

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



Bradford's Special Educational Needs and Disabilities (SEND) Local Offer Annual Report 2019-2020



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

Find out about:



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Info, Advice and Support



Things to Do



Early Years



Getting Around



Health



Social Care

localoffer.bradford.gov.uk

Foreword

I am pleased to introduce the 2019/2020 Local Offer Annual Report.

The development and review of Bradford's Local Authority SEND Local Offer (LO) during the last 6 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 services, 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 the years and developed effective partnerships with key SEND services including: Parent/Carers Forum, Bradford Barnardos (SENDIASS), Special Inclusion Project, SEND Strategic Partnership Board and SEND work streams, Health Commissioners and other SEND organisations across the District.

Bradford Local Authority and its families have been affected by the impact of the Covid-19 Pandemic outbreak this year, which has been a difficult and challenging time. People and organisations of the district have been doing all they can to rise to this unprecedented challenge. The Council is working around the clock as part of a mammoth team effort with partners to provide essential services and get support out to those who need it most. The SEND Transformation & Compliance team have supported families throughout the Covid-19 Pandemic through the LO website and provided virtual information sessions. This support has been greatly received by families.

Publishing of comments received about Bradford's Local Offer is slightly delayed this year due to reasons relating to the Covid-19 Pandemic, though it should be noted that this information has been published as soon as practically possible and in line with the government guidance on legislative changes relating to COVID-19: [Education, Health and Care Plans: Guidance on temporary legislative changes relating to Coronavirus \(COVID-19\)](#)

The feedback that we have received through the Local Offer has been very important to us, and as a result of this, the new accessible Bradford Local Offer website that went live June 2019 has been further developed. Key stakeholders, including children and young people, parents/carers and providers continue to be involved in the co-production of the new website, to ensure we get it right for families. We are pleased with the latest developments made to the Local Offer website using valuable service user feedback. We look forward to our families and services being able to find clear and easily accessible information on the site and we will continue to develop it using key stakeholder feedback.

A peer review of the Bradford Local Authority (LA) Local Offer was undertaken in November 2019 via Parents Forum and Mott McDonald for Yorkshire & Humber SEND LO. The peer review assessed parts of the Local Offer content with specific focus on; guidance relating to Early Years, Schools, and Further Education SEND Support. The review has been a great opportunity for us to further develop Bradford's Local Offer.

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

Councillor Susan Hinchcliffe

Chair of Health and Wellbeing Board and Leader of the Council



Introduction

Welcome to the Annual Report on the Bradford Local Offer for 2019/2020.

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 provision and provision outside of the area that is likely to be used including regional and national specialist provision.

The purpose of the Local Offer is to;

- Provide clear, comprehensive and accessible information about the available services and how families can access it.
- 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 co-produced website. There are also alternative formats which include the Local Offer pocket information booklet and leaflets. The Local Offer can also be accessed through email, the telephone helpline, an e-newsletter, social media, SEND events, workshops and meetings across the district. The LO website uses [Browsealoud](#) which is a web accessibility toolbar that helps to make the LO website more inclusive for all. It provides web visitors with instant access to supportive features, helping to reduce barriers between digital content and diverse online audiences.



Bradford's Local Offer contact details:

Website: localoffer.bradford.gov.uk Email: LocalOffer@bradford.gov.uk

Telephone helpline: 01274 439261

Social Media: Facebook- [@LocalOfferBd](#) Twitter- [@LocalOfferBd](#)

The Local Offer should make it easier for families to find information about the services that are available and provides an evidence base for improving and commissioning services in the future.

The Local Authority must seek and annually publish comments that are received about the Local Offer, along with the 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 2019 to May 2020

Local Offer Website Developments

We used valuable feedback from children and young people with SEND, their parent/carers and SEND service providers about the sites accessibility and navigation route to finding information.

Bradford Council commissioned and awarded a contract to 6B Digital website provider to build and service the LO website in Nov 2018. All information and content was migrated from the Local Offer Bradford Council website platform onto 6B Digital's website platform to build, host and service the LO website using key stakeholder feedback about accessibility and navigation to finding information. The new Local Offer website was launched and went live in June 2019.

Once the site went live we used further feedback (You said We did) from key stakeholders during July 2019-May 2020 and continue to develop the LO, improving users accessibility and navigation experience and the LO admin areas content management system.

A summary of LO website developments taken place and completed to improve service user accessibility (during Nov 2019-June 2020) can be found within Appendix A.

Local Offer Peer Review

In November 2019 Bradford Local Authority SEND Local Offer Peer Review was undertaken by Parents Forum and Mott McDonald for Yorkshire & Humber SEND LO. In response to this Bradford has further developed its Local Offer with the website provider to address areas for improvement identified within the peer review feedback dashboard.

To view the full Bradford Local Offer Peer Review by Parents Forum and Mott McDonald for Yorkshire & Humber SEND Local Offers Nov 2019 [click here](#).

Summary of the Local Offer performance

Website data usage

This year's website usage statistics are solely based on the Local Offer performance measured by Google Analytics software and the statistics below are taken from this year's figures which were from the period between and including 1st June 2019 to 15th May 2020.

Last year's figures were also taken from Google Analytics from the period between and including 1st June 2018 to 15th May 2019.

It is difficult to compare figures from last year's 2018/19 Google Analytics data to this years 2019/2020 data. We commissioned the new local offer website which went live in June 2019, prior to this we were made aware by 6B Digital the contractor developer that the Google analytics integrated on the old site did not record data correctly and therefore bounce rate/usage figures cannot be compared with the previous period as these are

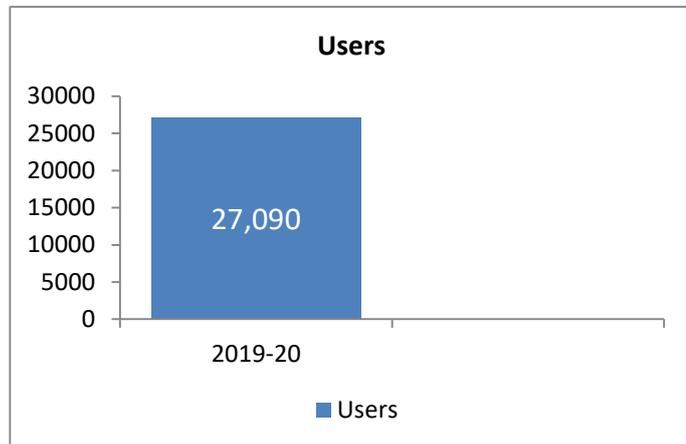
inaccurate. This was because of how service pages were built on the previous site, causing URL Query Parameters to be counted duplicate times rather than being discounted.

Therefore next years annual report 2020/21 will reflect an accurate and representative year on year comparison. Each year the Local Offer has grown in visitors, however due to the way the old website was recording data, unfortunately we are unable to do like for like comparison in this report.

Unique Users

This figure does not take into account repeat visitors and displays the progress made across 2019-20.

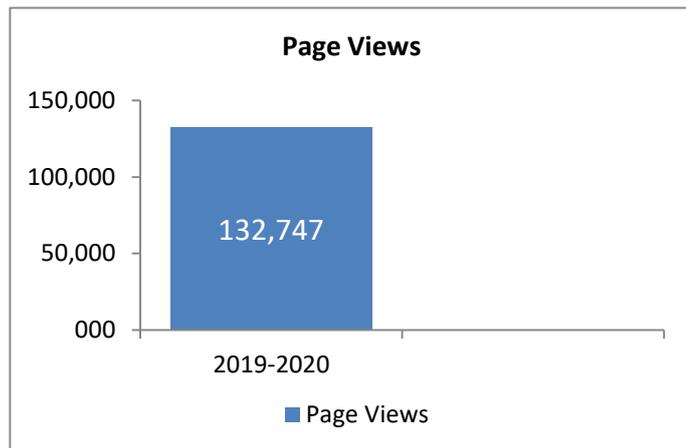
Local Offer website unique users:
27,090



Page Views

The page view statistic is a simple count of every page viewed by a user across the year.

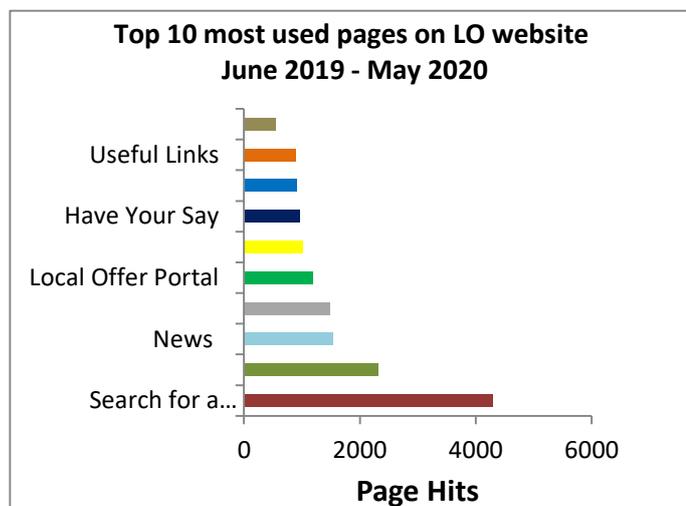
Local Offer website page views:
132,747



Top 10 pages used on website

The top 10 pages viewed statistic is a simple count of each of the top 10 pages viewed by users across the year.

