



**Q.** First of all what does Co-production mean?

**A.** "Co-production" refers to a way of working where the people who use services (in this case children and young people with SEND in Bradford, their parents, carers and service providers) all work together to create, design a service or decide how a service works, that works for them all.

## **Should the Local Offer website include services that charge? that benefit children and young people with SEND and their parent carers?**

### **Background**

The Local Offer website currently publishes information about services who are from Bradford Council local authority, NHS SEND health services or non for profit SEND voluntary community services as requested by parent/carers and children and young people in 2016.

Organisations who wish to be included in the Bradford Local Offer complete an application form on the Local Offer website giving details about the service they have to offer the who will benefit families with SEND. We have noticed an increase in organisations that charge for their services, requesting to be included on the Local Offer website. This application form on the Local Offer website is called the [Service Onboarding form](#)

Recent feedback from the Bradford Council SEND Co-production work stream suggests families may like to include services who charge on the Local Offer website to enable families to have more choice about the types of services they would like to use. Families may want to use [Personal Budget Direct Payment](#), [Disability Living Allowance for children](#) (who may need help with the extra costs of looking after a child with disabilities), [Personal Independent Payment](#) for adults 16+ (who may need help with some of the extra costs if you have a long term ill-health or disability) and other finances to access services who charge, to meet family's needs.

The Local Offer would like to ensure those requests for chargeable services meet criteria that benefit families with SEND 0-25. The current Service Onboarding request application form would need to be changed to reflect the new criteria for chargeable services.

## Engagement and Co-production



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Bradford Council SEND Local Offer worked together with Parents Forum Bradford & Airedale, Bradford & Craven NHS Clinical Commissioning Group (CCG) Engagement Lead, Youth in Mind-All Stars Entertainment, AWARE and Carers Resources to undertake a piece of co-production work with young people with SEND and parent/carers, to enable the Local Offer to make a decision about considering request on the Local Offer site from private services using the voices of those young people and parent/carers.

Co-production sessions with young people, parent carers and service providers involved;

- Introduction to Bradford Council SEND Local Offer Service
- What co-production means and how the Local Offer has been co-produced with families so far.
- What type of Co-production work Bradford Local Offer would like to carry out with young people and parent/carers
- Tour of the [Local Offer Website](#)-Inc showing examples of [non for profit services on LO site](#), what information they provide and how services currently request to join the Local Offer and the criteria set out in [the existing new provider service on-boarding form](#)
- Have their say on whether they agree or not agree to consider requests from chargeable SEND services to be considered to be included on Local Offer Website-Feedback records.
- Have their say about what the criteria should look like (using draft survey for support) if it was agreed that chargeable services should be considered-Feedback recorded on how the new provider Local Offer service on boarding form would look like reflecting the new criteria.
- All people involved in the Local Offer Co-production would be informed about the feedback (You said and We did) provided by young people and parents/carers about whether to include chargeable services, decisions they made and the new criteria to be used on Local Offer Service on-boarding forms.

## SEND Local Offer Engagement and Co-Production Summary

Bradford Council SEND Local Offer worked together with;

- Bradford Council SEND Co-Production work stream
- Parents Forum Bradford & Airedale
- Bradford & Craven NHS Clinical Commissioning Group (CCG) Engagement Lead
- Youth in Mind (All Stars Entertainment)
- Airedale Wharfedale Autism Resource (AWARE)
- Carers Resources



To undertake a piece of co-production work with young people with SEND and parents/carers, to enable the Local Offer to make the right decision about whether to consider requests on the Local Offer information website, to include private SEND businesses who charge for their services.

The table below provides a summary of who we have engaged with, where and how many people during this co-production activity;

Month / Year	*Key stakeholder	Source of feedback	No. of people	Bradford District area	SEND Type
Aug-Sept 2020	PC & SP	Co-production work stream meeting discussed and gained views about private chargeable services to be considered to be part of LO Information website.	12	Virtual Online WebEx meeting	NA
Oct	SP	Meeting between Local Offer, Parent Forum Bradford Airedale and NHS Clinical Commissioning Group Health Engagement to discuss Local Offer co-production work with PC and CYP re private chargeable services to be considered to be part of LO Information website.	7	Virtual Online WebEx meeting	NA
	SP	Meeting between Local Offer and Youth in Mind (Mental Health) Young People Apprentices Manager to discuss Local Offer co-production work with CYP re private chargeable services to be considered to be part of LO Information website.	3	Virtual Online; Zoom & Google Meets	NA
	CYP & SP	LO Co-Production session with Youth in Mind-All Stars Entertainment Young People Apprentices and their Manager	8	Brathay Centre, Youth, Bradford City Centre	SEMH
	CYP & SP	LO Co-Production session with young people at Airedale and Wharfedale Autism Resource (AWARE) Moving on group 18+	5	Virtual Online-Zoom Session	ASD
	PC & SP	LO Co-Production session with parent/carers at Carers Resource Virtual Drop in session	3	Virtual Online-Google Meets	ASD, ADHD
			<b>Tot: 38</b>		

N.B please note that key stakeholders may have attended more than one event.

**Glossary;**

\*Key Stakeholders: Children and young people with SEND 0-25 (CYP) Parent/carers of CYP with SEND (PC) SEND service providers (SP)

\*Special Educational Needs & Disabilities (SEND) Type: ASD-Autistic Spectrum Disorder, ADHD-Attention Deficit Hyperactivity 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.

