

Bradford and District



Bradford's Local Offer 2017/18 What You Said - What We Did

A compact report taken from the full 2017/2018 Local Offer Annual Report with information and comments received from parents and carers, children and young people with SEND 0-25 and service providers and the responses provided about the SEND Local Offer.

For a copy of the full 2017/2018 Local Offer Annual Report for free, visit the Local Offer website on the link below.

localoffer.bradford.gov.uk

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Foreword

I am pleased to introduce the 2017/18 Local Offer “What You Said – What We Did” smaller version of the full Local Offer annual report 1017/18. To view the full report [click here](#).

The development and review of Bradford’s MDC SEND Local Offer has been strongly influenced by the views of children and young people with special educational needs and disabilities from birth to 25 years of age, their parent/carers and SEND services including the voluntary and community sector, during the last 4 years, who have given a continued level of commitment to this area of work, even during the school holidays. Bradford’s Local Offer has grown and evolved over the years and developed effective partnerships with key SEND organisations across the District and continues to develop.

Bradford’s SEND Local Offer is a member of the West Yorkshire Local Offer network and is working closely with other local authorities in the region to share information and good practise.

Bradford’s Local Offer was part of the SEND Local Authority Peer Challenge in September 2017. Local Authority Peer challenge is about identifying exactly what is happening in a particular part of an organisation, and spotting where there are strengths and where there are things that could be improved. The Local Offer was identified as a key area of strength. The learning from the Peer Challenge contributed to the continuous improvement of Bradford’s Local Offer for children and young people with SEND and their families, in terms of statutory compliance and quality, sharing good practice and ideas to improve and identifying any regional issues and develop solutions. Bradford’s Local Offer was challenged and reviewed by the Rotherham and Kirklees LA’s against the SEND CoP statutory compliance and Local Offer Self Evaluation Framework. Rotherham and Kirklees LA’s considered Bradford SEND Local Offer as a “Rolls Royce” version of a Local Offer compared to neighbouring and regional Local Authority Local Offers. The Peer challenge was not an inspection – it was about having a ‘critical friend’.

Bradford MDC was also part of the Local Authority SEND Local Offer Peer review using the SEND CoP. Bradford was reviewed by East Riding LA Local Offer Service, children and young people and parent/carers. Bradford Local Offer service reviewed East Ridings Local Offer with children young people and parent/carers. The review was a great opportunity to further develop Bradford’s Local Offer.

Bradford SEND Local Offer Peer Review and Peer Challenge results can be found within this Annual Report and will continue to be involved in Challenges and reviews to further develop Bradford’s Local Offer.

Bradford’s Local Offer will continuously evolve and review the resources that are available to children and young people with SEND 0-25yrs and their families in the District, using the Local Offer feedback received and inform the future commissioning of SEND services across Education, Health and Social Care.

Councillor Susan Hinchcliffe

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. 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 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.

The Special Educational Needs and Disability Code of Practice: 0 to 25 years 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.

Bradford's Local Offer's main resource is the website and its alternative formats to the website are, the Local Offer pocket concertina information booklet, leaflets, email, telephone and presence at SEND events. Click on the photos below to view



For feedback or enquiries: Contact the Local Offer Officer

E: LocalOffer@bradford.gov.uk
T: 01274 439261

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 provides an evidence base for improving services in the future.

The Local Authority must seek and annually publish comments that are received about the Local Offer along with their response to those comments. Feedback must be sought on the content, accessibility and the development and review of the Local Offer. ¹ **Please note that the feedback collated and analysed for this report covers the period June 2017 to May 2017.**

Co-production

Co-production feedback and responses

KEY

Young People



Adults (18-25 years)



Parent / Carers



Service Providers



Website



What You Said

Research more local disability employers and employment aspiration videos to be published on Local Offer

Service providers and parent carers at SEND Independence Day event

I have found the Local Offer website particularly useful in helping/sign posting families and young people to Services. I find the website easier to use than the schools council site Bradford Schools Online

School/College SENCO, SEND Colleagues in Social Care and Education (0-25)

Advertise the Local Offer in more mainstream services. I did not know what the Local Offer was or how I could benefit from it. Glad I heard about it at this event.

Parent/carers at a SEND event

SENCO Forum

Children's Centre SEND groups

What We Did

We have liaised with the transition/post 16 team and researched local not for profit local services/organisations and published useful information and services within the preparing for adulthood and post 16 services .We will continue to promote and gain feedback from key stakeholders about the Local Offer to ensure it is co-produced.

Local Offer Officer

We value all the feedback from key stakeholders to co-produce and to develop your Local Offer. We will continue to promote and gain feedback from key stakeholders about the Local Offer to ensure it is co-produced. It is fantastic to hear that services are sign-posting families to the Local Offer and it is a useful resource.

Local Offer Officer

We will continue to promote the Local Offer as detailed in the full annual report in mainstream education provisions and send letters/leaflets out to all SENCO'S in those provisions to make sure all school/colleges SENCO's across the district are aware of the Local Offer. SENCO's will be asked to promote the Local Offer with their families.

Local Offer Officer

Co-production feedback and responses continued

What You Said

A lot more people are now aware of the SEND Local Offer-getting out to people is key- seen the Local Offer at a lot of SEND events-Good Work

Parent/carer, Voluntary Community Sector services, Family Centres, CAMHS



What We Did

We will continue to promote the Local Offer as detailed in the full annual report in mainstream education provisions and send letters/leaflets out to all SENCO'S in those provisions to make sure all school/colleges SENCO's across the district are aware of the Local Offer. SENCO's will be asked to promote the Local Offer with their families.

Local Offer Officer

Early Support Practise Guide to be published on Local Offer for parent/carers

SENCO Forum



We value all the feedback from key stakeholders to co-produce and to development of your Local Offer. We have published the information requested on the Local Offer website

Local Offer Officer

I have heard about the Local Offer before but not actually used it and I valued the fact that I was shown how to use it at an event I attended and what benefits it had. Very useful and will now use it.

Parent/Carer at SEND event

Children's Centre SEND

Transition SEND event

Keighley College AWARE Coffee Morning



We will continue to attend events, workshops and meetings (as show in full annual report) across the district to promote the Local Offer and show users the benefit of using it and how to use it. We are developing a "How to use this website" on the Local Offer's main page as requested by parent/carers and young people.

Local Offer Officer

Co-production feedback and responses continued

What You Said

Dedicated SEND Summer activities page to be included with the things to do section of the Local Offer website. Children and young people and their parent/carers struggle to find out about what summer activities are on for children with special needs

Special Inclusion Project

Communications Team Email

Parent carer

Young People

Bigger Voice event



What We Did

We have published a new page on the Local Offer within the Things to do activities section to view Summer 2018 SEND activities. All Local Offer services have been invited to inform the Local Offer about what they have on. In addition we have included a section within the schools out council booklet which goes to all Bradford schools directing people to this section of the website.