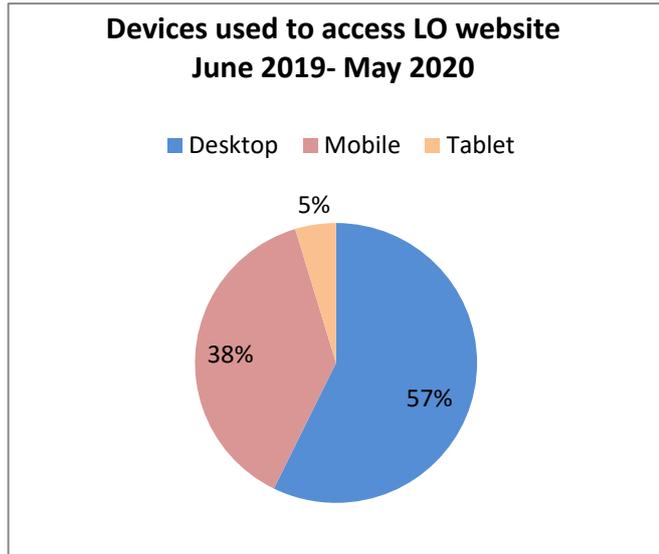
This year the most viewed page is the search for a service with 4,292 hits. This is a good result and lets us know users are finding where to look for information about services and support.



Devices used to access LO website

The statistics show which devices users have used to access the website.

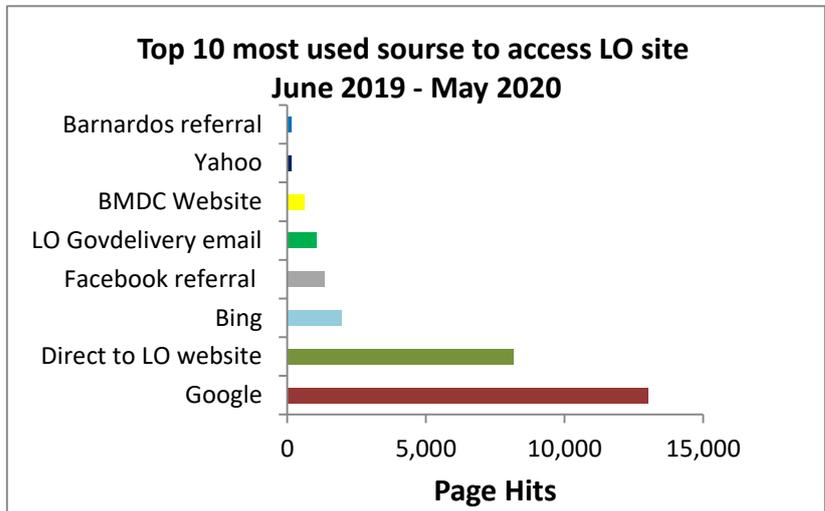
The most used device to access the LO website is the desktop at 57% and more users are using mobile devices. The LO website is compatible with all devices to ensure the site is accessible to all users.



Top 10 sources-how users have accessed LO website

The statistics show what sources have been used to access the LO website.

The most used source to access the LO website is Google at 13,043 and more users are finding the site direct. It great to see the LO Gov delivery email newsletter is driving people to the main website.



What we have learnt from the website performance Summary

The main search on the Local Offer site is search for a service, this is great news, because it shows us that users are using categories and filters to find information they require. In addition we have developed this section to include keyword search for all services within the search, if users know exactly which service or type of information they would like to find.

The main device used to access the Local Offer site is desktop and increasing in figures are mobile users. Most of our young people audience use mobile devices. The site is compatible with all devices to ensure accessibility for all users. Google is the main search tool used when finding information and we will continue to improve our search system by including key phrases to each service page to enable Google to find more and more information on the Local Offer site. We are pleased to see that a large amount of users have found the LO site directly by being provided with the sites web address. We will continue to ask

schools/colleges and health providers to promote the LO to their families, send email newsletters out monthly and post information on our social media pages to increase awareness of the Local Offer. We also are pleased to see SEND services are referring families to the LO using their own websites. We will continue to liaise with Bradford Council website team, to look at ways of referring more users onto the Local Offer site, when users are searching for SEND related information.

We will continue to use Google Analytics to; develop the website, monitor how people are using the site, and how they access it to inform our SEND communication and engagement plan.

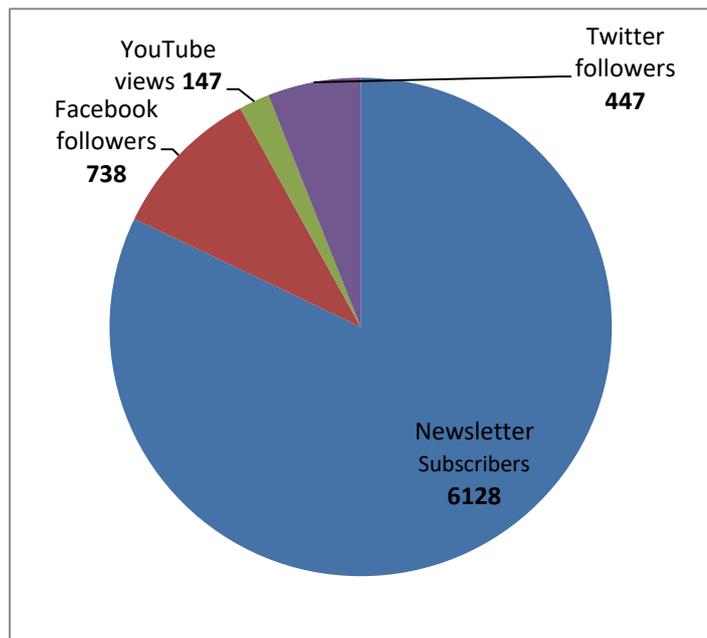
Summary of Social Media, Newsletters and LO Information pocket booklets

This year’s social media usage and e-newsletter statistics are based on figures taken on 15th May 2020.

LO Social media and newsletter

The statistics show how many followers we have on social media, and how many people have subscribed to our newsletter and YouTube channel video views.

The most used platform to engage with users is the e-newsletter with 6,128 subscribers. We will continue to engage with our subscribers sending out our monthly newsletter. Social media channels have increased in figures as we continue to promote SEND information and news.



During June 2019-May 2020 **10,500** pocket booklets have been distributed;

- At events, meetings and workshops
- Posted to education, social care and health provisions who have requested more copies
- Posted to individual families who have requested a copy of the booklet through the LO telephone helpline

What we have learnt from Social Media, Newsletters and LO pocket booklet distribution statistics

Subscribers to our monthly newsletter are increasing and we have received feedback from users that this is a great form of communication to keep people up to date with SEND information, news, what's new, consultations, stories, and events direct to their inbox.

We have also increased usage of our social media channels to keep users up to date with SEND Information, news and events by directing existing and new users to the LO website.

Feedback received from young people is that we need to add to our social media channels to suit a younger audience. In response to this we hope to add to our social media channels by adding Instagram during 2020/2021.

Our forms of communications with children, young people and their parent/carers will continue to evolve using this valuable feedback.

School Special Educational Needs (SEN) Information Local Offer Report

Governing bodies of maintained schools and maintained nursery schools and the proprietors of academy schools must publish information on their individual websites about the implementation of the governing body's or the proprietor's policy for pupils with SEN.

The SEN Information Report should give details of the school's contribution to the Local Offer and must include information on where the local authority's school SEN Local Offer report is published. ([SEND Code of Practice-Section 6 Schools](#))

In Bradford all schools and further education colleges are published on the Local Offer and expected to have direct links to their school SEN Local Offer report and to the Bradford Local Offer website on their own sites. In addition provisions are expected to promote the LO to their families with SEND as per LO and providers [service level agreement](#).

All provisions published have access to the LO website portal where they can update their information, links, add additional information about the schools; accessibility plan, activities and anything else they wish to include. All provisions are sent notification reminders every 6 months to review and update content.

The SEND Transformation and Compliance team have audited SEN Information Reports and Accessibility Plans. The team has produced an audit tool and supporting information for schools about on the LO site and Bradford Schools online.

Local Offer Consultation and Engagement - “You Said & We Did”

Feedback about the Local Offer

The Local Offer invites visitors to feedback on their experience of using the Local Offer site. We have collated the feedback received from children/young people with SEND 0-25yrs, parent/carers and service providers into the format of “You said and We did”. The feedback shown is from 1st June 2019 – 15th May 2020. The table following the “You said and We did” comments provides a summary of how we have consulted with key stakeholders and where the comments were sought from.

Month/Year	You Said	We did
<p>May 2020</p>	<p>Website Content & Accessibility The Local Offer is looking more user-friendly and people were happy to hear that services could be challenged or removed if they are not providing what they are "selling".</p> <p>The SEND one minute information guides (OMG) recently developed for the LO website are useful and would be great on the homepage of the Local Offer SEND Ambassadors suggested the OMG to be within the eye catching scrolling notification bar on the Local Offer website homepage.</p>	<p>All service information requested to be published on the Local Offer website is reviewed in terms of content quality, categorisation, if the service is non for profit and if the service will directly benefit children and young people with SEND (0-25) and their families.</p> <p>On all service information pages, users have the option to rate the service they are viewing.</p>  <p>If users would like to leave independent feedback about the service on the Local Offer they can do this using rate the service on each page or contact the service directly using the services details provided. In addition users can rate the information content.</p> <p>We have produced a number of One Minute Guides which aim to link sections of the LO together, following feedback from our January to March events, The SEND One Minute Guides (OMG) are now on the main page of the LO website in the notification bar called “Quick SEND Guides” and within our search for services section, as suggested by our Parent SEND Ambassadors. The OMG can be found here</p>