### Engagement & Co-production You said and We did response from the Local Offer

Key Stakeholder	You said	We did
SP PC	<p>Parent/carers and service providers felt families should have the option and choice to find out what SEND services across education, health and social care are available for children and young people with SEND including those services that charge the parent/carers or families directly.</p> <p>We really agree with the idea of using co-production as it allows you to tailor your service and delivery to meet the needs of your service users.</p>	<p>We carried out virtual co-production workshops and meetings with parents/carers and young people to discuss the inclusion of chargeable services on the Local Offer website. If chargeable services were included, what would the criteria be for inclusion?</p>
CYP	<p>It was decided that the Local Offer should consider requests from services who charge.</p> <p>The information needed from services who charge should include;</p> <ul style="list-style-type: none"> <li>● Alternative free services should have listed on a chargeable for service content page, if there are any.</li> <li>● Bands of cost, does the service offer different tier costs based on income/benefits (universal credit/low income)?</li> <li>● The service should clearly indicate they are a service who charges</li> <li>● Possibly split chargeable for and non for profit services on the main category Local Offer search.</li> </ul>	<p>We will talk to our website development company to find out how we could change the website to get the additional information we will need to assess and consider chargeable services. This will involve a cost, so we will also find out how much that cost might be.</p>

<p>CYP</p>	<p>Some young people were not aware of the Local Offer. Young People said they thought their parents would be aware.</p> <p>We think it is good that you have combated the suggestion we have given in a way that informs young people about the LO.</p> <p>Working alongside services who work with young people is effective as it informs more people of the LO who can then direct young people to this service.</p> <p>Connecting services with awareness raising is a good way to provide a transparent overview of what services aim to do.</p>	<p>Information was provided to young people about what the LO was and how to access it and what information could be found.</p> <p>We will continue to actively encourage all services on the Local Offer website to promote the Local Offer service to their own families, within their provisions, newsletters and website.</p> <p>We will continue to work with services who directly work with CYP with SEND to find out what the best ways are to raise awareness of the Local Offer directly to the young people.</p> <p>We will email all services published on the LO asking them to inform their CYP and PC about the Local Offer information website within their provisions and on their websites to raise awareness.</p>
<p>CYP</p>	<p>The type of services young people wanted to see published on Local Offer website was;</p> <ul style="list-style-type: none"> <li>● Inclusive activities and support sessions with discounts for people with SEND and those on low income</li> <li>● Leisure places e.g. <ul style="list-style-type: none"> <li>○ Bowling alleys, climbing centres that do inclusive SEN sessions. This sort of thing would be great to share.</li> <li>○ SEND befriending service / friendship agencies</li> <li>○ Social opportunities for SEND and things they could do in and around Bradford from the private sector whether café, food, bowling, leisure centres, et al.</li> </ul> </li> </ul>	<p>This has been noted for further consideration.</p>

CYP	<p>Young People wanted the chargeable companies to state the following criteria on the Local Offer website new provider form.</p> <ul style="list-style-type: none"> <li>● Age range</li> <li>● Information about service/activity</li> <li>● Travel options</li> <li>● Times the facility is available</li> <li>● Cost</li> <li>● Facilities</li> <li>● Accessibility</li> <li>● Special discounts</li> </ul>	<p>We will talk to our website development company to find out how we could change the website to get the additional information we will need for chargeable services. This will involve a cost, so we will also find out how much that cost might be.</p>
CYP	<p>Young People felt that the draft survey was too wordy and complicated and so not easy to follow or complete.</p> <p>Open discussions allow people to expand their thoughts from different angles and understand other people's point of views. We like the idea of this.</p> <p>Written surveys may not be tailored to everyone's learning styles so keeping it to a minimum would be best. If a printed survey is required we agree it should be kept short and simple so that people are not put off from filling it out and it's easy for them to understand.</p>	<p>At the next co-production session, we will not use the printed survey, instead we conduct our assessment by open discussion and practical examples.</p> <p>If any future printed survey is required, it will be less complex and designed with young people and ensure it can be completed in no longer than 1 minute.</p>
PC/CYP	<p>Parent/carers and young people decided that chargeable services should be added to the LO website so families have choice.</p> <p>Parent/carers and young people said the services must be clear about what they offer and what the exact cost would be. Services should state if they offer discounts to cost for those families on universal credits or low income.</p>	<p>We will consider all the requirements and criteria agreed at this meeting, see criteria in you said column.</p>

PC/CYP	Parents/carers and young people said they would rather pay for services they needed if they had the money rather than be on long waiting lists. Parents/carers already use services who charge which are not on the Local Offer so it would be good to include these services.	We will consider how we could collate this information with consideration of the other chargeable services criteria discussed at the meeting.
PC	Parents/carers said it would be good to make it clear on the LO that the service is a chargeable service and possibly in a different section to those chargeable services so if families do not have the money to pay for services they do not need to look at that section.	We will talk to our website development company to find out how we could change the website to get the additional information we will need to assess and consider chargeable services. This will involve a cost, so we will also find out how much that cost might be.
PC	It was requested that the 'News & Covid-19' menu item on the website be changed to 'News'.	We will explore the name of this section further with young people and update the name accordingly.

**\*Key Stakeholders:** Children and young people with SEND 0-25 (CYP) Parent/carers of CYP with SEND (PC) SEND service providers (SP)

### Outcome of Co-production workshops and next steps:

Young people with SEND, parents/carers and service providers felt families should have the option and choice to find out what SEND services across education, health and social care are available for children and young people with SEND including those services that charge.

Bradford Council will discuss this requirement with 6B Digital, who is Bradford Councils Local Offer website provider, to find out the technical, practical, timescales and cost of implementing these changes to the [Service Onboarding form](#) on the Local offer website. Once discussed with 6B Digital, Bradford Council will share with key stakeholders involved.

*Bradford Council SEND Local Offer would like to thank young people, parent/carers and service providers involved in this Local Offer Co-Production activity.*



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