Local Offer Officer

Parent carer's voices and experiences about SEND need to be shared within local videos and blogs

**Parent/carers and Parents Forum
Bradford and Airedale Forum**



Bradford Council SEND services have commissioned Parents Forum Bradford and Airedale to deliver this area of service. PFBA are developing a "Peoples Voices" blog including videos about experiences. Once this is develop the blog will be shared on the Local Offer

Local Offer Officer

Feedback from Children and Young People (Inc. young adults) with SEND

KEY

Young People		Adults (18-25 years)		Parent / Carers		Service Providers		Website	
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Children & Young People feedback and responses

What You Said

Young people reviewed the draft SEND Transition and preparing for adulthood visual pathway for young people and parent/carers

Feedback gained from the LO workshop;

- Hyperlinks are good – they provide you with more information.
- It is visual.
- The key code is a good idea.
- It appears informative
- Colour doesn't work, not sure about the blue.
- It feels a little bit confusing as there is too much writing, seems too close to each other.
- There is an orange dot on the key but not on the pathway.
- Young people thought a ladder style pathway, may be a better representation, rather than a road pathway.
- Language used is not clear; SEND YP may find it difficult to understand.
- Ages are confusing – at the bottom it says 0-25, pathway shows from year 8.
- Careers advice yellow code dot should be near employment (education and employment together).
- Ensure accessibility, writing was small.
- Too many colours
Suggested different colours for year groups and giving advice for the future
Keep most of the existing box colours but change the purple to pink.
Change blue writing on blue background

Continued on next page...

What We Did

Transition and Preparing for adulthood Visual Pathway required for children and young people and their parent/carers- Please see the response on page 39 of the full report within the services response.

Local Offer Officer

Children & Young People feedback and responses continued

What You Said

Continued...

Young people reviewed the draft SEND Transition and preparing for adulthood visual pathway for young people and parent/carers.

Feedback gained from the Local Offer workshop;

- Doesn't explain why it starts from year 8.
- 'Change the pathways so that you start from the top downwards) you naturally read from the top down.
- Hard to read blue writing on blue background
- Year 12-13 should have more fact and information
- Year 8-11 should have more pictures
- Should have one year on a page.

Young People from STAR group at Culture fusion

Barnardos Young People Participation Group

What We Did

Transition and Preparing for adulthood Visual Pathway required for children and young people-Please see the response on page 39 of the full report within the services response section.

Local Offer Officer



Children & Young People feedback and responses continued

What You Said

Young people at “Different with Dignity Community Centre” have been reviewing some sites on the internet for a project about where to find helpful educational resources and/or business ideas for people with disabilities. We came across the useful links Local Offer page [here](#) and found a lot of extremely useful information on there for us and wanted to thank you!

As a thank you, a couple of the kids in the group wanted to send you back another page [here](#) that they found which included some resources for people with disabilities getting into business that they thought you might want to add to your site because it could help young people with SEND.

The young people used some resources on both websites to complete their project. Would you be able to consider adding a link to the page they found on your site for them?

Volunteer worker and young people at Different with Dignity Community Centre



What We Did

We value all the feedback from key stakeholders to co-produce and to development of your Local Offer. We will continue to promote and gain feedback from key stakeholders about the Local Offer to ensure it is co-produced.

UK based organisation who provide similar services to young people have been added to the useful links page on Local Offer website [here](#)

Local Offer Officer

Children & Young People feedback and responses continued

What You Said

Young people took part in the Local Offer review and development workshop about the [Young Peoples section](#) of the website only and the whole website.

In the workshop young people were tasked with 3 activities using the Local Offer website;

1. find information about EHCP

Results;

- Ok to find the information, pages were colourful and eye catching
- Young people found the information very easy to understand as there was a clear to follow YouTube video on the page about EHCP
- Browsealoud accessibility software- not required and didn't even notice it on the page, when tried to use, they found it difficult.
- Young people found it difficult to find activities and things to do
- Young inspectors category was unclear as to what this was and was surprised to find short breaks in this section

2. Young person was asked to find information about an activity

Results;

- liked using the website, easy to use, good font size easy to click
- organised-split into categories
- Easy to understand
- Liked using the website they said font is good and easy to click.

Continued on next page...

What We Did

We value all the feedback from key stakeholders to co-produce and to development of your Local Offer. We will continue to promote and gain feedback from key stakeholders about the Local Offer to ensure it is co-produced

Bradford Council's SEND team, IT and Commissioning team are in the process of website consumer key stakeholder evaluations, procurement and tender for a more effective, accessible and clear navigation route for its users by replacing the existing website platform with a commissioned website which will look and be designed the way it looks now, but have a much more effective clear navigation system alongside many other effective functions and filter searches for the user. The development will include the young person's section and all feedback will be taken into consideration when implementing the new website. Using feedback already gained from young people and using the Local Offer Google Analytics, the Young People section will be further developed in the meantime and focus on YouTube videos as being the main source of SEND information for young people, including Snapchat and Instagram. Development will take place from Oct 2018.

Local Offer website currently uses accessibility software on its site called Browsealoud we will aim to make this software more visible to users on the Local Offer website. The new website will take this into consideration when commissioning to ensure it is visible by using pop up prompts etc. A review will be taken when renewing the contract for Browsealoud software contract.

Local Offer Officer



Children & Young People feedback and responses continued

What You Said

Continued feedback from Young people that took part in the Local Offer review and development workshop about the Young Peoples section of the website

3. Young people were asked to use YP section find out new information page

Feedback provided;

- Easy to use, reading the information was easy.
- Nell bank fun day, asks to look below (bottom of webpage) whereas some have the links directly below the brief information.
- Young people would like to have information about first aid on the local offer.

Young people took part in the Local Offer review and development workshop about the Local Offer website

Results;

- Website is easy to read
- They liked that the colours stood out and made it easier to read
- Need more pictures/videos because they believed it would make it easier for people who cannot read or need a magnifying glass to read. Young person said had to move closer to the screen to read it.

Young people from Mind the Gap Short Break Provision

Young People from STAR Group

What We Did

Response provided on previous page.

Local Offer Officer

Children & Young People feedback and responses continued

What You Said

Young Peoples Takeover Challenge

This year is the tenth anniversary of the Takeover Challenge, originally launched in 2007 by the Children's Commissioner's Office as a fun, imaginative and exciting activity to encourage organisations across England to open their doors to children and young people to take over adult roles.