<p>May 2020</p>	<p>Awareness</p> <p>A lot more schools and colleges are now making families aware of the Local Offer service but some schools/colleges/SENCO's staff are still not sharing the LO with families, and they need to be aware of it.</p>	<p>Council staff have demonstrated use of the LO website at a number of virtual parental engagement sessions where possible, during the Covid-19 Pandemic. The aim of the sessions were to make families aware of the LO, what it is, how it can support families during the pandemic, how to use/navigate the site and gained feedback from the virtual sessions to further develop the Local Offer.</p> <p>Weekly email updates are sent to schools and professional outlining support for parent/carers on the LO site to share with families services are working with. Monthly SEND Partnership information newsletters are sent out to families and professional subscribed. The SEND Strategic Partnership board have been given information about what the SEND Transformation & Compliance and Local Offer team have been doing during the pandemic and what activity has taken place to support families during this difficult time.</p> <p>Please refer to Local Offer Consultation & Engagement Summary within this report and SEND Transformation & Compliance Activity Timeline for more detail about what we have done to promote the Local Offer to families and professional.</p>
<p>April 2020</p>	<p>Website Content & Accessibility</p> <p>The Local Offer information zoom session today was very useful. I was so happy to be part of it, because I found the presentation and tour of the website so valuable for Healthwatch and families especially during the Covid-19 pandemic. Healthwatch did not realise the Local Offer website had so much useful information. I like how easy it was to navigate through and will be promoting wide.</p> <p>Consultation & Engagement</p> <p>I could not find any groups for children and young people with additional needs to feed in their views to shape SEND services across education, health and social care e.g. Youth Council or</p>	<p>We are pleased to hear the virtual Local Offer information session for families during Covid-19 pandemic has been useful for families. Its great that you found the information on the site valuable, your service area will be promoting Bradford Local Offer for more families to benefit from it and that you find the website accessible to use.</p> <p>We have made it clearer on the website how people can share their views to shape services. We have changed the name "Co-production & Feedback to "Have your say". Within the "Have your say section you will</p>

<p>April 2020</p>	<p>youth steering group</p>	<p>find an outline of how you can share your views about the Local Offer and SEND services by;</p> <ul style="list-style-type: none"> • completing the short survey about the Local Offer • LO telephone/email • Attending one of the SEND Parental Engagement Listening Events or SEND working groups. • All services published on the Local Offer provide contact details to provide direct feedback about that particular service. • Information about SEND Ambassadors –Children & Young People and Parent/carers and how to be involved to share views about SEND services. • Provide feedback (via the LO services search) about a particular SEND service on their service page published on the Local Offer by using the “Rate this service”. • Provide feedback (via the LO services search) about a particular service’s information content by using the “Rate this page”. <p>If users leave feedback via the Local Offer about services information content published or feedback about services published on the LO, this information is shared with service area commissioners/strategic leads to respond/action.</p>
<p>March 2020</p>	<p><i>Children & Young People SEND Ambassadors reviewed the Local Offer</i></p> <p>Awareness Only half of the SEND Ambassadors who are new to the SEN services role had heard of the Local Offer. Young people reviewed the Local Offer website on mobiles.</p>	<p>Please refer to Local Offer Consultation & Engagement Summary within this report and SEND Transformation & Compliance Activity Timeline for more detail about what we have done to promote the Local Offer to families and professional.</p> <p>Council staff have demonstrated use of LO website at a number of parental engagement sessions where possible, we are doing a short LO survey at all events involving parents and carers, and children and young people to ensure the service is meetings needs. We have recently run online training sessions on how to use/navigate the site and gained positive feedback from this event.</p>

<p>March 2020</p>	<p>Awareness</p> <p>Young people like the Local Offer pocket information booklets and felt the booklets should be handed out in college, as they had not received one.</p> <p>Parents are not given information by schools about the Local Offer. GPs and health (wider professionals) don't share the Local Offer. Wider awareness of the Local Offer from partners is needed.</p> <p>Website Content & Accessibility</p> <p>Most young people found the site easy to search things like Jobs. However the LO newsletter Subscription pop up box was irritating for some, in terms of selecting the 'X in the corner' to get rid of this, was not accessible.</p> <p>The search for a service navigation bar on the LO needs to be more specific i.e. Jobs / training.</p>	<p>Priority 1 of our revised SEND Strategy is about communicating and updating our Local Offer, including: Continue to increase accessibility of the Local Offer website and alternative ways to access Local Offer information which complement the website and increase accessibility. We are undertaking further development work on the new Local Offer website using feedback gained within this report and in coproduction with our SEND Parent/carer and young people Ambassadors. Developments are hoped to be live by the Summer term 2020. The Local Offer will continue to evolve and develop using feedback gained from key stakeholders.</p> <p>Nurseries, schools, colleges, health services and other services have been reminded to promote the LO website to parent/carer and young people with SEND. Schools have been asked to signpost parents to the sign-up for a regular newsletter via the LO website. Local Offer briefing Information has been published in Bradford Districts GP/Health Providers newsletters to encourage professionals to refer families to. Posters to be placed in GPs about the LO and a letter sent out to those people on health waiting lists to make them aware of the help and support on the LO. Continue to ask nurseries, schools and colleges to inform parents about the LO. Circulate to community services e.g. GP surgeries. We hope to hold a Local Offer live Event later this year.</p> <p>We have removed the pop up SEND Local Offer Partnership newsletter subscription and made it clear on the main page how to subscribe to the newsletter and you can in addition subscribe within the news section.</p> <p>The main and sub category names within the search for a service have been co-produced with children and young people and their parent carers using the original design of the old website and again updated on the new site, to reflect what families wanted them to be named. In</p>
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<p>March 2020</p>	<p>Website Content & Accessibility Looked for ‘college courses’ but did not come up with any results.</p> <p>Consultation & Engagement SEND Ambassador Young people are interested to learn more about the Local Offer and be part of the Local Offer development.</p> <p>Some services information content on the site is too wordy.</p>	<p>addition the categories reflect the information that we must provide laid out in the SEND Code of Practise (0-25 yrs.) statutory guidance 2015. The broad type information is the main category and the sub category is used for more specific information. In addition you can use filters to select the most useful information you require. We have developed the back end admin area of the website so we know what users are searching for and when they have not been able to find specific information they require. This has helped us, further develop the search system and keywords search. We will use feedback to explore with users, what the main and sub categories could be named.</p> <p>Bradford Council has commissioned “Site Improve” a website accessibility software tool, to identify how accessible the council’s website is Inc. the Local Offer site. We will continue to use Site Improve, work with 6B Digital and the Bradford Council web services to identify how accessible the Local Offer site is, how we can further develop and monitor progress (Inc. if a page is identified as having too may words and its reading age). We will further develop the sites accessibility, using site improve.</p>
<p>Feb 2020</p>	<p>Website Content & Accessibility There is a vast amount of support and information available on the Local Offer website for families.</p>	<p>We have been working on the feedback previously provided to us to ensure that the Local Offer website has the most relevant and current information.</p>
<p>Jan-May 2020</p>	<p><i>Children & Young People from Special Inclusion Project Short Breaks reviewed the Local Offer</i></p> <p>Website Content and Accessibility Its great to see our own Special Inclusion Project short break groups videos on the Local Offer – really cool to see people I know</p> <p>More and more people are aware of the Local Offer and seeing more adverts for this. Excellent idea to advertise the LO on a bus</p>	<p>We value all the feedback gained from all key stakeholders to co-produce and to develop your Local Offer. We will continue to promote and gain feedback about the Local Offer to ensure the Local Offer in co-produced with key stakeholders.</p>

