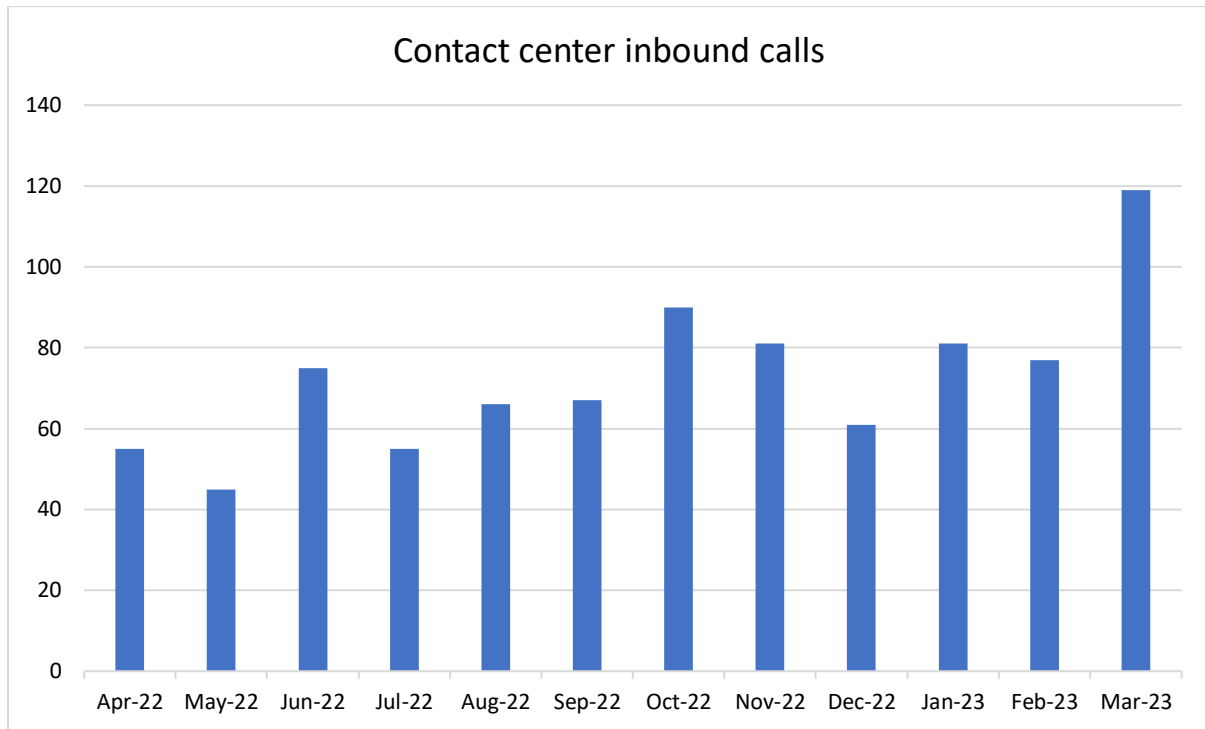
Website usage has again shown a significant increase during this year with a corresponding increase in mobile device access.

Top ten services by page views



Increased website usage throughout the year is encouraging.

Local Offer contact centre



Local Offer Refresh

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.

Website



Feedback from coproduction events last year is detailed in the [2021/2022 annual report](#).

We have undertaken a significant amount of work this year to enable us to award the contract to IDOX, a software development company, to deliver a new Local Offer website before November 2023.

We will continue to organise a range of events during the development phase, and beyond, following a You Said, We Did approach enabling the voice of families and young people to be heard and their requests to be included in the new website where possible and appropriate.

Data audit

A comprehensive data audit of the information on the current Local Offer has been undertaken, and supported by coproduction, to ensure that the new website has the most up-to-date and accessible information for all services on the local offer.

Publications

Leaflets & posters

The Local Offer are coproducing new refreshed leaflets and information posters for distribution in the local area for circulation to all appropriate SEND settings within the Bradford district.

Next steps for 2023/2024

With the development of the new website planned for this year and due to be delivered by November 2023 we are planning a series of coproduction events involving Parent and Carers, Children & Young People and Professionals to finalise the design ideas and functional requests that users will have, to inform the development company before they start work.



We plan a significant improvement in the number of printed resources available from the Local Offer this year and in consultation with our Children & Young People, Parent Carers and Professionals are preparing a range of leaflets and posters on a variety of topics goodbye coproduction groups to raise awareness of the help, support and information available on the local offer.

We will continue to attend events supporting our local SEND community throughout the year and have our first diary dates already set.

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