The Takeover Challenge puts young people into decision-making positions and encourages organisations and businesses to hear their views. Children gain a valuable insight into the adult world and gain experience of a workplace, while organisations benefit from a fresh perspective on their work.

This year, a 20 year old young adult from Bradford College, took over Sarah Pawson's role as SEND Local Offer Officer for the day. The young adult had a visual impairment, and she was able to review the Local Offer, and provide valuable feedback about improving the accessibility for CYP with vision impairment.

Youth Commissioner reported that the young person taking part in the Local Offer takeover, feedback that she had had the most fantastic time and thanks to Sarah Pawson who provided a whole range of really exciting and diverse experiences. For some of the young people taking part in the Takeover Challenge it has been a massive step, so I do have to say a huge thank you all for your support with this and for making the experiences great for the young people you hosted. Young people are clear on their feedback that they feel huge benefits from taking part in the Takeover and they want it to keep on growing, so this means we will most likely be coming back to you just as soon as we get a date in the diary for next year!

Young Adult Takeover of Local Offer for the day

Continued ...

What We Did

We value all the feedback from key stakeholders to co-produce and to development of your Local Offer. We are pleased you found the Local Offer accessible and clear to understand. We will continue to promote and gain feedback from key stakeholders about the Local Offer to ensure it is co-produced.

Local Offer Officer



Children & Young People feedback and responses continued

What You Said

Feedback provided;

- Use more YouTube videos for information and about services
- More information needed about getting a job and the access to work services
- Apprenticeship videos are needed to explain what they are and how to get one. Job Centre plus video needed.
- Make it clearer what Personal Independent Payment (PIP) and Disability Living Allowance DLA are and what the differences are.
- Information need about 19-25yrs Bursaries.
- Too many questions for young people in the Local Offer online survey
- Connect to support main page does not explain what the service is for
- Useful links may be sat better in Things to do as well as the main page on the website
- Great to see the Bradford's Local Offer introduction video is accessible and uses subtitles, voice and signing. Some Information videos on the website provide this but I would like more.
- The website uses great colours, layout is great, easy to navigate but trickier when trying to find a specific activity with limited filters.
- Introduction Local Offer video to be on main page.
- Great to see lots of activities, support groups and information on the site that I did not know about.
- Needs to be any device compatible not just mobile friendly

Young Adult Takeover of Local Offer for the day

What We Did

We have developed the children and young people's page which now includes clear information about;

- Apprenticeships and job opportunities including videos
- PIP and DLA
- Bursaries
- More accessible you tube videos have been added to the website

Local Offer website will be developed with IT commissioning to enable a more effective search and filter systems when finding activities, services and information including any device compatible, in Autumn 2018.

The children and young people's section will be re-developed with young people using you tube as the platform for young people to find out about SEND Information. Snap Chat and Instagram will be used to show young people activities and events as well as the use of the new commissioned IT search for activities in autumn 2018. The new council YouTube account being developed, will allow young people to upload their own videos after content is reviewed by the councils communication team.

I felt very fortunate to have the opportunity to be involved in the Takeover Challenge and receiving this valuable feedback to develop the website.

Local Offer Officer



Children & Young People feedback and responses continued

What You Said

The young people's section on the Local Offer should just provide accessible you tube information videos and young people should be able to upload their own YouTube videos about life living with a disability and their experiences. Young people now use YouTube, Snap Chat and Instagram so this type of social media should be used to get the word out about the Local Offer, activities, information and services where possible.

Young People at Special Inclusion Project



What We Did

We are developing the children and young people's section with the communications team, which will includes information, activities and services in the format of YouTube, Snapchat and Instagram accounts set up by the council. The accounts will be monitored for safety of its content by the communications team before publishing. CYP will be able to upload their own videos and they will be published once deemed appropriate for the audience. We anticipate that the new routes of communication to be available in autumn 2018

Local Offer Officer

- Not all young people are aware of the Local Offer or what it is.
- Didn't realise the Local Offer was part of the Bradford Council
- Used the website to find out about activities.
- Found the Local Offer pocket leaflets really useful and the information provided by the Local Offer team who came to visit us.
- Mixed ability services and activities on the website are really good and it offers a variety of things to do.
- Found the Education page useful

Young adults from Shipley College

Young adults from Bradford College



We will continue to advertise and promote the Local Offer to ensure it is co-produced. See full annual report to view how we have promoted the Local Offer this year and next steps.

A request has already been made asking IT to develop the website by including the Bradford Council's known logo and information to be displayed to explain the Local Offer is part of the council.

Local Offer Officer

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

KEY

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

Comment received on the Local Offer online questionnaire Snap Survey.

Comments received about; *"If there was anything you could change on the Bradford SEND Local Offer, what would it be? And how would you rate your experience of using the Bradford SEND local Offer?"*

- The local offer website is a fantastic and is very helpful for me to find all the information we need and all the support we need for my son in one place. I think the site is very useful.
- I believe all is good and easy to access
- The leaflet and all other information should be available on the website in large print. Nobody should have to make a telephone call in order to receive accessible information. It should be accommodated for directly on the website.
- I'm sorry to be so negative, but I think the website is very poor. It works on the assumption that you know what you are looking for; it's confusing who it's aimed at - in fact half the problem seems to be that it is trying to be everything to everyone, which no website can successfully achieve. Is this for providers, or families, or young people, or professionals? The amount of information the site is trying to contain for so many people makes it unwieldy and difficult to navigate. It isn't clear on the site if a link is going to take you to another page within the site, to someone else's website, or even to Facebook. There is no consistent way of presenting information to the reader so we know where to look to find the information we need - such as regularity of the opportunity, age range, location, needs etc. As mentioned in a previous section, activities, organisations and opportunities are often presented in long lists, requiring you to scroll down and read through a lot of information.

Parent/carers online feedback

Continued...

What We Did

We value all the feedback from key stakeholders to co-produce and to develop the Local Offer. We will continue to promote and gain feedback from key stakeholders about the Local Offer to ensure it is co-produced.

Local Offer website currently uses accessibility software on its site called Browsealoud we will aim to make this software more visible to users on the Local Offer website. The new website will take this into consideration when commissioning to ensure it is visible by using pop up prompts etc. A review will be taken when renewing the contract for Browsealoud software in 2018.

Bradford Council's SEND team, IT and Commissioning team are in the process of website consumer key stakeholder evaluations, procurement and tender for a more effective accessible and clear navigation route for its users by replacing the existing website platform with a commissioned website which will look and be designed the way it looks now but have a much more effective clear navigation system alongside many other effective functions and filter searches for the user. The development will include the young person's section and all feedback will be taken into consideration when implementing the new website. Using feedback already gained from young people and using the Local Offer Google Analytics, the Young People section will be further developed in the meantime and focus on YouTube videos as being the main source of SEND information for young people, including Snapchat and Instagram. Development will take place from Oct 2018.

