

Local Offer review framework

INSERT Local Authority (LA) Name: Bradford

INSERT Local Offer link: <https://localoffer.bradford.gov.uk/>

Rotherham LA completed a Local Offer peer review for Bradford Local Offer and Bradford provided responses to the comments.

GUIDANCE

- Complete a review against all the categories providing a Yes (Y), Limited (L) or No (N) for each based on the requirements given (column 4 below).
- Provide comments against each category where relevant e.g. to provide an explanation of why a classification has been chosen, to highlight good examples and where information is missing and ideas for improvements (column 5 below).
- The categories are based on the 'Musts' in the Code of Practice but a few key 'Shoulds' have been included at the end of the table.
- A supplementary document is available which includes the extracts from the Code of Practice that are referenced in this document.
- Please note that this framework is designed to help review elements of your Local Offer but by doing so it does not guarantee that your Local Offer is fully compliant.

Ref	Category	Classification Y, L, N (please delete as appropriate)	Y / N / L	Comments received from Rotherham LA "You Said"	Key elements to consider	CoP Ref	Responses from Bradford LA Local Offer "We Did"
'MUSTS'							
A	Local Offer available for those without internet access and for those with specific access requirements.	Y = Includes contact details and more than 3 options for those that have specific access requirements e.g. options to change language, easy print, increase font size, use sound etc. L = Does not have contact details and/or less than 3	Y	<ul style="list-style-type: none"> • Homepage is clear • Like the headphones in the corner for accessibility • Like the translation button • Children and young people button useful making it is easy for children and young people to view videos. The videos could benefit from being in topic order. 	Arrangements in place for enabling those without access to the internet to access the Local Offer information. Also includes how access for different groups is	4.62	Thank you for your positive feedback and we are pleased the development made so far on Bradford Local Offer is reflected in your comments.

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		options for those that have specific access requirements. N = None of the above found.			enabled e.g. those with EAL.		
B	Comments, the local authority response and the actions they intend to take published on the Local Offer.	Y = Clear mechanism available for providing comments and feeding back. Information provided on when and where these comments will be published. L= Option to comment is via a general email only which is not clearly signposted on the site. N = None of the above found.	Y	<ul style="list-style-type: none"> Shows clear information on how to give feedback, includes you said we did section and it is clear on how to use Very in depth Can see and is clear that reviewed - stating timeline of feedback 	A summary of comments and the response must be published annually. <i>(Ability to provide feedback and comments required)</i>	4.21/ 4.24	We are pleased that a clear mechanism is in place on Bradford Local Offer about how families can provide comments about the Local Offer, what action we have taken, co-production activity summaries, timelines and the information is clearly published for families to view and get involved.
C	In area education provision	Y = There is a list of education providers across the age range and a direct link from the Local Offer to the providers SEN information e.g. SEN information for providers is on the Local Offer site or a direct link to the information is provided (a link to the standard provider's homepage is not enough) . 4 providers across the age range to be checked for	L	<ul style="list-style-type: none"> Went through search engine as landing page buttons do not work. Looked for primary schools and it did take to the schools SEN page. Only found 4 categories in post 16 First college link did not take to SEN page took to procedures not 100% clear on how to look/search for information 	To include education settings (early years, schools and Post 16 – including apprenticeships, traineeships and supported internships), where to find providers SEN Information reports and SEN	4.4/ 4.30/ 4.36/4.38/ 4.46	Thank you for your feedback. We use comments to continuously review and develop Bradford Local Offer. We will work with the website providers using comments received within the review to further develop the Local Offer search engine. We will work with services when we identify their service could be better categorised and filtered more clearly. All services are quality checked before publishing live so this is one thing we will

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		<p>this, all of which have their SEN information on the site or a direct link to the information is given.</p> <p>L = List of providers available but less than 3 of the providers on the Local Offer site have the information or a direct link to the information.</p> <p>N = None of the above found.</p>			services including early years.		<p>look at going forward with new services and updates. All services published on the Local Offer have a service level agreement (SLA) in place stating it is the responsibility of the service to ensure families have access to information about their service on the Local Offer. Services use their LO website account to ensure families find information about their service selecting which of the search main, sub categories and filters they want their service to be found in.</p> <p>We have update the college policies and procedures link that you identified, with the provider. The new link now directs families to their Schools Local Offer SEN Information Report rather than their policies. It is the responsibility of the schools to keep this information up to date and correct using their LO website accounts as per service level agreement. We notify all provisions and services on the Local Offer to review and update their content and respond to feedback every 6 months, as per SLA.</p>