<p>Jan-May 2020</p>	<p>which I saw recently.</p> <p>I like using Browsealoud language and accessibility tool and the "speak out loud" voice is funny. I really like the look of new local offer website.</p> <p>New categories and filters are great – much better for finding information.</p> <p>Great to see information on the Local Offer to support families during the Covid-19 pandemic.</p> <p>Now that service providers can use the new log in portal for uploading and updating their own information on the LO site is really helpful makes life easier!</p> <p>I like all the photos of all different people in the new site</p> <p>It's a good source of information and I can find the information now in my own time rather than having to ring people.</p> <p>Links need to be clearer – say "link here" not the full URL address</p> <p>Some information and service pages have too many words</p>	<p>We value all the feedback gained from all key stakeholders to co-produce and to develop your Local Offer. We will continue to promote and gain feedback about the Local Offer to ensure the Local Offer in co-produced with key stakeholders.</p> <p>We are pleased to hear families have found the Covid-19 Support for families' information on the Local Offer helpful during this difficult time.</p> <p>We value all the feedback gained from all key stakeholders to co-produce and to develop your Local Offer. We will continue to promote and gain feedback about the Local Offer to ensure the Local Offer in co-produced with key stakeholders.</p> <p>We will be working through the website to ensure services that have provided content on the Local Offer now use hyperlinks instead of the full URL website addresses. Once service providers update their service content pages using their LO accounts, the LO is notified as a pending service update. Moving forward we will ensure all service content Inc. "click here" hyperlinks and we will review the amount of text of words on pages. We have website software called Site Improve which can identify pages that are not very accessible in terms of too many words. If we identify a service page, we can work with the service provider to update their pages to ensure they are more accessible.</p> <p>We have been making developments to the LO website and its</p>
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<p>Jan-May 2020</p>	<p>A one off activities services offer should be shown clearly on main page and shown in its own section</p> <p>A List of contact numbers that is easy to read and find would be useful, rather than having to go into each service in the search for a service section – like a contacts phone book.</p> <p>I want to see more young people photos like me – young person who has a physical disability</p> <p>The website needs to be more colourful</p> <p>More information on best places to go in Bradford</p> <p>More social media engagement that young people use</p> <p>All service pages should clearly identify funding streams, so we know who’s funding these sessions, (i.e.) council, commissioned or charity/social enterprise (non for profit)</p> <p>Information about services that provide supported swimming lessons-someone who will support and get in pool with young people with SEND.-Needs to be a warm pool.</p>	<p>homepage using feedback received, some of the developments in terms of website content and accessibility have already been made during 2019/20, more recently in May 2020 and further developments are to go live in the Summer term 2020.</p> <p>You can now find one off activities in its own section on the homepage and this information can still also be found within the search for service-things to do-one off activities categories.</p> <p>We have created a contacts page on the main page of the LO so you can access important and useful telephone numbers easier. In addition we will add telephone numbers for quick access to the service page links.</p> <p>We value your comments and will further develop the website and communications plan using feedback received.</p> <p>We will further develop the service on boarding form to ask services for these details.</p> <p>We have a list of services that provide warm swimming pools some with hydrotherapy pools within the Local Offer website; we will make it clearer by adding to the services key words so you can find specific services that support young people in warm swimming pools within your search for a service keyword section.</p>
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<p>Jan- May 2020</p>	<p>Website Content and Accessibility</p> <p>More on videos to be on the LO YouTube – Young people at SIP have done some cool videos, some are already on the LO.</p> <p>More information needed about where young people with SEND in Bradford can access volunteering opportunities.</p> <p>Would be great if staff photos can be included in service pages, so we know who might see at a session.</p> <p>Summer time table that Special Inclusion Project provided for parents/carers was really helpful this year and would be great on the LO in the activities/one off activities section.</p> <p>Online activity calendar would be great to see what’s on- for us to see each day what we can do.</p> <p>We would like a CYP Blog</p>	<p>We will continue to develop this section and add more videos including videos from SIP.</p> <p>We have information provided on the LO about volunteering opportunities within the search for a service-Preparing for Adulthood-Work experience and Volunteering section here</p> <p>We will be including staff photos within the Local Offer-Our team section on the site, so you can see who we are. We will use your feedback to ask services published on the Local Offer via our LO SEND Partnerships newsletter and on Bradford Schools Online, if they would like to share staff photos using their LO account to upload photos of staff (with consent) on their service pages.</p> <p>SIP have used their LO account to included their Summer holiday timetable on their SIP LO service page and within the things to do holiday activities section. SIP will continue to add their holiday activity timetables to the LO holiday and one off events sections using their LO account.</p> <p>Bradford Council main website has published “What’s On” in Bradford guide for all families, on the main council website to let families know what events and activities are on each day across the Bradford District. The Local Offer Things to do section refers families to the Bradford Council What’s on Guide. The Local Offer website search provides a “Things to do” category, providing details about what events and activities are available and when, within each service page, for children and young people (0-25 yrs.) with SEND and their parent carers across the district.</p> <p>Council staff will use your feedback to discuss and explore with senior management and the website provider what is possible in terms of website development.</p>
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<p>Jan-May 2020</p>	<p>Website Content and Accessibility</p> <p>It would be cool to see some of the big boss people who make choices for children and young people with SEND, to make a video– to show us what they do everyday?</p> <p>Can we have a Local Offer app for just children and young people-showing a calendar of Local Offer activities, things to do, games and social media?</p> <p>A teenage section 16-25 Years would be useful on the LO or in a App if possible</p> <p>Online chat box –to ask something and someone will reply? For example– “Where can I go to play golf”? And someone would email my parents with links/info. A themed online forum that we could post questions and get direct links would be helpful.</p> <p>Local offer needs a new name; it doesn’t tell us what it is?</p> <p>Criteria for each service needs to be shown on each service page</p> <p>Think the new log in for uploading information is really helpful makes life easier!</p>	<p>Council staff will use your feedback to discuss and explore with senior management and the website provider what is possible in terms of website development.</p> <p>All local authorities have named their SEND Information service “Local Offer” We have used feedback received and co-produced a new LO logo which is clearer within the Logo what the Local Offer is. The new logo will be published in the Summer term and will be printed on all new leaflets. We will further explore if Bradford needs a new name for it’s LO.</p> <p>All services published on the LO have to compete a service on-boarding template which includes; What does it do, Who is it for and how do I access it etc. Inc. other information if services wish to provide more details like; is there a criteria, cost etc. Services can be filtered to provide information about what type of support the service offer to children and young people to access services i.e. Universal service, with support, with specialist support. The template was co-produced with children and young people with SEND. The “Who is it for” and criteria section is for</p>
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<p>Jan-May 2020</p>	<p>Website Content and Accessibility</p> <p>Social Care workers would like services broken down into service type</p> <p>Schools need to add their afterschool clubs and holiday activities to their school pages on the Local Offer</p> <p>Services providers published on the Local Offer that don't update their information using their Local Offer account – should be removed, the majority of service providers update their information and other services should do the same.</p> <p>More information about Nell bank weekends online</p> <p>Information about accessibility at service venues is needed- where I can go in my wheelchair that is easy to get around, or where can I go that will provide a loop system for young people who are deaf?</p>	<p>services to state the criteria to access the service. All service providers will be notified by the LO to update their service pages in June 2020 and will be asked to include the criteria to access their service. All published services on the local offer have agreed to a service level agreement which sets out statutory duties, Inc. Updating their own service pages on the LO, if there is a change and reviewing content every 6 months. The LO provides reminder notification emails to all providers to do this every 6 months. All LA and health partner services have a statutory duty to provide information about current services published on the Local Offer and respond to their service area feedback.</p> <p>All education provisions have been invited to update their information on the local offer including the opportunity to add information about after school and holiday activities. We will share this feedback with provisions using Bradford Schools Online news, within the Head teachers Forum and SENCO network groups.</p> <p>We will share your feedback with all service providers published on the Local Offer within our SEND Local Offer Partnership newsletter, Bradford Schools Online and within the SEND Strategic Partnership board to ensure service providers are aware of the importance and duty to update service content on the site.</p> <p>We will share your feedback with Nell bank and ask they update their service page to include weekend online information.</p> <p>In the things to do section on the local offer website, we have information about AccessAble service. AccessAble are commissioned by Bradford Council, to provide information about the accessibility of public venues, such as hospitals, hotels, sports activities, this includes wheelchair and hearing loops accessibility.</p> <p>All service providers have LO accounts to enable them to update and add new content to the LO site about their services Inc. the option of</p>
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<p>Jan – May 2020</p>	<p>Website Content and Accessibility cont.</p>	<p>selecting Accessibility symbols, to show how accessible it is at their venue. We will share your feedback and ask providers if they can let users know how accessible their venue is, using this option. We will do this via our SEND LO newsletter and Bradford Schools Online. In addition we are working with AccessAble who will be providing direct AccessAble links to add to service pages that have been assessed by AccessAble, and will be displaying the AccessAble links on those service pages.</p>
<p>Jan 2020</p>	<p>Website Content & Accessibility The SEND Service page I was viewing has missing links within the content</p>	<p>We have identified the missing links on the service page and worked with the provider to ensure links are provided within their service page.</p>
<p>Dec 2019</p>	<p>Website Accessibility I think the local offer is good, however, I believe it could be fantastic. Since the website redesign, topics have been very difficult to find using the wild card search tool at the top of the site.</p>	<p>We have further developed the new website content, accessibility and navigation and worked with the site providers using key stakeholder feedback to resolve issues identified within the wild card search.</p>
<p>Nov 2019</p>	<p>Website Content & Accessibility I previously found a local offer booklet guide PDF full of services and support available, I cannot find this on this new website.</p> <p>I found the useful links section on your LO website a very useful resource.</p>	<p>The Local Offer Guide Booklet is no longer available due to service information being out of date once printed within the booklet. Service provider's feedback they would rather update directly online on their service pages on the Local Offer, so information is never out of date. However we have co-produced a Local Offer Information pocket booklet with children and young people, which provides an overview of what information you can find on the Local Offer site. You can find out on the leaflet, how to order more copies of the pocket booklet and how to access if no internet. The leaflet can be found here to download and print.</p> <p>We value your feedback and pleased to hear the useful links are useful and will continue to add to these links to benefit families.</p>

<p>Nov 2019</p>	<p>Website Content & Accessibility The Local Offer website is difficult to navigate and we struggle to find information.</p> <p>Awareness Parents and Carers don't know about the LO. Many parents only found out about the local offer from taking part in the SEND Services Listening Engagement event. Nurseries and schools are not making families aware of the Local Offer.</p> <p>Yorkshire & Humber Peer Review of Bradford Local Authority SEND Local Offer A peer review was undertaken via Parents Forum and Mott McDonald for Yorkshire & Humber SEND LO, the areas identified for Bradford Local Offer to work on – can be found here.</p>	<p>We have further developed the new website content, accessibility and navigation and worked with the site providers using key stakeholder feedback to resolve navigation issues when finding information.</p> <p>Council staff have demonstrated use of LO website at a number of parental engagement sessions. Schools have been asked to remind all parents of the LO website. Schools have been asked to signpost parents to the sign-up for a regular newsletter via the LO website. Monthly Newsletter being produced. Where possible, we are doing a short LO survey at all events involving parents and carers, to ensure the service is meeting the needs. Focus groups have been held with parent and carer groups, and Health colleagues to review access to the Local Offer.</p> <p>Priority 1 of our revised SEND Strategy is about communicating and updating our Local Offer, including: Continue to increase accessibility of the Local Offer website and alternative ways to access Local Offer information which complement the website and increase accessibility. We will continue to ask nurseries, schools and colleges, health and social care sector to inform parents about the LO. Circulate to community services e.g. GP surgeries. We will hold a Local Offer live event in 2020.</p> <p>We have further developed the new website content, accessibility and navigation and worked with the site providers to resolve issues identified within the peer review feedback dashboard. We will continue to develop our Local Offer using key stakeholder feedback.</p>
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<p>Oct 2019</p>	<p>Website Design, Content & Accessibility</p> <p>The new website look and design is great and it is easier to find information within the new categories and filters.</p> <p>Glad I have heard about the Local Offer and what it is, the site is valuable</p> <p>Great to be provided with information about Education Health Care Assessments/processes and what rights parent/carers and children have on the site</p> <p>Very useful empowering resource with lots of information about how to support your child and find the right services</p> <p>Like the news information section and useful contacts section of the website and I like that it is accessible in different languages, font size and easy read.</p> <p>The new Local Offer Information website is a great improvement and much more accessible.</p> <p>EHCP Process/timeline information on the Local Offer is clear and this page, enables families to be more informed, to be able to challenge services.</p> <p>Appears accessible, everything on one website. Could there be a chartroom forum on the page – like peer support?</p> <p>Would like to see the wild card search by words function to work better. On the Local Offer website, what if I don't know what I'm looking for?</p>	<p>We value all the feedback gained from all key stakeholders to co-produce and to develop your Local Offer. We will continue to promote and gain feedback about the Local Offer to ensure the Local Offer in co-produced with key stakeholders.</p> <p>Council staff will use your feedback to discuss and explore with senior management and the website provider what is possible in terms of website development.</p> <p>We have made developments to the LO website in terms of website content, Google search, and accessibility with the website provider using key stakeholder feedback. We have made further developments to the</p>
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	<p>Website Content and Accessibility Most people search via Google so they would like to find information they search to go directly to the page instead of LO home page</p> <p>Awareness Community Centres in local areas would be a great place to make families aware of the Local Offer Service</p>	<p>wild card search and the search a service navigation route, using feedback. The new recent developments made to the site in terms of navigation and accessibility; will go live in the Summer term 2020.</p> <p>We value your feedback and we will use your comments to further develop our LO communications and awareness plan.</p>
<p>Sept 2019</p>	<p>Google Search, Website Content & Accessibility Google search is not directing to direct pages you are looking for, just takes you to homepage.</p> <p>I found all the Short Breaks information, details and referral forms I needed on the LO website. I had support in place in weeks. Information I found worked well (found- call- service).</p> <p>I miss local kid's photos within the website.</p>	<p>We have made developments to the LO website in terms of website content, Google search, and accessibility with the website provider using key stakeholder feedback. We have made further developments to the wild card search and the search a service navigation route, using feedback. The new recent developments made to the site in terms of navigation and accessibility; will go live in the Summer term 2020.</p> <p>We value your feedback and pleased to hear you found the LO search for a service navigation path to finding the information you needed clear. Great to hear that you had support in place within weeks.</p> <p>We had to remove all old photos of Bradford families, on the Local Offer website due to new General Data Protection Regulations (GDPR) legislations. We will work with the SEND Ambassadors and Special Inclusion Project to upload new photos and videos with permission via the new GDPR consent forms. We really do miss local families on the website too.</p>
<p>Aug 2019</p>	<p>Good Practice and Awareness Kirklees Local Offer cited Bradford Local Offer as “What a good Local Offer looks like” in their Market Engagement Event in Aug 2019</p>	<p>We are very happy to be cited as “What a good Local Offer looks like” by a neighbouring LA and we will continue to develop the local offer website using our valuable feedback from key stakeholders.</p> <div style="display: flex; justify-content: space-around;">   </div>