Local Offer Officer



Parents & carers feedback and responses continued

What You Said

Continued comments received on the Local Offer online questionnaire Snap Survey.

- Generally find the website quite good. Would like email alerts when new things relevant to my sons age change or come available or are relevant to us to prompt me to visit website and get the information.
- The Local Offer Officer has built up a very good network support link that we as parents and children with SEND needed
- Easy to find things now on the Local Offer
- Disability Sports Directory is out of date

Parent/carers online feedback



What We Did

Continued...

Using feedback gained we have developed with the communications team Local Offer email subscriptions with GOV delivery for all current Local Offer email users, inviting to be subscribe. This will provide users with bimonthly news bulletins and quartile newsletters. The newsletters and bulletins will direct users to the Local Offer website if they would like more information. Users can unsubscribe at any time and the subscriptions fully comply with GDPR law. Members can sign up to relevant themes and also if requested can be signed up to other council subscriptions.

We value all the feedback from key stakeholders to co-produce and to develop the Local Offer. We will continue to promote and gain feedback from key stakeholders about the Local Offer to ensure it is co-produced.

Disability Sports have been contacted to provide an up to date directory. The updated directory is now available and the organisation will now keep the Local Offer up to date to benefit families and to be in line with the Local Offer website agreement.

Local Offer Officer

Parents & carers feedback and responses continued

What You Said

I received a Local Offer email in Dec 2017 asking for Local Offer feedback as I am part of the Local Offer parent/carer development and review focus group. Thanks for your email but I have noticed Local Offer emails are disclosing and sharing other email address which is a breach of data protection.

Local Offer emails should offer an unsubscribe feature within emails.

Email from Parent Carer



What We Did

Using feedback gained we have developed with the communications team Local Offer email subscriptions with GOV delivery for all current Local Offer email users, inviting to be subscribed. This will provide users with bimonthly news bulletins and quartile newsletters. The newsletters and bulletins will direct users to the Local Offer website if they would like more information. Users can unsubscribe at any time and the subscriptions fully comply with GDPR law. Members can sign up to relevant themes and also if requested can be signed up to other council subscriptions.

Local Offer Officer

I can't thank you enough for the work you do to help people with disabilities and to build much-needed community and support. The resources I found on Bradford's Local Offer website are fantastic. As a librarian, I've staked my career in helping empower people with stories and knowledge, and I'm grateful to find others who share that vision.

Parent/carer



We value all the feedback from key stakeholders to co-produce and to develop the Local Offer. We will continue to promote and gain feedback from key stakeholders about the Local Offer to ensure it is co-produced.

Local Offer Officer

Parents & carers feedback and responses continued

What You Said

Parent/carers gave feedback about a draft Transition and preparing for adulthood visual pathway:

- Add Access to work government service to the pathway
- Add a link to Work Experience on the Pathway
- Pathway is too confusing and does not meet all needs
- Too much going on-too much text and services on one page.
- Various pathways would need to be created to meet all needs (i.e. if you have a diagnosis or not if you have social care or not if you have an EHCP etc.)
- All services across education health and social care need to set up a working group with parent carers and young people to create an effective pathway together and looking at ways this can be achieved to meet various needs.

Local Offer parent/carer review and development focus group and Parent Forum Bradford and Airedale members



What We Did

Transition and Preparing for adulthood Visual Pathway required for children and young people and their parent/carers- Please see the response within the services response section.

Local Offer Officer

Parents & carers feedback and responses continued

What You Said

Some services within the Local Offer website provide other services as well as the ones they have published on the website. A statement needs to be provided to state this within the Local Offer disclaimer or directly.

Respite services for Parents to be put on Local Offer website

Local Offer parent/carer review and development focus group



What We Did

We will include a statement within the Local Offer disclaimer and share your feedback with IT services to include a statement on all service pages.

We have shared your comments with adult social care services to provide the Local Offer website with the respite services that are available directly for parents.

Local Offer Officer

Would like to see on the Local Offer website visual flow chart pathways for young people and their parent/carers about EHCP Requests and Disagreement and resolution

Parent Forum Bradford and Airedale members



We have developed and published on the Local Offer new visual pathways for EHCP, and EHCP requests. We are developing new pathways for mediation and disagreement with the council's commissioned service Collis Mediation. The new pathway will be published in 2018.

Local Offer Officer

Responses from Service Providers

The feedback below expresses the views of all key stakeholder groups from June 2017-May 2018, including service response updates about actions proposed in the previous 2016-2017 Annual report which can be found [here](#) within the Local Offer website and what the services responses are to address those comments to develop the Local Offer SEND services in 2017-18.

Feedback to services received from key stakeholders and the services responses are split into categories of feedback being;

- Education
- Social Care
- Health
- Childrens Commissioners
- IT Corporate Commissioners

Education

What You Said

Parents and providers need an EHCP effective online communications system between parent/carers, young people and providers involved in the plan to find out what is going on. Parents/carers and young people find it very frustrating not being able to get in touch with the SEN team/Manager and not knowing if they will get one, how long it takes to get a plan and what happens once it is in place.

Local Offer parent/carers of children and young people with SEND 0-25 focus, review and development group.

Online SEND Local Offer snap survey responses

SEND Local Offer telephone emails and enquiries

SEND events and meetings attended by Local Offer

What We Did

The Local Offer Officer has identified and put forward new IT software which can be commissioned to provide this type of 2 way EHCP communication software system.

Bradford Council's SEN team, IT and Commissioning team are in the process of procurement and tender for an online EHCP communication system and is planned to be available autumn 2018.

In addition to the commissioning of a new online EHCP Communication software system, the Local Offer website's EHCP page has published EHCA and My Support Plan Pathway documents. The documents have been created by the SEN team to support parent/carers, young people and providers with EHCA process and timelines. These pathways have been shared with Bradford school/college SENCO's, Local Offer and DCIS e-newsletter subscribers, on Bradford Schools Online and will be embedded to all EHCA Initial letters sent to families.

Local Offer Officer

The SEN Assessment Team has reviewed the telephone system in response to the number of enquiries and the capacity of the service. It is hoped to introduce a revised system to manage all enquiries efficiently and effectively and ensure that responses are received within a fixed number of days.

SEN Team

Education continued

What You Said

Parent/carers and young people need a transition and preparing for adulthood visual pathway to support them with information and services about transition and preparing for adulthood from age 14 years-25. The pathway needs to be created by all services in education, health and social care to make sure all information and services are included. The pathway needs to be developed with parent/carer and Young people representatives to ensure we get it right.

