First report on feedback about Brent’s Local Offer

Introduction

The SEND Code of Practice 0 to 25 years requires that local authorities publish comments about their Local Offer received from, or on behalf of children, parents and young people.

Comments must be published if they relate to:

- The content of the Local Offer, which includes the quality of existing provision and any gaps in the provision.
- The accessibility of information in the Local Offer.
- How the Local Offer has been developed or reviewed.

Brent’s Local Offer has been developed in partnership with parents and carers. A Local Offer working group was set up with representatives from education, health, social care and the voluntary sector. Workshops and consultation were held with parent carer forums, pupils, parents and SENCOs.

The site is reviewed and monitored by the SEND Reforms Project Manager who reports back to the SEND Project Board.

Since the official launch on 1 September 2014 the Local Offer
has been viewed by an average of just over 600 users a month.

**Who has been contacting us?**

All the comments on our Local Offer have been received through the online feedback form, which appears on the home page of the site. Each comment is dealt with by a member of the council’s web team and then passed on to the SEND Reforms Project Manager to action.

Eleven online forms have been sent back. Four were from parents and the rest were from professionals or independent social care providers who wanted their service to be included on the site. One independent provider also contacted Brent’s online youth site, B My Voice, requesting to join.

**What have people been viewing?**

Between September 2014 and August 2015:

- There were 18,758 page views for the Local Offer
- Average of 605 users a month
- Average of 1,563 page views a month

Most looked at category pages:

- Education – 1,451 page views
- Leisure – 557
- Help and Advice - 469

Most looked at pages came in the health section:

- Health visiting service (Willesden) – 752 page views
• Health visiting service (Kilburn) – 382 page views
• Paediatric speech, learning and therapy service – 411 page views
• Community paediatrics – 484
• Children’s occupational therapy - 413

How have we enhanced the Local Offer since its launch?

Since the site was launched in September 2014, over 70 services have been added or updated – this includes council and independent provision.

Four parents submitted a feedback form to say they couldn’t find the information they required. We have since enhanced the search facility to enable users to look for information by postcode, category, distance, age and text.

We are continuing to update and develop content across all category areas and signpost people to useful organisations outside the Local Offer.

The council’s web team has made a short video about the Local Offer. At the time this report was published, it had been viewed nearly 250 times and can be accessed from the home page of the site.

A second online form has been added to the Local Offer, which allows people to update their current information.

We have launched a SEND News and Updates page, which also directs people to the Local Offer.

How will our Local Offer continue to change and develop?
It is expected that we will continue to receive online queries and comments from parents and professionals, as well as requests for provision to be included on the site. These will be dealt with as outlined above.

So far, we have little evidence that children/young people are using the Local Offer regularly. We will be seeking to increase their involvement by establishing working groups in schools and consulting with Brent Youth Parliament.

With the exception of children and young people, we believe that the Local Offer is being well used and we hope to further increase the number of users by establishing the site as the first port of call for information about SEND in the borough.

**Next steps**

- Carry out further consultation with parents, pupils and other groups (SEND parent forums, Brent Youth Parliament) to get more feedback on the site, identify any gaps in provision and consider how the Local Offer might evolve/develop in the future.

- Consider how we are going to make the Local Offer more accessible for families without Internet access.
➢ Raise awareness and widen usage of the Local Offer, particularly among professionals and harder to reach families.

If you would like to offer feedback about this report or any other aspect of our Local Offer you can fill out our evaluation form at www.brent.gov.uk/services-for-residents/children-and-family-support/the-brent-local-offer/feedback-on-the-local-offer