

Welcome to the SEND Local Offer Annual Report 2017. This report gives you an update on what we have achieved this year and our plans for the future.

Achievements

- Successfully launched a new Facebook page to promote the SEND Local Offer, and also highlight the work of local groups.
- We are now part of a working group of local councils, who provide peer review support on improving content.
- Increased the visual appeal of the Local Offer through including video clips for key issues.
- Introduced an online feedback form, which can be accessed and completed without leaving the Local Offer site.
- Restructured areas of the Local Offer to make them easier to navigate and more user-friendly.
- Continued to raise awareness of the Local Offer through the introduction of staff identity lanyards, the production of strip (bookmark sized) leaflets and other promotions.
- Services are increasingly letting us know of changes to what's available, and also what they are doing, both through the Local Offer and through the Facebook page

Plans for the future

Increase social media presence through a Twitter feed, if possible. This is reliant on having content suitable for that media type.

Continue to redesign webpages to increase visual presentation and decrease reliance on text-heavy content

Include a calendar of events

Continue to build relationships with services, so that they continue to communicate with us to promote their work

Our vision is that the Local Offer will be your first port of call

Top tens

Of the months where data was available, October was the most busy, with 7,443 distinct page views. April was the least busy with 3,017 visits.

Over the course of the year, the following pages were the most visited:

1. Education
2. Information for schools and settings
3. EHC Needs Assessment
4. Early Years
5. Children and young people with SEND in schools and settings
6. Early Years information pack
7. Education, Health and Care Plans – more information
8. SEND Services
9. How early years settings can support your children with SEND
10. Young people's local offer

In those instances where we have changed the structure of the Local Offer to raise the profile of a specific area (such as the Young people's local offer or ASD), this has had an immediate effect on the top ten listings for that month.

Summary of feedback

You said: "There is a lack of information for young people; I could not find information on apprenticeships and jobs. The young people sites need to be developed by and for young people.

We did: This area has been redesigned to make it easier to use, and renamed so that its purpose is clear. We will continue to add content to improve coverage as the area expands.

You said: The information on personal budgets needs to be more family friendly and easier to understand.

We did: A new leaflet was designed to explain about personal budgets and this has been successfully launched on the site.