

SEND Local Offer Annual Report 2022 – 2023

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1. Introduction

a. Our Local Offer

The SENLocal Offer for Hammersmith & Fulham shows in one place, information on education, health, and care provision locally. Advice, support, and services are available to help children and young people aged 0-25 with SEND achieve their potential. It includes health services, schools, other educational settings, and voluntary and community groups. It also lists upcoming events.

b. How we are using co-production

Since becoming a single borough in 2018, we have been using a process of co-production to continually improve the Local Offer website. This means, information and services are developed in collaboration with professionals and young people with SEND and their families. We have a working group which meets regularly and involves, education partners, health and care services, voluntary organisations, children's services/ social care and residents.

These stakeholders bring with them different perspectives, insights, and approaches. It means that Disabled children/ young people with SEN and decision makers are working together in an active way to plan, design and review policy and services to remove barriers faced by its users. By doing this, users can be confidently signposted to the site. The workstream is open to all feedback to ensure there is an all-round perspective.

We do not simply want to present information as a service directory. Our priority has been re-working the Local Offer website to ensure that it answers questions residents have and displays valuable information concisely. This work is ongoing and assesses four key parts:

- Content: is the right information about support and services on the site?
- Quality assurance: is information up to date, accurate and safe?
- Navigation: is information easy to find and accessible?
- Sustainability/ technical maintenance: can we keep it going?

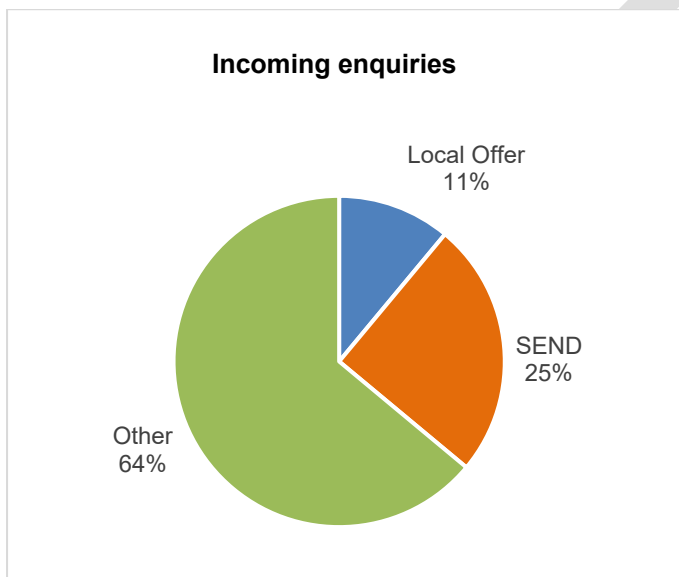
Co-production happens in many ways, and we are open to ideas on how to do this to expand the range of opportunities on offer for residents to get involved.

2. Local Offer enquiries and feedback from our SEND survey

We have analysed our incoming enquiries and sought feedback on the Local Offer website through a SEND survey.

a. Incoming enquiries and online form changes

The Local Offer website currently has an open form on the 'Contact us' page for users to submit their enquiries to. However, only 11% of these enquiries were related to the Local Offer. A quarter were SEND enquiries and the remaining were several general Council enquiries. There were also several enquiries for the Family Information Service (FIS) as the Local Offer works closely with and shares the same web platform as the FIS.



SEND enquiries predominantly related to transport, EHCPs and autism. Local Offer enquiries included requests to amend or add web pages and feedback on improving accessibility and content.

As a result of these findings a decision has been made to remove the online form and direct Local Offer enquiries to the Local Offer email address. Additionally, improve signposting to other services which will enhance the user experience and get enquiries directed to the right place at the right time.

b. Feedback from our SEND survey, January 2023

We invited parents/ carers of children and young people with an Education Health and Care Plan (EHCP) or receiving SEND Support to respond to a brief survey to understand their experiences of SEND services in Hammersmith & Fulham.

122 parents/ carers responded.

In response to a question about awareness of the Local Offer:

- only 29% of respondents confirmed that they were aware of the Local Offer
- only 8% reported that they had used it

This highlights the need to improve communication in the borough about what our Local Offer is and how to access it.