Parents Forum Bradford and Airedale Members-SEND Local Offer focus development group.

Local Offer parent/carers of children and young people with SEND 0-25 focus, review and development group.

What We Did

The Local Offer created a transition and preparing for adulthood visual pathway (using information already on the Local Offer website and information provided by SEND leads in Education Health and Social Care) as requested by parent/carers. The draft pathway was shared with parent/carers and children and young people at Transition and Preparing for Adulthood Pathway focus group meetings and workshops, who gave feedback about the draft pathway. It was identified that the pathway was too complex to show all age ranges from age 14-25yrs on one single pathway and some individuals would not be eligible for some services. It was felt the pathway would be misleading if individuals with varying needs could not access all services available on the pathway.

It was decided with parent/carers and young people to start again and create a revised Transition Preparing for Adulthood visual pathway looking at the feedback gained from key stakeholders. A Transition/Preparing for Adulthood visual pathway working group has been created with the Local Offer lead, Education, Post 16, Health and Social Care leads and will also involve a young person with SEND and a parent/carer. The pathway will be created in year bands and provide routes of eligibility. Once the new revised draft pathway is created and approved it will be shared with key stakeholders for feedback before being published on the Local Offer for families and shared with all SEND provisions and services.

Local Offer Officer

Transition/post 16 Team

Education continued

What You Said

Calderdale LA peer reviewed Bradford LA Local Offer against the SEND CoP review framework and found the Bradford's Local Offer website and its alternative format was an exemplary example of LA Local Offers compared to neighbouring LA. Within the Peer review it was identified Bradford's LA had no SEND Accessibility Strategy published on its website as per statutory duty, however a clear statement was published that on the Bradford Local Offer website's Accessibility Strategy page [here](#) that:

"The Bradford Local Authorities (LA) draft SEND Accessibility Strategy is currently being reviewed by Bradford Council SEND & Behaviour Services. It is anticipated that the Local Authorities SEND Strategic leads will create and agree a working group with SEND leads from Education, Health and Social Care forming this working group with other appropriate services. The LA will consult with a wider range of stakeholders on a new draft strategy. Once it has been reviewed, the final draft will be sent for approval to the SEND Strategic Partnership Board and appropriate bodies. The SEND Accessibility Strategy will then publish on this page on the Local Offer website".

Source of feedback: Calderdale Local Authority

Bradford LA took part in a peer challenge review which focused primarily on Bradford LA SEND EHCP and SEND Local Offer against the statutory SEND CoP. Rotherham LA challenged Bradford LA and referred to Bradford's Local Offer to be Royal Royce version of a Local Offer service compared to other LA's. Rotherham also identified that:

Bradford LA SEND Accessibility Strategy was not published on the Local Offer website but had a clear statement showing it was under review.

Rotherham Local Authority

When will the Accessibility Strategy for children and young people with SEND be available and published on the Local Offer?

Parent/carer emailed to Local Offer inbox.

What We Did

Work is currently underway on reviewing and updating this document. An initial updated draft of the SEND Accessibility Strategy document was presented at the SEND/Behaviour Strategic Partnership for Children & Young People on 22 May 2018 for comment and feedback. Further work is taking place so that we can get the updated strategy approved and published on the Local Offer as soon as possible.

SEND & Behaviour Strategic Manager

Education continued

What You Said

Education Health Care Plan Assessments (EHCA) Inc. My Support Plan (MSP)

Calderdale LA peer reviewed Bradford LA Local Offer against the SEND CoP review framework and found the Bradford's Local Offer website and its alternative format was an exemplary example of LA Local Offers compared to neighbouring LA. Within the Peer review it was identified Bradford's LA EHCP information page had clear information about what an EHCP was including how to request an EHC Assessment and a useful video including the eligibility information for 19yrs+, however Calderdale LA could not find information on EHC processes and timescales.

Calderdale Local Authority

An EHCP visual Pathway is required to support families with information about the EHCP process and timelines.

Parents Forum Bradford and Airedale Members-SEND Local Offer focus development group.

What We Did

Bradford's LA SEN Assessment team and SEND Local Offer has created and published clear EHCA and MSP visual Pathways to provide information to children, young people and their parent/carers about EHCP Pathway. The information has been published on the Local Offer website's [EHCP page](#), shared with Local Offer & DCIS subscription members, SEND Social Media, Bradford Schools online, Bradford District College's SENCO leads and the council website.

Local Offer Officer

SEN Team

Education continued

What You Said

Parent carers and young people need a clear visual pathway for disagreement and mediation for SEND.

**Parents Forum Bradford and Airedale
Members-SEND Local Offer focus
development group**

What We Did

Collis Mediation will create a disagreement resolution and mediation visual pathway (flow chart) for parent/carers and young people with SEND. We will work together with the SEND Local Offer and to ensure the visual pathway is clear and meets the needs of families. The draft pathway will be reviewed by key stakeholders before publishing on the Local Offer and any amendments required will be used to update the final pathway. We anticipate the new pathway to be published on the Local Offer in autumn 2018.

Once published on the Local Offer Collis Mediation are happy to receive examples and suggestions to ensure any amendments are in line with user needs and expectations. Please email any suggestions or comments to info@collismediationltd.com

Collis Mediation

Education continued

What You Said

After we had an initial home visit from the travel training team in the middle of the summer holidays 2017, I was told we would be contacted again at the back end of the summer holidays and my son would begin travel training to prepare for the transition from school to college- travel training to his new college. No one visited from the travel training team so I contacted the team in Sept to ask what was happening with transport no longer being provided now he's not at school. I was told no one was available to travel train my son into college for 2 months due to short staffing. This left us stuck and he was unable to access travel training to college until 6th Oct. Why did this happen and what is in place to ensure this does not happen again? Once we received the travel training this was a good service.

**Online LO Snap Survey feedback;
Parent/carer of young adult with Autism
attended specialist provision and
transitioned to college 17-19yrs**

A SEND Early Years visual pathway is needed to support families and provisions for children under 5 years old.

Service providers

**Parent/carer feedback at SEND event
Local Offer attended.**

**Parents Forum Bradford and Airedale
Members-SEND Local Offer focus
development group.**

**Local Offer parent/carers of children and
young people with SEND 0-25 focus,
review and development group.**

What We Did

It can take around 8 weeks to travel train students therefore it can mean a delay in travel training starting until a trainer becomes available. Capacity for travel training is being reviewed to avoid further issues and additional resource will be made available when required.