	<p>Awareness Get the Local Offer 'out there more' so that more families can access it. The new Local Offer website is 'really good' and 'much improved'.</p>	<p>Local Authority and health partners SEND Services strategic leads/Managers/heads and commissioners have been made aware of the Local Offer Service, within the SEND Strategic Partnership Boards, SEND Working Group Streams, Head teacher Forums and SENCO Network Meetings (Inc. Colleges). Local Offer briefings, training, presentations, event stalls, have been held to inform services what the LO is, how it will benefit their families and the statutory duties to work together providing current information about their services for the LO website, respond to feedback about their services and make families aware of the Local Offer.</p> <p>All published service information on the Local Offer have agreed to a Service Level Agreement to ensure their service areas inform families about the LO on their own websites and within their services.</p>
<p>July 2019</p>	<p>Website Content & Accessibility Found Information on the website useful but part of the schools out leaflet information was missing for that service. Unable to find "Information and Advice for Special Educational Needs" using the wild card search tab at top of main page</p>	<p>We have updated the leaflet and informed the service to keep their service information current.</p> <p>We have further developed the wild card search function with the website provider, to ensure information and advice is found clearly within the search for a service keywords. In addition we have added an option for users to let us know what was missing so we can further develop the site if users do not find what they are looking for within search for a service. We are further developing the main page search for a service so it clearer to use search for services within categories, sub categories, key words, rather than searching the whole site using the wild card.</p>
<p>June 2019</p>	<p>Website Content & Accessibility Links on social care personal budget are not opening Unable to find post 16 provisions</p>	<p>We have fixed the links on this service page.</p> <p>We have made developments to the LO website in terms of website content, Google search, and accessibility with the website provider using key stakeholder feedback. We have made further developments to the wild card search and the search a service navigation route, using</p>

<p>June 2019</p> <p>I have a disability/Visual Impairment and the opening page of your website is not accessible, there does not seem to have an opportunity to see the information in text.</p> <p>Useful Local Offer Information website</p>	<p>feedback. The new recent developments made to the site in terms of navigation and accessibility; will to go live in the Summer term 2020.</p> <p>We have made it clearer on the Local Offer main landing page where to find the “Browsealoud” accessibility tab. There is a number of accessibility features whilst using the tool, including text only, easy read, colour overlay and language translator etc. You can find this tool called “Language & Accessibility” on any page within the site. We have in addition included a “how to use Browsealoud video”.</p> <p>We value your feedback and pleased to hear you find the Local Offer website useful.</p>
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SEND Local Offer Consultation & Engagement Summary 2019/20

The table below provides a summary of who we have consulted with, how many people we have engaged with at events and where the comments were sought during 1st June 2019 – May 2020. In addition to this fortnightly engagement meetings have taken place with Parent Carers Forum (PFBA) and Health (CCG) throughout the Covid-19 period.

Month / Year	*Key stakeholder	Source of feedback	No. of people	Bradford District area	SEND Type
May & June 2020	PC & CYP	SEND Outcomes for Children & Young People's interim review -survey and outcome	49	Snap Survey on the Local Offer website	Undisclosed SEND
May 2020	PC & SP	Thinking Big Family and Friends Hub SEND Services-Local Offer (LO) and SEND Transformation & Compliance Information	24	Zoom Virtual Online	Undisclosed SEND
	PC & Professionals	Airedale and Wharfedale Autism Resource (AWARE)–SEND Services Personal Budgets Information	26 live (300 via sharing on Facebook)	Zoom Virtual Online	ASD
	PC & CYP	SEND Ambassadors LO logo review	16	WhatsApp Online	C&I, HI, VI, C&L
	PC	Bradford Council SEND Education Health Care Assessment Feedback Survey for parent/carers	Open survey	Online Survey on Local Offer and Council Website	Unknown
April 2020	PC & SP	AWARE-Special Inclusion Project (SIP) & Local Offer Service Information	32	Zoom Virtual Online	ASD
	PC	SEND Ambassadors meeting providing valuable feedback towards wider co-producing of documents, policies and strategies.	16	WhatsApp Online	SEND Undisclosed

March-April 2020	CYP, PC & SP	Bradford Council Short Breaks Service review survey-ensuring the existing service meets needs. Survey now closed! Feedback will be analysed and responses will be published on the Local Offer in the Summer/Autumn term 2020.	Unknown	Online Survey on Local Offer website	SEND Undisclosed
March- April 2020	CYP, PC & SP	Bradford and Craven Health Service review survey-experience of accessing or trying to access CYP mental health (CAMHS) services in Bradford and Craven area and how we can improve services. Survey is now closed! Feedback will be analysed and responses will be published on the Local Offer in the Summer/Autumn term 2020.	Unknown	Online Survey on Local Offer website	SEND Undisclosed
Feb 2020	PC & SP	SEND Services Parental Engagement Listening event	16	Bradford City Centre	ASD, MH, ADHD, SpLD, LD, PD, SEND Undisclosed
	CYP	CYP SEND Ambassadors workshops and meetings review LO and SEND services. Providing valuable feedback towards wider co-producing of documents, policies and strategies.	16	Bradford City Centre	C&I, HI, VI, C&L, SEND Undisclosed
Jan 2020	PC & SP	SEND Services Parental Engagement Listening event	11	Keighley	SEND Undisclosed
	CYP & PC	SEND Ambassadors workshops and meetings. Providing valuable feedback towards wider co-producing of documents, policies and strategies.	16	Bradford City Centre	C&I, HI, VI, C&L, SEND Undisclosed

Jan-May 2020		Special Inclusion Project (SIP) Children & Young People- The Crew and Daffodil LO review group members attending short breaks across the district at;			
	CYP	-Mind the Gap (8-19 yrs.)	30	Bradford City	ASD & MA
	CYP	-Youth Inclusion LS29 Group (9-25 yrs.)	12	Ilkley	ASD
	CYP	-Youth Inclusion Parkwood Group (9-25 yrs.)	22	Keighley	MA
	CYP	-Matilda Group (8-18 yrs.)	18	Bradford	MA
	CYP & PC	-Stay & Play Phoenix Special School (5-13 yrs.)	30	Keighley	MA
	CYP& PC	-SIP Parental home visit (mixed ages)	12	Undisclosed	MA
	SP & PC	-SIP Telephone calls re LO feedback	3	Undisclosed	SEND Undisclosed
Dec 2019	PC, CYP & SP	Parent Forum Bradford Airedale 10 th Anniversary event	20	Manningham	ASD, ADHD, LD, MH, SpLD
Nov 2019	PC & SP	SEND Services Parental Engagement Listening event	26	Bradford City Centre	ASD, MH, ADHD, SpLD, LD, PD, SEND Undisclosed
	PC & SP	Yorkshire & Humber Peer Review of Bradford Local Authority SEND Local Offer	Unknown	Yorkshire & Humber LA LO reviewed	N/A
Oct 2019	PC	AWARE Drop in group- Local Offer (LO) and SEND Transformation & Compliance Information	20	Bowling	ASD
	PC, CYP, SP	Thinking Big-Family and Friends hub-Local Offer Information session	8	Keighley	SEND Undisclosed
		SEND Accessibility Strategy 2018-20 review of strategy and published on LO	Unknown	Bradford District	SEND Undisclosed
Sept 2019	SP	Youth Offending Service	12	Keighley	N/A
	SP	Early Help Gateway Service	10	Bradford City	N/A