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D	Out of area educational provision	Y = A link to Section 41. L = Some but not all of (Section 41) list included. N = None of the above found.	N	<ul style="list-style-type: none"> • Could not find link to section 41 • Search found 98 schools under the out of area tab but no way of knowing if these are on the section 41 list. • Possible suggestion – maybe have direct link to government site 	The link to Section 41 and provision outside of the local area that the LA expects is likely to be used.	4.30/4.39/4.4	The section 41 link is within our Education category and sub category named "National Specialist provisions. We have renamed the sub category to "Independent Specialist Schools & Colleges (Section 41)" to make this clearer for families.
E	Out of area education provision included on the Local Offer in the same way as the in area education provision.	Y = One or more of the out of area providers included on the Local Offer in the same way as the in area education provision. L = Not an option for this category. N = Not found.	Y	<ul style="list-style-type: none"> • Found information easy • First school clicked didn't have any reference to SEN http://belmont-school.co.uk/about-us/policies-procedures/ 		4.4	We are pleased to hear you found this information easily.
F	In area health provision	Y = Information about health and links to health provision. L = Some information but very limited e.g. Only a link given to the main LA website. N = None of the above found.	L	<ul style="list-style-type: none"> • Could not click from main page • Went through search drop down that gave 203 services. Was not clear if all the services where health provisions as included social care services within the search 	To include information about support to settings on medical needs, therapy, mental health, wheelchairs and equipment, palliative care, continuing care and support for moving to adult care.	4.40/4.30	Services listed including those relating to adult's social care provide elements of health support services. For example Adult Health & Wellbeing Service for 18+ (Connect to Support) provide information about health services who may not already be on Local Offer as well as social care. We will further develop the search and filter functions with the website provider to refine searches displayed.

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G	In area social care provision	Y = Information about social care and links to provision. L = Some information but very limited e.g. Only a link given to the main LA website. N = None of the above found.	Y/L	<ul style="list-style-type: none"> Confusing when searching tried adding filter on the left like the paragraph suggested clicking over 18 but no change or then takes all filters off and shows more services than before. Information is clearly on but having multiple ways to search can make it confusing and not categorised correctly 	To include how to access social care services, childcare, leisure activities, support for moving to adult social care, support for living independently and the short breaks statement plus where the information on adult care can be found (under the Care Act 2014).	4.4/ 4.30/ 4.38/ 4.42/4.44	As above
H	Requesting an EHC needs assessment	Y = Clear information about how to request an EHC needs assessment, this must be accessible to parents and young people. L = Information available but complex and not accessible. N = None of the above found.	Y	<ul style="list-style-type: none"> Has videos that explain the EHC process Lots of downloadable information We liked the 1 min guides No link from Home page to EHCP section have to search 	Information on how parents and young people can request an EHC needs assessment.	4.30/4.57-4.58	We are pleased to hear you found clear information about Education Health and Care assessments and how to request.
I	Identifying and assessing SEN	Y = Clear information about how SEN are identified and assessed, this must be accessible to parents and young people.	Y/L	<ul style="list-style-type: none"> Great use of visual information Really liked the flow chart – had good links throughout the flow chart so people 	To include arrangements for EHC needs assessments.	4.30	

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		L = Information available but complex and not accessible. N = None of the above found.		<ul style="list-style-type: none"> can find links to other pages Found information through search bar by typing in identifying SEN 			
J	EHCPs	Y = Clear information about the EHCP (including timescales and process), this must be accessible to parents and young people. L = Information available but complex and not accessible. N = None of the above found.	Y/L	<ul style="list-style-type: none"> See above Did need to use search through the drop down to find information Lots of information 	The timescales and process for an EHCP.	4.58	
K	Personal Budgets	Y = A Personal Budgets local policy published on the Local Offer including who is eligible. Covering education, health and social care Personal Budgets. L = Some information but fairly high level and not covering all elements. N = None of the above found.	Y	<ul style="list-style-type: none"> Information is easy to find and has videos that explain personal budgets Good categorising of areas this included sections on health, education, and social care budgets. Direct payments can be complex for parents, but this section is clear and easy to understand 	Information available about the option of having a Personal Budget including a local policy for Personal Budgets.	4.58	Great to hear that information is easy to find, clear, not too complex and shows the development we have made to the Personal Budgets information is reflected in the comments made.