Travel Training Team

There has been an early years SEND pathway but following a number of changes this needs amending. This will be reviewed and amended for Sept 18.

SEND Early Years Lead

The Local Offer will publish the pathway once reviewed and amended by the Early Years team.

Local Offer Officer

Social Care

What You Said

Had diagnosis of Autism now what do you do?

Where do people get support from for adult's 18-25 carers? What is available for adult carers? There seems to be hardly any support services and activities for this age and its carers.

The Bigger Voice Event-Parents Forum Bradford and Airedale-service providers and parent carers.

I believe the Local Offer website is good and easy to access. Activities for ages 20yrs+ is very few and difficult to access.

Online LO Snap Survey feedback; Parent/carer of young person with Autism 20-22yrs BD2 area

What We Did

The Department of Health and Wellbeing have commissioned both Integrated Carers Services and elements of condition specific support services that also include support for carers. Carers Resource are the current Integrated Carers Service provider, the service is open to all age groups and operates across the whole District including Airedale, Wharfedale and Craven. The service is jointly funded by CBMDC and NHS CCG's and as such brings together support functions to meet both health and social care needs of carers.

Information on how to access these services is made available on the Councils website. The Local Offer website also provides information and details about commissioned and voluntary/charitable services that provide support

Adults Services

Adult Services have [Connect to Support](#) directory for adults services, support and activities.

CAMHS have an Autism Transitions Nurse who can support young people from 17 to 25yrs.

The Transitions Team can offer advice and information and Care Act assessment and support planning when appropriate.

Local Offer provides a lot of services and activities which are available up to 25yrs.

Transitions Team

Social Care continued

What You Said

Never heard of the Local Offer before being informed about it. Didn't know what it was. Services are very poor and inadequate in Bradford and especially for young people who would like to attend clubs.

Online Local Snap survey-Parent/carer of young person with Autism 11-13yrs. BD4

Personal Budgets information on the Local Offer is very informative and includes separate information about education, health, and social care personal budgets with real life examples and videos which are fantastic. Families still struggle to identify if they are eligible and what the criteria is. Bradford does not have a personal budgets local policy.

We need clear information about what the local criteria is and who is eligible.

Calderdale Local Offer peer review & PFBA

What We Did

We have worked to make it easier for families to find things to do – There is a clear pathway from 'Things to Do' into 'Activities and Events' and then into 'Short Breaks' with our without support. All the commissioned services are listed here and the Specialist Inclusion Project will support you, if you feel there is nothing available that will suit your young person's needs.

Local Offer

SEND Short Breaks Team

Developments have been made to the navigation route to find disability respite services.

Children with Disabilities Team

Bradford has developed a leaflet on Personal budgets it clearly explains who is eligible and what the criteria is in the who can get a personal Budget section this leaflet is available on the Local offer website.

Bradford has a personal budget framework which again clarifies criteria and eligibility this document is also available on the Local Offer website.

Disabilities Social Care Team

Social Care continued

What You Said

What transport services are available to get my young person to and from respite care other than the transport to and from school/college? Parent/carers struggle to cope with changes to benefits, funding and cuts in respite but what is not taken in account is what would happen if support is not given to the carer and they become too ill to take care of their child/young person.

Parent/carers

What We Did

We do not provide transport for children and young people who require access to Short Breaks. However we do signpost families to support all transports cost, via the mobility component, of the Disability Living Allowance (DLA). DLA is paid to eligible claimants who have personal care and/or mobility needs as a result of a disability. It is tax-free, non-means-tested and non-contributory and accessible to any family in need of additional support.

Short Breaks Team

The Council commissioned Integrated Carers Service delivered by Carers Resource provides an Emergency Planning service for carers. The aim of this is to put in place contingencies should a carer become ill and be unable to take care of their child/young person. Alongside this the service provides an informal assessment of carer needs which depending on the outcome may result in referral to a Social Worker where a formal carers assessment can be carried out.

Where this identifies eligible needs a carer support plan is drawn up which may provide a Direct Payment or ISF to meet the carers needs.

Adults Services

Social Care continued

What You Said

I struggle to find groups for my child to attend who requires a signer

Parent/carer

What We Did

Service response in annual report 2016-17:
We will look into this during 2017 and try to get a bank of casual staff that will support young people who meet the criteria to access short breaks.

Transitions 14-25yrs Service

Updated response for 2017-18:

For someone 18 + with sensory needs that meet the Care Act criteria support would be explored firstly through informal networks and voluntary services. Adult services also have a sensory needs/rehabilitation team who support adults with independence skills. If the persons needs cannot be met through these routes, the young person might be entitled to some personal assistance support and receive a personal budget to pay for this.

Connect too Support has a list of PA's (personal assistances) who are available to provide support; their information includes what skills and experience they have, which would include signing.

Transitions 14-25yrs Service

Health

What You Said

Opportunities to meet other parent/carers with similar challenges and experiences of having children and young people with SEND. A chance to talk over experiences and support each other in a supporting environment with Tea / Coffee.

Somewhere local for example community and Health centres. These places would be good places to meet up for support groups and a chance to get out of the house.

Relaxation/papering type groups to be available locally for carers of children and young people-during mid-morning and afternoon once a week.

Local Offer parent/carer focus, review and development group.

What We Did

The Local Offer website provides information and details about of commissioned and voluntary/charitable services that provide opportunities to meet other parent carers of children with SEND 0-25 years in local community areas across the Bradford District within the things to do section of the website including support groups.

Local Offer Officer

Health continued

What You Said

If my child is not eligible for specialist services or referred to the Child Adolescent Mental Health Service (CAMHS), what is available other than CAMHS to support me and my child with his behaviour-who can and where can I be referred to get similar support that CAMHS give to those eligible to specialist services? We need a list or pathway of universal behaviour services CAMHS/Health can refer families to and self-refer in one place. This information can be possible put on the [CAMHS](#) page on the Local Offer website or the "[Are you worried about your child's behaviour](#)" page, or the "[Identifying and Assessing-Diagnosis](#)" page on the Local Offer Website.

Parent/carer feedback at SEND event Local Offer attended.

Parents Forum Bradford and Airedale Members-SEND Local Offer focus development group.

Local Offer parent/carers of children and young people with SEND 0-25 focus, review and development group.

Online SEND Local Offer snap survey responses.

What We Did

Youth in Mind

Youth in Mind is an integrated, community-based mental health service for children and young people in Bradford, Airedale, Wharfedale and Craven.

The service is a partnership between health, local authority and voluntary sector services:

Bradford District Care Foundation Trust

Bradford Council Youth Service

Barnardos, Yorkshire Mentoring, Sharing Voices and Family Action

MYMUP digital tools

These organisations work closely to help young people feel less isolated, more connected, and safer and more in control of their lives and wellbeing.