Sept 2019	CYP, PC, & SP	Bradford SEND Strategy for CYP 2018-2022- Review of strategy and published on LO	25	Ilkley and Bradford City	SEND Undisclosed
	PC & SP	SEND Joint Commissioning Strategy 2019/20- Review of strategy and published on LO	Unknown	Bradford City	SEND Undisclosed
Aug 2019	SP	Kirklees LA Local Offer Marketing Engagement event	Unknown	Huddersfield	N/A
Aug 2019	PC, CYP, & SP	Nell Bank Inclusion Play Day-SIP Consultation with key stakeholder about Bradford SEND Services.	60	Ilkley	Undisclosed SEND
July 2019	PC, CYP, SP	LO Presentation for SEND professionals across health, education and social care	52	Bradford City Centre	Undisclosed SEND
	PC, CYP, SP	Surviving Summer' Family Resource Conference part 2 event	24	Bradford City Centre	Undisclosed SEND
June 2019	PC, CYP, SP	Surviving Summer' Family Resource Conference part 1 event	15	Bradford City Centre	Undisclosed SEND
June 2019- May 2020	PC & SP	LO Website feedback survey	25	Bradford, Keighley, Shipley, Bingley, Leeds, Wakefield, Chelmsford.	Autism, Learning Difficulties, Visual Impairment, Undisclosed SEND
June 2019- May 2020	PC	Parents Forum Bradford & Airedale (PFBA) LO awareness and parental feedback via workshops, Telephone calls, and Facebook.	Unknown	Unknown	Unknown
		Events/meeting/workshops/online- Total: 37	No. People total: 646		

N.B please note that key stakeholders may have attended more than one event. Acronyms; *Key Stakeholders: Children and young people with SEND 0-25 (CYP) Parent/carers of CYP with SEND (PC) SEND service providers (SP)

***SEND Type:** ASD-Autistic Spectrum Disorder, ADHD-Attention Deficit Hyperactive Disorder, LD-Learning Disability, PD-Physical Disability, MH-Mental Health, SpLD- Dyslexia, VI-Visual Impairment, C&I-Communication & Interaction, C&L-Cognition and Learning, MI-Mixed Abilities, Undisclosed SEND -Anonymous Special Educational Needs & Disability.

Bradford Council SEND Services Compliments

Here are some examples of compliments about SEND services received from parents and carers during June 2019-May 2020:

I am very grateful to the SEN Assessments team for supporting my son and helping him through his education journey up to now. All our paperwork from the local authority shows how far my son has come and we both reflect on this.

My son has passed his driving test, completed 3rd year at college and passed his diploma in cookery. Looking to move into full time employment in hospitality and catering (local pub offered him contract, once the lockdown has been lifted).

Parent email, May 2020

Thinking Big families genuinely appreciated your time, in zoom session during the Covid-19 pandemic, providing information about the SEND Transformation & Compliance team and the Local Offer. This level of engagement is extremely valuable, not only in developing awareness and communication, but also in building relationships, trust and confidence - thank you. Joel & Sarah from the T&C team were great, providing information and responses to the Q&A was really helpful. We received specific compliments about Joel's presentation, both in terms of the clarity of the information, which families found really interesting (especially the understanding of different work streams) and in terms of his approach; some people commented on looking forward to issues being addressed because they got a sense of confidence from him. When compliments are made, I think it's important to pass them on. Thanks again - it was a really helpful exercise.

Parent/carers, Thinking Big Family and Friends Hub-SEND Information Local Offer & SEND Transformation and Compliance Online Zoom session May 2020

Families now on the ASD waiting list now have funding allocated and get referred to AWARE This is positive news, for families in desperate need whilst on ASD waiting lists.

Parent/carers, AWARE –SEND Services Information, Personal Budgets Online Zoom Session, May 2020

The Local Offer website information is very valuable to families, especially during the Covid-19 pandemic and the development made so far using key stakeholder feedback, is great.

Parent/carers, AWARE, Special Inclusion Project & Local Offer Information Online Zoom Session, April 2020

The Local Offer Information and website overview presented by the Local Offer lead today has, given me the tools, to feel I can challenge school on decisions I do not agree with and I thank you for this.

Parent/carers & Young Person, AWARE Drop in, Bowling Bradford, Oct 2019

Local Offer Website Testimonials

Bradford Council Local Offer website provides some examples of compliments received about the Local Offer website please [click here](#) to view the sites "Testimonials" on the main page of the website and read more to see all comments received.

Service areas across education, health, social care and employment to further develop using feedback received from key stakeholders (from parent, carers, children and young people with SEND 0-25)

Feedback received from key stakeholders during June 2019 – May 2020, about SEND Services via the Local Offer.

Month	You said	We did - action taken/next steps
Jan – May 2020	<p><u>Education</u></p> <p>Education Health Care Plan Assessment requests and timelines EHCA parental/YP request form is not clear and hard to understand</p>	<p>Council staff have updated information about EHCP assessments and the timelines on the Local Offer, Inc. quick easy guides about EHCP and Personal Budgets within the new One Minute Guides here. We have shared your feedback with the SEN assessment team to consider further development to the current EHCA form available on the Local Offer.</p>
Feb 2020	<p><u>Public Health (Locala)</u></p> <p>Lesbian, gay, bisexual, and transgender (LGBT) Information required Public Health Locala service needs to provide more information on the Local Offer about LGBT related Q&A's to support families.</p>	<p>New information pages outlining LGBT support (as well as new pages outlining support for young people generally) have been drafted and are now in the process of being finalised and signed off by the service (this has been slightly delayed due to the Covid-19 response). The new pages are expected to be live by the end of this month (July).</p>
Jan –May 2020	<p><u>Health</u></p> <p>CAMHS ASD & ADHD waiting lists ASD/ADHD Waiting Lists for diagnosis, timelines and information needs to be clear and published on Local Offer for families.</p>	<p>Neurodiversity assessments are currently carried out across five services within three organisations so it is difficult to share the waiting times without a great deal of explanation as to which age ranges can be referred where. NHS Bradford District and Craven Clinical Commissioning Group (CCG) are currently working to have a single patient tracking list to show the current waiting list position and once this has been reviewed and refined we will be better placed to share this</p>

<p>Jan-May 2020</p>	<p>Health Cont.</p> <p>Health Providers to promote LO to families GP's, Hospitals, Health Centres, Child Development Centres and other health providers need to ensure families are aware of the Local Offer.</p>	<p>information in a way that is meaningful to families. The support available to parents whilst waiting for an ASD diagnosis is available through the Bradford Early Advice Team (BEAT) service.</p> <p>Designated Clinical Officer (DCO) for Special Educational Needs and Disabilities (SEND) at NHS Bradford District and Craven Clinical Commissioning Group (CCG) has ensured that the profile of the LO will be raised at the Health Sub-Group on Wednesday in relation to promoting the LO to Provider services. The DCO has circulated the LO flyer to Health Provider services. The Head of health engagement and experience at CCG, has promoted the LO to GP's and Health Providers within the GP's Newsletter. We have reminded NHS community and secondary care service providers of the need to promote the local offer to families they are working with where appropriate. We will undertake further work to understand how we can raise awareness in primary care settings. Council staff will deliver a presentation to the Health Hub meeting, providing information about the Local Offer service and a tour of the LO website.</p>
<p>Jan-May 2020</p>	<p>CAMHS ASD/ADHD Parenting Programmes & Support Parenting programmes and support is needed for families who are struggling, whilst on long waiting lists for ASD/ADHD diagnosis.</p>	<p>Following a successful bid for external funding the Clinical Commissioning Group (CCG) are currently working with the West Yorkshire and Harrogate Health and Care Partnership and Airedale and Wharfedale Resource (AWARE) to develop and deliver support for families whose children are on the autism assessment pathway. The parenting programme is called "Beat" and information about the course was published on the Local Offer in May 2020. BEAT parenting programme course will be ready mid June 2020, due to Covid-19 pandemic; there will be a delay in families starting the course. However AWARE is currently supporting families who are members of AWARE and those families who have been invited to attend BEAT. The autism assessment pathway is now a</p>

<p>Jan – May 2020</p>	<p>Health Cont.</p>	<p>neurodiversity assessment pathway and includes children waiting for an ADHD assessment. Younger children requiring an assessment would be seen in a child development service rather than CAMHS setting. Council staff have shared your feedback about ADHD parenting courses for families on diagnosis waiting lists and is awaiting a response from the CAMHS service.</p>
<p>Jan – May 2020</p>	<p><u>Social Care</u></p> <p>Youth Service Information required Youth Service needs to provide further information on LO about all activities provided for CYP with SEND.</p> <p>Short Breaks for CYP 5-8yrs. Gaps in short breaks for children and young people with SEND 5-8yrs to attend activities without parental support.</p>	<p>The Youth Service have reviewed the Local Offer site youth information pages and agree with the young people who have raised this. The Youth Service Commissioner has discussed this with the advanced practitioners in the Youth Service. There is one of these workers in each constituency area and they have responsibility for the youth work offer in their areas. They have agreed to supply the information about what is on in their areas so this can be added into the LO website pages. The offers are ever changing as the service responds to the needs of young people and in response to the Covid situation but we will also ensure that contact details are shared on the site for each of the area teams so direct contact can be made to discuss new offers.</p> <p>Council staff will share your feedback with the Short Breaks Service. A Short Breaks review is underway and an initial survey was published on the Local Offer in March-April 2020 for children and young people with SEND, their parent/carers and service providers who have used the service to review the existing service. The survey will provide feedback, to review and develop the service provided. The feedback and responses will be shared on the Local Offer in the Autumn term 2020. Short Break steering group came together in February to look at and help improve Short Breaks in the LA. The start of which was the Short Breaks survey which is now</p>