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L	Travel	Y = A link to a policy which includes information on travel to and from educational settings pre and post 16 (can be in one document but must set out policy for pre and post 16). L = Some information but fairly high level and not covering all elements e.g. only pre-16. N = None of the above found	Y/L	<ul style="list-style-type: none"> Search works well, everything in a great order, easy to navigate Has application forms, information for parents, bus passes, personal travel budgets including phone numbers Easy to find policies and has a frequently asked questions section. 	Arrangements for travel to and from education settings plus post 16 transport policy statement for 16+.	4.30/ 4.48	
M	Phase transfer/higher education	Y = Information on support available to transfer between phases of education and support for HE including DSA. L = Some information but fairly high level and not covering all elements. N = None of the above found.	Y/L	<ul style="list-style-type: none"> Searched for specific area and found easy e.g. DSA Searched through the top drop-down box adding in post 16 category, although brought up lots of useful information it did not bring up DSA. Information is on but maybe needs tweaking to keep all information together. 	Support to transfer between phases of education and support for higher education including DSA.	4.30	We will work with the website providers using comments received within the review to further develop the Local Offer search engine. We have made sure DSA is now found in Education post 16.
N	IAS	Y = Clear information on IAS and how to access (phone number, website link etc.). L = No information or just a link to the IASS website.	Y	<ul style="list-style-type: none"> Great section, easy to find, no need for subcategories. Links in through other pages like the worried about your child page and through young minds 	How to access IAS, parent forums and support groups?	4.30/4.45/ 4.59	We are pleased to know that families will find this information clearly to support them through the SEND Journey.

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		N = None of the above found.		<ul style="list-style-type: none"> Supports different ages 			
O	Disagreement resolution, mediation, tribunal/appeals and complaints	<p>Y = How to access these and rights.</p> <p>L = High level information only e.g. how to access not included.</p> <p>N = None of the above found.</p>	Y	<ul style="list-style-type: none"> Tired going through the appeals tab on first page first but link was broken. Searched disagreements and complaints and found information easy 	How to access these and rights.	4.30	We have been unable to find a broken service page link within search tab- Resolving SEND disagreements, mediation, and complaints category which displays services who provide and support people with SEND Disagreement resolution, mediation, tribunal/appeals and complaints. We are pleased you found the information using the keyword search.
P	Accessibility	<p>Y = LAs accessibility strategy published on the Local Offer.</p> <p>L = Not an option for this category.</p> <p>N = Not found.</p>	Y	<ul style="list-style-type: none"> Clicked accessibility tab which took you to the Browse-aloud page Doing a simple search takes you to the accessibility strategy page for 2018-2020 Information is clear and easy to find 	The LA's accessibility strategy published on the Local Offer.	4.30	We are pleased you found the site accessible and found the strategy easy using the keyword search.
Q	What the LA expects education settings to offer	<p>Y = Clear statement of what the LA expects settings to provide.</p> <p>L = High level information across age range only or some information not available.</p>	Y	<ul style="list-style-type: none"> Found information easy Liked the title: SEND School Expectations, this is easy for parent especially when talking about the graduated response which can be a term that some parents will not know. 	The area wide offer – what the LA expects its educational settings to provide from within their budgets.	4.32	We are glad you found the information clear and like the changes we made to the name of the Information about Graduated Response which is confusing for families. We worked with parent/carers on the name of this page because we felt it was not user friendly.

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		N = None of the above found.		<ul style="list-style-type: none"> Guide is easy to understand, good use of flow chats. Easy for parents to understand 			
R	Preparing for adulthood (PfA)	<p>Y = Information relating to preparing for adulthood.</p> <p>L = High level information only.</p> <p>N = None of the above found.</p>	Y	<ul style="list-style-type: none"> Great section Liked the paragraph explained more about the page, including questions that can identify next steps All information was simply to understand and categorised well 	To include preparing for and finding employment, somewhere to live and participating in the community.	4.52	Thank you for your positive comments. We are glad the PfA development made to this introduction paragraph is useful and we will look into developing more of these for each of the main categories.
S	Local Offer in one place	<p>Y = Local offer can be accessed all from one site e.g. any redirection takes you to the specific information/service you are looking for.</p> <p>L = Majority is in one place but some elements have to be searched for via another site e.g. LA main site.</p> <p>N = No Local Offer site.</p>	Y	<ul style="list-style-type: none"> Comes up first in google search You always feel like you are on the local offer with the information in one place. Sometimes can be hard to press back and you have to return to the home page and start again. Good use of logos and branding 	A single route to the information.	4.1	Thank You for the positive comments and we are pleased we have all our information in one place separate from the large council website, to ensure it is easier for families with SEND to find information in one place. We have made developments to the site so when users search for information on google they will be directed to the Local Offer website.
'SHOULD'S'							
T	Usability and visual appeal	Y = Easy to find site, navigate through and a good search functionality available. Also the site is visually appealing.	L	<ul style="list-style-type: none"> Searching can be hard at first, there are a lot of options which can be a little overwhelming 	Site is easy to find, use and search.	4.7	We will work with the website providers using comments received within the review to further develop the Local Offer search engine options.

