Third Feedback Report on Brent's Local Offer

June to November 2017

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 and workshops and consultation were held with parent carer forums, pupils, parents and SENCOs.

The site, which was launched on 1 September 2014, is reviewed and monitored by the SEND Reforms Project Manager who reports back to the SEND Project Board.

Development and progress

More than 90 additional services have been added to the site since it was launched, including council, health, independent and voluntary sector provision.

• Information about key areas of SEND has been developed and enhanced including:
  o Getting a diagnosis of SEND and post diagnosis support
  o SEND in schools (role of the SENCO, SEN Support, specialist support services)
  o Disagreement and mediation services
  o Health and public health services – speech and language therapy, occupational therapy, physiotherapy, specialist children’s nursing, health visiting, school nursing and continuing health care
  o Children and Young People with Disabilities Service
  o Additionally resourced provision in mainstream schools
  o Early identification and support
  o EHC plans and personal budgets
  o Specialist nursery provision and childcare for children with SEND
  o Specialist SEND provision at children’s centres
  o Social care, including direct payments and
• Content is continually reviewed and updated across all category areas to reflect changes in providers etc.

• New landing pages have been created for the Health, Education and Social Care categories to make it easier to find popular/key services. Similar landing pages are being created for all other categories.

• A new category, Early Years and Childcare, has been created to make information easier to find.

• A new online form has been added to the site, which allows people to update information about their service, in addition to adding new provision and giving feedback.

• To help signpost people to the site, we have created a Local Offer video.

• Recognising the need to reach as many parents as possible, as early as possible (including those without internet access) a leaflet about the Local Offer is now sent out with every request for an EHC plan and Transfer Review. Schools and other settings also distribute it to parents of children on SEN Support. It is also available in libraries and GP surgeries and is given to paediatricians, health visitors and other services which are in early contact with parents of children with SEND.

Local Offer usage

<table>
<thead>
<tr>
<th>Local Offer usage June to Nov 2017</th>
<th>Local Offer usage Jan to May 2017</th>
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<tbody>
<tr>
<td><strong>Total number of page views</strong></td>
<td><strong>Total number of page views</strong></td>
</tr>
<tr>
<td>• 28,659 page views / 21,842 unique page views</td>
<td>• 15,122 page views / 11,764 unique page views</td>
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<tr>
<td><strong>Average number of users a month</strong></td>
<td><strong>Average number of users a month</strong></td>
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<tr>
<td>• 3,640</td>
<td>• 1,960</td>
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<tr>
<td><strong>Average page views a month</strong></td>
<td><strong>Average page views a month</strong></td>
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<tr>
<td>• 4,776 page views/ 3,640 unique views</td>
<td>• 2,520 page views / 1,960 unique views</td>
</tr>
<tr>
<td><strong>Most looked at category pages</strong></td>
<td><strong>Most looked at category pages</strong></td>
</tr>
<tr>
<td>• Education 1,057 page views / 589 unique views</td>
<td>• Education 514 page views / 297 unique views</td>
</tr>
<tr>
<td>• Early Years and Childcare 564 page views / 324 unique views</td>
<td>• Activities, Sports and Things to Do 299 page views / 89 unique views</td>
</tr>
<tr>
<td>• Information, Help and Advice 460 page views / 193 unique views</td>
<td>• Early Years and Childcare 211 page views / 133 unique views</td>
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1 A unique view is when the page has been viewed just once and a page view is the total number of times it's been viewed.
The council’s web team receives comments and requests to join the Local Offer via the online feedback forms. These are passed on to the SEND Reforms Project Manager to consider/action. New provision is added to the site and the provider is notified.

Online feedback

<table>
<thead>
<tr>
<th>Comment/request</th>
<th>Response/action</th>
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<tbody>
<tr>
<td>Can information about support groups and events for parents and carers be added to the site?</td>
<td>There is comprehensive information about specialist organisations and support groups for parents and carers of children with SEND in the Help and Advice category. It also includes details of Brent-based voluntary organisations and parent forums. SEND-specific events are highlighted in our SEND news section <a href="http://www.brent.gov.uk/services-for-residents/education-and-schools/special-educational-needs/latest-news/">www.brent.gov.uk/services-for-residents/education-and-schools/special-educational-needs/latest-news/</a> and on the council’s event’s diary and social media when appropriate.</td>
</tr>
<tr>
<td>There is no information about summer holiday provision with SEND.</td>
<td>We signpost to several sources of provision, including the summer holiday play scheme run by our Children with Disabilities Team <a href="http://www.brent.gov.uk/services-for-residents/children-and-family-support/the-brent-local-offer/send-local-offer-directory/summer-playscheme-for-disabled-children/">www.brent.gov.uk/services-for-residents/children-and-family-support/the-brent-local-offer/send-local-offer-directory/summer-playscheme-for-disabled-children/</a> and a directory of play schemes/summer holiday provision/out of schools clubs, which is regularly updated by Brent’s Children and Families Information Service <a href="http://www.brent.gov.uk/media/16407674/out-of-school-care-may-2017.docx">www.brent.gov.uk/media/16407674/out-of-school-care-may-2017.docx</a> For summer 2016, there was specific information on the Local Offer about summer holiday sports activities for children and young people with SEND.</td>
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</table>
Ongoing development

We will continue to keep the content and look and feel of our Local Offer under review. Our new SEND parent carer forum is involved in this process. [www.brent.gov.uk/services-for-residents/children-and-family-support/the-brent-local-offer/send-local-offer-directory/brent-parent-participation-forum/](http://www.brent.gov.uk/services-for-residents/children-and-family-support/the-brent-local-offer/send-local-offer-directory/brent-parent-participation-forum/)

Further proposals, including some minor changes to the category headings, were presented to the group at a Local Offer meeting in February 2017. The following feedback was also received.

- Could the Local Offer leaflet be sent to named SENCOs/family support workers in special schools, as well as health professionals (paediatricians), Mencap and Brent Carers? **ACTION:** Schools and other settings already distribute the leaflet to parents of children on SEN Support, and it is also available in libraries and GP surgeries and given to paediatricians, health visitors. We will.
- Could a poster be produced and displaced on GP surgery notice boards and in libraries, children's centres, schools etc to make more people aware of the Local offer? **ACTION:** This will be considered as part of our ongoing consultation work.
- Could the link to the Local Offer be made more visible on the council's website? **ACTION** Additional Local Offer links have been added to the home page of Brent Council's website at [www.brent.gov.uk](http://www.brent.gov.uk).
- Could older pupils from special schools be involved in the development of the Preparing for Adulthood category by producing an information guide? **ACTION:** This will be considered as part of our consultation with young people later in 2017.
- Is accessibility and eligibility information set out for mainstream sports activities on the Local Offer? **ACTION:** Yes it is, and additional generic information about facilities at swimming pools has since been added.
- Could some of the language/wording used in the section about getting a diagnosis of SEND, be changed so that it is more parent friendly? **ACTION:** This section has been updated accordingly [www.brent.gov.uk/services-for-residents/education-and-schools/special-educational-needs/my-child/](http://www.brent.gov.uk/services-for-residents/education-and-schools/special-educational-needs/my-child/)

Additionally, schools and young people will also continue to be involved with the development and review of the Local Offer and additional consultation will take place with them in 2017.
Contact us

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