The Youth in Mind partnership was designed by young people who told us that for mental health services to be effective, they must offer the right support, at the right time and in the right place. As such, Youth in Mind offers a menu of support that can be accessed in young people's local communities as soon as they need it:

- 12 week one to one support from a Buddy (Youth Worker)
- 6 month one to one support from a volunteer Mentor
- 10 week WRAP (Wellness Recovery Action Planning) programme
- Access to a large peer support group programme
- Digital tools for wellbeing

Referral Pathways:

- CAMHS
- School Nurses and Primary Mental health workers
- Children's Social Care
- First Response Services
- Sharing Voices Bradford

Health Lead

Health continued

What You Said

Counselling waiting lists for young people are still too long! More of this type of service needs to be commissioned into schools/colleges and or the voluntary community sector to support young people and mental health sooner.

Service provider in Voluntary and Community sector

**Parent/carer feedback at SEND event
Local Offer attended.**

Autism pre-diagnosis visual pathway is needed to support families, services and provisions-the waiting list is still far too long. Families need to know what to do until diagnosis.

Service provider

**Parent/carer feedback at SEND event
Local Offer attended.**

**Parents Forum Bradford and Airedale
Members-SEND Local Offer focus
development group.**

**Local Offer parent/carers of children
and young people with SEND 0-25
focus, review and development group.**

What We Did

We provide counselling services available through a range of providers in the statutory and voluntary and community sector.

Waiting lists are a concern to us and as demand for services is increasing we are committed to the transformation of our Child and Adolescent Community Mental Health services and a focus on prevention, resilience building and early intervention.

Health Lead

We have shared your comments with Health Leads and still awaiting responses.

We will provide an update on the responses and actions that have been taken in the Annual Report 2018-19.

Local Offer Officer

Health continued

What You Said

We need Child Development Centres to provide specialist parenting courses for challenging behaviour before diagnosis from ages 5yrs upwards. Too many specialist behaviour services/parenting courses requires your child to have a diagnosis. Early Years services are Key.

The Bigger Voice Event-Parents Forum Bradford and Airedale-service providers and parent carers.

Support needed for African BME children with Autism and their families. Support or services are needed to connect children and young people and their families with similar barriers and access to get support from services. Children and young people need to be able to connect to families in Europe so families do not feel so isolated.

Online LO snap survey-Parent/carer of child 0-5 with Autism -undisclosed area

What We Did

We have shared your comments with Health Leads and still awaiting responses.

We will provide an update on the responses and actions that have been taken in the Annual Report 2018-19.

Local Offer Officer

We have shared your comments with Health Leads and still awaiting responses.

We will provide an update on the responses and actions that have been taken in the Annual Report 2018-19.

Local Offer Officer

Health continued

What You Said

Mental Health services waiting lists for children are too long.

Parent/carer

When my child goes through transition and becomes an adult it is very difficult to know which services to contact when you once had a children's paediatrician. We need support and communication about health transitions from children's and adult health services

Parent/carer

Struggle to obtain a diagnosis and not able to access appropriate services and support-the waiting list to get a diagnosis is too long and waiting on average is 2.5 years. A clear diagnosis pathway would support and where to get help in the waiting period.

Parent/carer

What We Did

We developed the Youth in Mind model as a waiting list initiative to support children and young people waiting for CAMHS services.

See response already provided within health responses.

Health Lead

We have shared your comments with Health Leads and still awaiting responses. We will provide an update on the responses and actions that have been taken in the Annual Report 2018-19.

Local Offer Officer

Although not explicit from the comment I am assuming that this is a reference to the autism assessment process.

Work is on-going to review the autism assessment process with a view to reducing waiting times whilst ensuring children, young people and their families receive appropriate levels of support. This is a complex issue and we are working with partner agencies and colleagues across the STP to develop innovative, long term solutions.

Health Lead

Health continued

What You Said

Lack of bereavement services for people with SEND and waiting are lists too long

Parent/carer

LGBT (Lesbian, Gay Bi-sexual transgender) Information and services need to be on the Local offer and NHS website to support SEND Specific groups/support/accessible services

Parent/carer

What We Did

The CCGs are working with partners to review and improve bereavement pathways to support people to access the appropriate level of support in a timely manner. Bereavement UK has offered their support to this work.

Health Lead

Response from LO provided Nov 2017:

The Local Offer will work with the health service to publish their information and support about LGBT for families.

Local Offer

Updated response 2017-18:

The CCGs work with providers and the Equality Forum to ensure our services are responsive and inclusive to people from LGBTQ communities.

Health Lead

All SEND services across Education Social Care and Health

What You Said

All SEND Education, Health, Social Care services Inc. voluntary, community, all Bradford schools and colleges published on the Local Offer website need to promote the Local Offer website and the service it provides, to all colleagues, partnership services, children and young people with SEND and their parent carers.

All services need to make sure their information is up to date on the local offer website (in line with Local Offer services agreement to publish their service) to benefit families with SEND Inc. behaviour and mental health. This needs to be pushed from strategic leaders.

Independence day event-Parent/carers and service providers

What We Did

All services published on the Local Offer website including voluntary, community and social enterprise services, schools and colleges have been asked to advertise and promote the Local Offer website (as per service level agreement) within their organisations to families with SEND, and websites to benefit families. All services have been sent Local Offer booklet information flyers.

We have developed with the SEN Team & communications team- an SEND information strap line that is now included on all SEND correspondence letters to families to include the SEND Local Offer website link and information.

Local Offer Officer

All SEND services across Education Social Care and Health Continued

What You Said

All services published on the Local Offer website need to promote the Local Offer website and the service it provides to all colleagues, partnership services, children and young people with SEND and their parent carers.

All services need to make sure their information is up to date on the local offer in line with Local Offer services agreement to publish their service.

Parent/carers

Service Providers

Children and young people

What We Did

All services published on the Local Offer website including schools and colleges have been invited and asked to advertise and promote the Local Offer website within their organisations to families with SEND, and websites to benefit families with SEND.

We are developing SEND information strap lines on all SEND correspondence letters to families to include Local Offer website.

Local Offer Officer

Children's Services Commissioners

What You Said

A board needs to be set up for Preparing for Adulthood and Transition in Bradford and led by secondary schools Inc. DSP & special, colleges/FE, adults and children's social care, commissioners and local organisations and services to support with employment, participation and independent living to support young people with SEND.

Parent/cares and young people need visual pathways about what happens next and you are entitled to when thinking about transition and preparing for adulthood.