<p>Nov 2019</p>	<p>Social Care Cont.</p> <p>Safety in Taxis using the Bradford Councils Transport & Travel Assistance Service for CYP with SEND What safety measures are in place when children, young people and adults with SEND use taxis for travel assistance to school/college/other? And why are there no safety cameras in the vehicles?</p>	<p>been used to identify gaps within the service and strengthen the support provided in Bradford. A report and next steps will be published via the LO in July/August.</p> <p>All taxi drivers licenced in Bradford who transport vulnerable people are DBS checked to an enhanced level and undergo training with the authority. Any escorts used are either employed by Patient Transport Service or the operator who is contracted with the authority and as such both undergo training and are DBS checked to an enhanced level. The same training and DBS checks apply to any operator licenced drivers (minibus) who are contracted to work on behalf of the authority. If there are any specific concerns around safety, those concerns should be reported directly to Bradford Council Travel and Transport service.</p>
<p>Nov 2019</p>	<p>Youth Offending Pathway for CYP back into Education & if Identifying as possible SEND Back into education or alternative provider's visual pathway is required for service providers, parent/ carers and young people who have been detained in a youth offending centres who would like to get back to education or alternative education. The pathway is not clear. Young people supported in the youth offending team require educational support, alternative to the mainstream educational provisions and require a non school/college environment. What is available, it is not clear! Visual pathway is needed for service providers, parent/carers and young people about services and support to turn to, if they feel a young person supported by the youth Offending team has a possible undiagnosed special educational need or disability-ADHD, Mental Health etc.</p>	<p>Youth Offending Team (YOT) and Education Safeguarding Team recently agreed a link person who will be working with the custody team from the Education Safeguarding Team who will help YOT case managers identify where there could be gaps in education provision. This is very new and we are currently in the process of writing this up and we can look as part of this, to provide a flow chart to show how we link into education.</p> <p>YOT do not provide education provision but can help with attendance at meetings and sometimes accompanying young people on first days in provision</p> <p>If a parent/carer/staff/YP feel that a YP has special educational needs that are undiagnosed then they have to provide a consultation and referral depending on main concerns, e.g. mental health, autism, learning disability,</p>

<p>Feedback from Annual Report 2018/19</p>	<p>Social Care Cont.</p> <p>Activities and Support for CYP 5-25yrs with SEND in Family Hubs Family Hubs across Bradford District Inc. Keighley need to offer accessible venues, activities and support for children and young people with SEND 5-25yrs and their Parent/carers. The information needs to be clear on LO site. Social Care Cont.</p>	<p>communication, comprehension etc.</p> <p>If YOT identify possibly SEND needs, parent/carers and young people would be informed and consent would be gained to make a referral to the appropriate service.</p> <p>All of the Family Hub buildings are accessible as they were previously Children’s Centres but we do appreciate they maybe seen as very young for our teenagers and older young people. We will endeavour to make these buildings more acceptable and will ask the young members of our “Crew” review group at Special Inclusion Project (post Covid-19 pandemic) to visit and audit our buildings to support us. We would however also encourage our older young people to venture into our youth service provisions and would be more than happy to talk about any barriers to access and take up of services.</p>
<p>Sept 2019</p>	<p><u>Employment Services</u></p> <p>NEET Employment Pathway A pathway is required for young people who are SEND and Not in Education or Employment (NEET). It is not clear what is available to support those young people.</p>	<p>The Connexions Service supports young people who are NEET (i.e. from Year 12 up to 18 years old; 18+ with an EHC plan) to re-engage with Education, Employment and Training options. Information on Connexions Bradford can be found on the Local Offer. The PfA work stream developed the PfA pathway found here, which can be used to support CYP through transitions. An aspirations pathway was also developed to help CYP and those involved to always focus on their aspirations, this can be found here. These documents can be found on our Annual Review and Pathways to Employment pages on the LO.</p>

Feedback received from key commissioned services supporting SEND children, young people and families

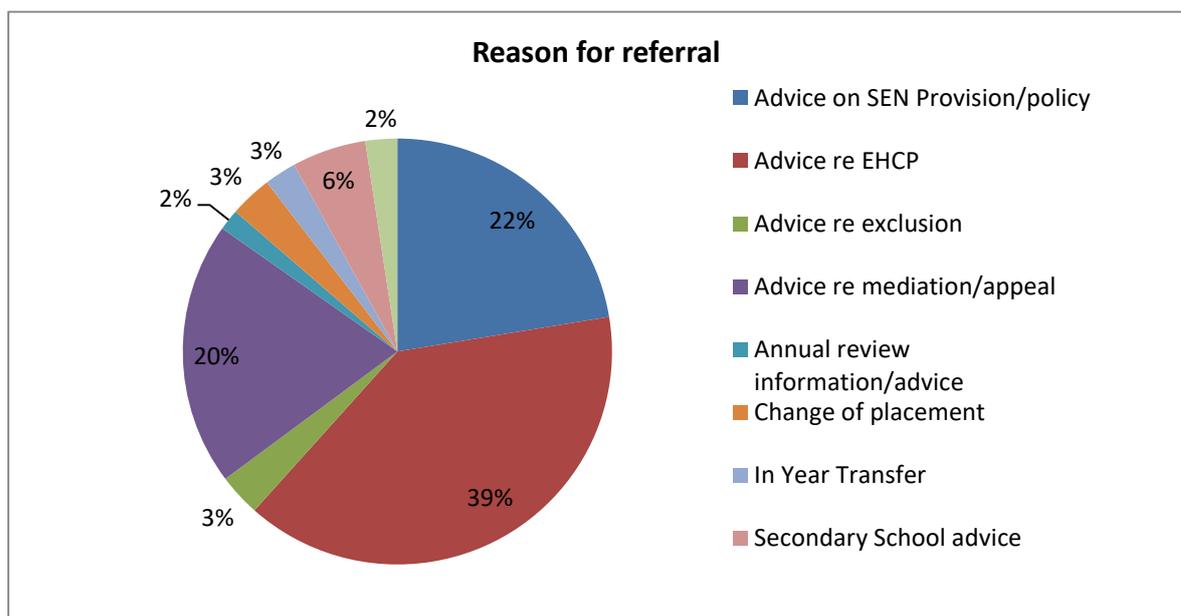
Feedback report from key stakeholders about Barnardos Special Educational Needs & Disabilities Information Advice Support Service (SENDIASS)

Information provided using Barnardos Quarterly Report - Period Q4 Jan – March 2020

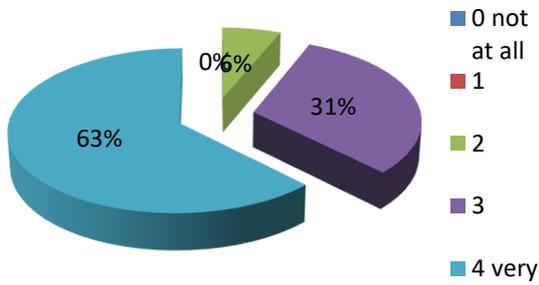
The Bradford Special Educational Needs and Disabilities Information Advice and Support Service offers a child, young person and family centred approach to support; tailoring advice and support given to individual need. We continue to encourage participation of service users in the design, development and delivery of our service through evaluation, focus groups and our parent steering group to ensure that it is flexible and responsive to the needs of children, young people and parents/carers across the district. We use six key questions from the Information Advice and Support Service Network's national monitoring programme to help us evaluate our service.

Feedback quotes from families using the Barnardos SENDIASS service:

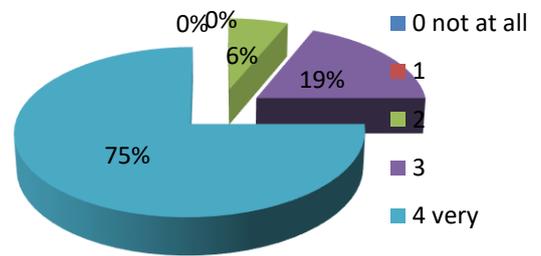
- Great staff members, really approachable (Young person)
- Longer sessions might be beneficial (Training participant)
- Staff have a lovely way with the students, supportive but not patronising (College staff)
- Enjoyable, interactive sessions (Parent)
- I've enjoyed watching the student's confidence grow each week. It has been nice to see each student be given the chance to shine. (Teacher)
- What I liked most was being able to express my ideas (Young person)
- Do more work on our points of view for Education. (Young person)
- I have only been able to do this with your support otherwise this would have been impossible, I am very grateful for your support (Parent)



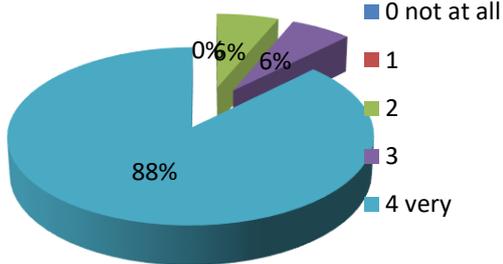
Question 1: How easy was it to get in touch with us?



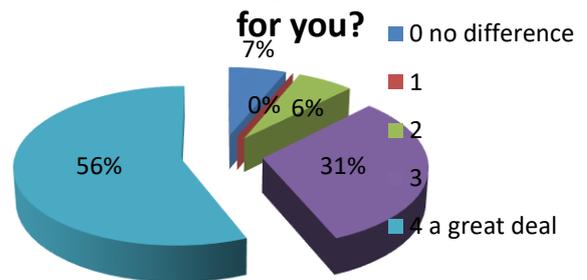
Question 2: How helpful was the information, advice and support we gave you?



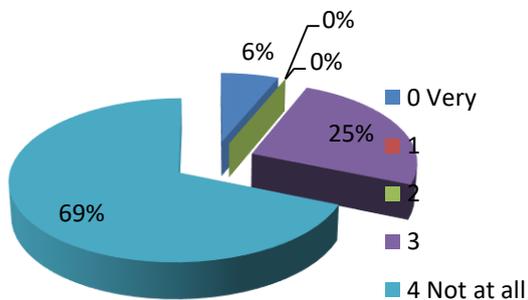
Question 3: How neutral, fair and unbiased do you think we were?