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		<p>L = One of the above is missing</p> <p>N = None of the above</p>		<ul style="list-style-type: none"> • It feels like most of the content is on but could be categorised better • Very good for looking for a specific service but harder if you wanted to browse a section of services. • Visually appealing • When looking on a phone/mobile device content is slightly different, the carousel at the top of the page is not present on the mobile version 			<p>As above.</p> <p>We are pleased you found the site visibly appealing.</p> <p>The content will view differently on other devices with content adjusted so you can see the information clearer and not just shrinking the screen. All information is presented but in a format that is clear for users on various devices.</p>
U	Involving parents	<p>Y = Clear way for parent carers to provide feedback. An explanation of how parents have been involved/can be involved.</p> <p>L = Reference to involvement of parent carers but not explicit about how this has been done.</p> <p>N = None of the above found</p>	Y	<ul style="list-style-type: none"> • Clear with a lot of information 		4.8/4.9 /4.10/ 4.11/4.12/4.13	<p>Great to hear this process is clear on the LO site. Bradford Local Offer provides information for families about how to be involved including what engagement, consultation and engagement activities have taken place. We value our stakeholders voice and feel this is the only way that the Local Offer can develop effectively. We publish details about engagement and co-production activities and feedback received including our responses on the local offer "have your say" section. We also have a very short survey for the website and its services published. We find in Bradford the best way to get feedback is getting out there.</p>

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V	Involving children and young people	<p>Y = Clear way for children and young people to provide feedback. An explanation of how children and young people have been involved/can be involved.</p> <p>L = Reference to involvement of children and young people but not explicit about how this has been done.</p> <p>N = None of the above found</p>	Y	<ul style="list-style-type: none"> Clear with a lot of information 		4.8/4.9 /4.10/ 4.11/4.12/4.13	As above
W	Transfer Plan	<p>Y = Published transfer plan.</p> <p>L = Not an option for this category.</p> <p>N = Not found.</p>	N/A	<ul style="list-style-type: none"> Wasn't sure what transfer plan was a reference to? 		As per previous guidance from the DfE (NB this is a should not a must)	We did have this information on the Local Offer in the education section-however this section is no longer applicable seen as all the statements are transferred to EHCP as the timeline deadline has passed.

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X	Accessibility	<p>Y = Site meets accessibility standards and is fully compliant with a clear accessibility statement.</p> <p>L = Site is partially compliant with accessibility standards and has a clear accessibility statement outlining reasons for partial compliance.</p> <p>N= Site has no accessibility statement and/or is non-compliant with accessibility standards.</p>	Y	<ul style="list-style-type: none"> Noted in section P - all there and easy to find 			As section P.
Y	Publicity	<p>Y= Social media is used to effectively publicise and promote the Local Offer. A range of social media platforms such as Facebook and Twitter are used as engagement tools. Links to the site are available on the Local Authorities website. Local Offer information is available in different formats. Information on how to access the Local Offer in different ways is available</p> <p>L= The Local Offer as a social media presence with</p>	Y	<ul style="list-style-type: none"> Clear on homepage and links to YouTube, Facebook, twitter Schools have links back from their website to the SEND Local Offer 			We are pleased to be able to offer families information using Facebook, Twitter, and our SEND Local Offer Partnership e-Newsletters. A lot of our services ad provisions published on the Local Offer site refer families to Bradford LO using their own website and newsletters.

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		<p>some engagement from service users. Information is shared on the Local Authority website.</p> <p>N= Local Offer has a very limited social media presence with little engagement from service users. No links to the Local Offer on the Local Authority website.</p>					