Parent/carers and Young People

What We Did

We have shared your comments with all service leads and children and adults services commissioners to develop a Preparing for Adulthood and Transitions board led by education provisions in 2017/18.

Local Offer

Please see response to 'Preparing for adulthood visual pathway' above within the Education services responses section.

The Council also has a 'Transitions Partnership' that leads on work around the 'Preparing for Adulthood' agenda and is planning events and activities to follow on from the 'Preparing for Adulthood' workshop that took place at the Carlisle Business Centre in December 2017. We have also begun work with Colleges, employers and other partner agencies to put together a 'Supported Internship and Training' forum that will look at increasing employment and training options for young people with SEND across the District.

Transition and Post 16 Team

IT Software Corporate Commissioning

What You Said

When searching for a service on the Local Offer whether that be in education, health, social care or things to do, information advice and support groups, it would be useful and much more accessible if there was one search button with filters Inc. age, specific need, postcode and type of service/activity or a search word to find what you need instead of trying to search for it within the Local offer website or in the search box at top of the main page, as this only brings up sections of the website in a list-too long, too much text.

I know the Local Offer needs to provide direct content about each service as it is more than just a directory but a quick search function with filters would be much more accessible. Currently you can search for types of activities and support services within things to do section and some services do provide directories but it means going through multiple directories or lists and none or very limited filters.

Parent/carers

Service Providers

Children and young people

What We Did

IT commissioning and Children's Services response in 2016/17:

The Local Offer and SEN children's and adults services have explored external IT software which could enable Local Offer website users, more accessibility when trying to search for things to do and find information, using specific filters and search functions.

SEN Services are in discussions with Children's Services and Corporate IT Commissioners about possible external IT software to develop the Local Offer Website and partner websites.

Local Offer Officer

Updated response 2017-18:

The Local Offer website will be enhanced and further developed, by improving the websites accessibility. The new commissioned website platform would enhance the existing search tools already on the Local Offer website and ensure accessibility and navigation of the website is much easier and clearer for families to find information, activities and services by using preferred filtered options (for example by searching by specific needs, age, postcode, service information or activity type categories etc.). The navigation system will allow you to search multiple directories but in one search, rather than showing multiple directories or information you do not necessarily require. In addition SEND service will have the ability to add new services and update, information, service content and activities on the website themselves using secure requests and login details. The Local Offer would monitor and approve all content before published. We anticipate the new platform to be ready Autumn/Winter 2018.

Local Offer Officer and IT Commissioners

Next Steps

The Local Offer will continue to be developed in 2018 and beyond. Several activities are already planned including:

- IT software to be commissioned to enable developments to be made within the Local Offer website search and mapping functions to enable a one stop search function for all services and information within the Local Offer to give users easier access to information, by using more filter options including specific needs, larger miles radius for the post code searcher, accessibility options, service type categories, and specific word search etc. Development of large scale searches which can include SEND information and service data pulled from capita, connect to support for children and adults and voluntary and charity directories.
- Review new SEND visual pathways for transition/preparing for adulthood and disagreement and mediation children and young people and their parent/carers who are part of the Local Offer focus groups.
- Review and gain feedback about the new updated SEND Accessibility Strategy once signed off by the SEND Strategic Partnership, with children and young people and their parent/carers who are part of the Local Offer focus groups.
- Further develop Local Offer Glossary, “How to use this website” and Q & A pages within the Local Offer within the website to reflect the evolving website.
- Amendments to website content and structure in response to the feedback already received
- Development of the children and young people’s section of the website and content using feedback gained from children and young people. This will include a SEND Local Offer YouTube video account for children and young people to upload their own experiences and view SEND information in the format of videos as requested. SEND Local Offer Snapchat and Instagram accounts will be created to raise awareness of the Local Offer. Commissioned IT service will enhance the search of services, activities, support and things to do, for children and young people.
- Continue to develop social media to reflect users’ ways of using the internet.
- Distributing the new pocket size concertina Local Offer booklets via Families Information Service as requested and to distribute at SEND events.

- Re-advertising the Local Offer on the radio and local buses again has proved effective to promote awareness.
- Development of Local Offer Gov Delivery email subscriptions, by-monthly e-bulletins and quartile LO & DCIS e-newsletters- working jointly with the Councils Communication team and DCIS.
- Work closely with Special Inclusion Project (SIP) to gain feedback from children and young people with SEND and liaise with school and college SENCO's across the District to promote the Local Offer and gain feedback. Local Offer focus group workshops and meetings will take place with children and young people from SIP and parent/carers members at Parents Forum Bradford & Airedale will take place during 2018-19 to review the Local Offer developments since the annual report was published and gain further feedback to develop the Local Offer during 2018-19.
- Identify SEND services gaps using Local Offer feedback, service feedback will be referred to the appropriate service leads to provide responses to the identified gaps in SEND services. Develop partnership with Healthwatch to agree on an effective mechanism to provide feedback from key stakeholders to Health Services to gain responses for the Annual Report.
- Use Google Analytics and the feedback gained within the annual report to further develop a promotion/communication plan to reach people who have not heard of the Local Offer through advertising and media.
- Continue Local Offer outreach work across Bradford District to promote awareness of the Local Offer. Local Offer Officer to attend organised events, meetings and workshops across the District to encourage a wider group of stakeholders to contribute to awareness and feedback
- Continued liaison and partnership working with the Families Information Services, Prevention and Early Help Information Services-Gateway and Special Educational Needs Information Advise Service (SENDIASS)
- On-going updates and maintenance of website content. Work in partnership with services published on the Local Offer website to ensure services provide content updates and responses to service feedback on a 6 monthly basis.
- Continue to research and add new and appropriate services to the Local Offer website which will benefit families with SEND.
- Continue to liaise with all organisations that are included in Bradford's Local Offer to advertise and raise awareness of the Local Offer website on their own service websites and within settings.

- On-going partnership working with West Yorkshire Local Offer networking groups, Yorkshire and Humberside Local Offer peer review groups, commissioners and organisations including national organisations which are included within the website, to develop the Local Offer.
- Maintain and monitor existing Bradford schools and colleges Local Offer SEND Information Report links on Bradford's Local Offer website, including Independent and out of District where we have placed a child or young person from the Bradford District. Add new school/college Local Offer website links including independent and out of district.
- Annual Report 2018-19

Further Information

If you have any comments about the "What You Said – What We Did" Local Offer annual report or would like further information about the Local Offer please contact the person who compiled and produced the Local Offer Annual Report for 2017-18:

Sarah Pawson (Local Offer Officer) Phone: (01274) 439261

E-mail: localoffer@bradford.gov.uk

The wording in this publication can be made available in other formats such as large print and Braille. Please call 01274 433582