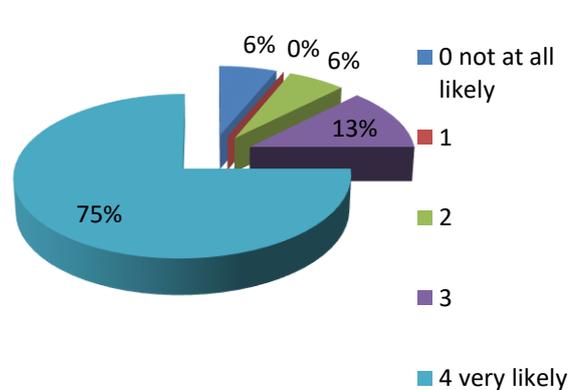
Question 4: What difference do you think our information, advice or support has made for you?



Question 5: Overall how satisfied are you with the service we gave?



Question 6: How likely is it that you would recommend the service to others?



Service User Evaluations

Unfortunately we were unable to complete service user evaluations at the end of the quarter as usual due to Covid-19 lockdown and not having access to the resources to do so. Service User evaluations above are from the previous quarter; however a new round of evaluations will be completed once we resume normal service.

Quality Assurance

A complaint was logged informally at the beginning of this quarter about the waiting time for call backs and casework. The call back had already been addressed by a new rota system so we were able to assure the individual that this was now improved. The waiting list has also been reduced significantly as we are now up to full capacity with caseworkers.

IASS Minimum standards – We continue to regularly review our service against the minimum standards and have drawn up a service plan for this financial year which ensures that we will remain compliant with the standards, with support from additional IASP funding.

Volunteers – one volunteer fully embedded within team doing mainly admin work at present with some support to service users via joint working. Independent Supporter training completed. The volunteer has now increased her volunteering hours with us alongside university, and will be supporting us with drop-ins, training and participation activities once the lockdown is lifted. We have begun the process of recruiting a second volunteer who is a young person with SEND.

Barnardos SENDIASS report created by Bradford SENDIASS Manager April 2020

Joint Commissioning of SENDIAS Service

Providing an Information, Advice Support Service is a mandatory requirement as part of the Children & Families Act 2014 and the SEND Code of Practice Statutory Guidance 2015.

The current SEND Information, Advice, Support Service (SENDIASS) contract specification was reviewed jointly by the Council and Clinical Commissioning Group (CCG) using key stakeholder feedback. Bradford Council and Bradford District and Craven Clinical Commissioning Group (CCG) have jointly commissioned the Special Educational Needs and Disabilities Information Advice and Support Service (SENDIASS) following a recent tender process. The new contract was awarded to Barnardos Bradford and commenced on 1 July 2020 for a period of two years.

The SENDIASS contract will be jointly managed by commissioners from the local authority and CCG and with oversight from SEND strategic managers.



Parents' Forum Bradford and Airedale (PFBA) Annual Report 2019/2020-Engagement with parent/carers

The PFBA has recruited a new Engagement Manager. The Engagement Managers role includes attending events and venues to meet parents of children and young people with Special Educational Needs and Disabilities (SEND), and introduce our service to those who may not previously heard of us.

PFBA Manager continues to represent parent/carers and sits on strategic partnership boards and working groups. PFBA manager co-chairs some of these groups and has direct influence on what is discussed regarding policies for disabled and SEN children in the Bradford area. PFBA attend the Carers' Partnership, Carers' Provide Forum and the Transforming Lives Programme Board.

Until the Covid-19 Pandemic PFBA have been running Education Health Care Plan (EHCP) workshops; offering two day sessions and one evening session per month. These allow parent/carers to gain more knowledge about the EHCP process and their rights. The informal approach provides parent/carers to talk over their own issues and share experiences, which has been very successful, with excellent feedback being received. Since last autumn 2019, we have offered more venues for the workshops, including BD5, BD10 and Keighley, as well as our own venue in BD8, which has enabled more parents to attend.

PFBA have jointly run five Positive Behaviour Support workshops with Affinity Trust, in different locations across the Bradford District. These workshops have received positive feedback from the attendees, giving them strategies and confidence to deal with behaviour issues.

We have continued to attend events for parent/carers of children and young people who have been recently diagnosed with autism, to provide information about what we do and how we can support.

The Parents' Forum reached the milestone of 10 years of providing support to Bradford parent/carers, and held a celebration in December 2019. Ex members of the PFBA Board were invited, as were parents and key members of local support groups, services and the council. We enjoyed looking back at the main achievements of the Forum, and enjoyed lunch with families.

We have continued to issue activity discount Max Cards to parent/carers of children and young people with SEND. We currently have approximately 650 parent/carers on our email list, and we have nearly 800 followers on Facebook. We do regular updates on our PFBA website, and use Instagram and Twitter.

We have built links with three primary schools and a high school in the Bradford District. Events have been booked in at those schools to empower their parent/carers and to help them support each other in conjunction with the SENCos. These will be picked back up when the Covid-19 lockdown has lifted.

Since the lockdown began, we have continued to be involved in the various SEND strategic partnership groups and developments via online meetings. We held an online Q&A for parent/carers to ask behaviour support related questions and this was well attended.

We have continued to talk to and listen to parent/carers, referring to services we know are still running, passing on relevant information and researching relevant activities, guidance and available support. We are also in the process of developing a Memorandum of Understanding with SENDIASS to set out how we will work together with parents/carers.

**Report provide by PFBA Manager
June 2020**

Local Offer next steps 2019/20

The Local Offer will continue to be developed and evolve in 2020 and beyond (taking into consideration Covid-19 restrictions). Several activities are already planned including:

- Consultation with families through Parents Forum, SENDIASS and Health (CCG) about developing a joint SEND Engagement and Communication Plan
- Work with the Council for Disabled Children (CDC) on co-production and outcomes framework for children and young people
- Further engagement with children and young people to develop a Local Area outcomes framework
- To build the “So what” factor in to future “You said, We did”
- Further develop the children and young people’s information videos and social media channels
- Development of a new SEND Local Offer Instagram account to raise awareness of the Local Offer through a younger audience social media channel
- Expansion of the Supported Internship Offer and promotion of new opportunities through the Local Offer
- Explore with senior management and website providers, the possibility of further website developments

- Continue to monitor and develop the site using Google Analytics which reflects the way users' are using the internet and how they access the Local Offer.
- Continued distributing LO pocket size booklets and create new A4 posters
- Continue to send out monthly LO e-newsletter/e-bulletins to subscribers
- Plan a Local Offer Live event for families (dependent upon Covid-19 restrictions)
- Work closely with SEND Organisations, Parents Forum, Special Inclusion Project (SIP), Health, Adults and Children's Services and provision SENCO's (including specialist and alternative) to promote the Local Offer and gain feedback from parent carers ,children, young people and partners across the Bradford District.
- Continue to embed SEND Co-production Working groups, SEND Parental Listening events, Special Inclusion Project LO review and development groups.
- Identify SEND services gaps using Local Offer feedback, service feedback will be referred to the appropriate service leads that are required to provide responses to the identified gaps in SEND services.
- 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. Monitor and report on service updates and responses every 6 months within the SEND Strategic Partnership Board.
- 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 services and organisations that are included in Bradford's Local Offer to 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 SEN Information Report direct 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.
- On-going maintenance and monitoring of the Local Offer website
- Annual Report 2020-21

Here are a couple of our key stakeholder's comments about the Local Offer website;

"I like using Browsealoud language and accessibility tool and the "speak out loud" voice is funny. I really like the look of new local offer website"

Young Person

"The new website look and design is great and it is easier to find information within the new categories and filters"

Parent/Carer

Partnerships

Local Community Partnerships



The Parents Forum for Bradford and Airedale



Bradford District Care - NHS



Bradford Teaching Hospitals – NHS



Airedale - NHS



Bradford SENDIASS (Barnardos)



Bradford District and Craven Clinical Commissioning Group



Meet the SEND Transformation & Compliance (T&C) Team



Sarah Pawson
Local Offer Lead



Jane Hall
T&C Manager



Joel Herbert
T&C Co-ordinator



Josh Wadsworth
T&C Co-ordinator



Luke Metcalfe
T&C Co-ordinator

Further Information about the Local Offer Annual Report 2019/20

If you have any comments about this 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 2019-2020:

Sarah Pawson (Local Offer Lead)
localoffer@bradford.gov.uk
01274 439218.

The wording in this publication can be made available in other formats such as large print and Braille. Please call 01274 434541



Appendices

Appendix A

The below table shows a summary of LO website developments taken place and completed to improve service user accessibility (during Nov 2019-June 2020)

April 2020 - May 2020 Website navigation and accessibility developments
<ul style="list-style-type: none">• Update the search for a service bar as follows - search results to include categories to the top of left hand filter area so users know what categories they have selected.• Amend label "Search for a service" just to say "Search" so users are clear that anything about SEND; information, services, support and activities can be searched here. Increase size of category boxes for accessibility.• Remove "what are you looking for" on the search bar and show this under the filters.• On the search bar increase the dropdown scroll bar to show all categories for a clearer view. When categories are selected-add ticks so viewers can clearly see what has been selected. Colour contrast to be accessible.• Move the Education, Health & Care Plan within in the main categories to display as the top result-so users can find clearly.• Remove the newsletter sign up popup on load on the LO site-the pop up is not accessible for users.• Amend Language and Accessibility sidebar-to link to new page displaying videos on how to use Browsealoud accessibility software tool.• During April 2020 and May 2020 we made several changes to the Content Management System admin area and SEND Services Portal to support improvements in accessibility?
Nov 2019 Website navigation and accessibility developments
<ul style="list-style-type: none">• Educational Provisions need to be found and filtered clearly-developments to be made to the service type, categories and filters within search for a service• Add user's testimonials on main page of site- design + build linking to key stakeholder's feedback-Have your say (using colour contrast to match accessibility guidelines).• Created a form within search for a service for users to complete if they do not find what they are looking, to improve keyword search bar.

The Local Offer website, portal area and sites CMS area will continue to evolve and develop using feedback gained from key stakeholders. Key stakeholder feedback is shared and actioned at the website provider quarterly contract review meetings. The SEND Transformation & Compliance team maintains and monitors the LO website using a content management system (CMS).

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