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3. Website statistics

We looked at our technical web statistics to analyse the needs of our residents and to provide us with a picture of usage and activity.

a. Most viewed sections and pages

The most viewed 'advice and guidance' sections on the site were:

- 'Education Health and Care Plans'
- 'Education, Learning and Skills'

The most viewed service pages were the:

- 'Macbeth Centre'
- 'Stephen Wiltshire Centre'

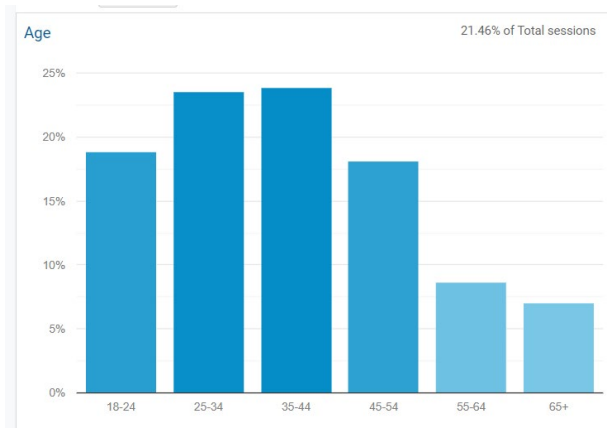
In response to this, we can ensure that the most viewed pages and sections of the site are the easiest to find, and check them more regularly to ensure they are accurate, up to date and relevant.

b. New users and user retention

- 72% visitors to the site were 'new' visitors
- 28% of visitors were 'returning' visitors
- 40% page views lasted under 10 seconds

With the stats suggesting fewer returning visitors, and many page views lasting under 10 seconds, this suggests many users may not be able to get what they want from the site. We want to develop the site to make content easier to find and more engaging.

c. User age snapshot



The graph shows most users were aged between 35 to 44.

With this, more emphasis on engagement with young people should continue as a top priority. Furthermore, improve the employment hub, as this is what young people in the borough have indicated they would like to be set up on the website. This can then improve standards of living, growth and progression, independence, and overall contribution to the quality of life that surround the ambitions and prospects for children and young people with SEND, and their families who support them.

Note: The Local Offer user age profiles do not distinguish between professionals, parents, carers, and young people who use the site.

4. Changing and improving the Local Offer website

a. The new web platform LG Drupal

This Summer 2023, the Local Offer website will move web platforms, from Open Objects to LG Drupal. LG Drupal provides more functionality and will enhance the user experience, such as the use of maps. In preparation for the move, the digital team, the platform developers, information officers and managers are working on its initial design. This will ensure the site is fit for purpose, helpful and easy to use for both staff and web users. LG Drupal is the same platform that the main H&F website sits on, and both sites will be closely linked when communicating information to residents.

b. Improving the web content through co-production

A large project is currently underway to check information held on the 'directory' and 'advice and information' pages. This is to ensure information is accurate and up to date. Furthermore, there will be a review of services that are advertised and advice that is given so it meets the needs of users. With 100s of pages to evaluate and several topics to consider this is a lengthy task, but we are committed to making this positive change. Services and advice pages that are most in demand will be prioritised.

c. The content developer

As part of the transition to the new platform, a content developer will be contracted for a set number of weeks. They will work with the service and partners to advise and support with developing the site structure and content. They have experience of developing the Local Offer for another Local Authority.

d. Service provider logins

It has been identified that nearly all providers have not been logging into their web page account to update and maintain their web page(s). As a result, service provider logins will not feature on the new platform due to the resource needed to implement and maintain this. Instead, back-office Information Officers will manage requests to add or change content.

5. Themes and Priority Actions

a. Themes

Accessing information about lifelong support from one place

Previous reports have highlighted that residents often want to access information about lifelong support from one place. It is good to hold baseline/ key information on our site but also signpost to other service provider sites where possible. Their sites generally contain more detailed information that is current and up to date.

Resident preferences for obtaining information

It is also important to note that residents have different preferences on where to go to find things out. For information on services within their local area, they are likely to come to the H&F website(s). If they are unable to find what they need or find the experience unhelpful they may not return to the site.

Accessibility

Accessibility is key to ensure fair access to information for all who use the site. People use different devices which may affect their ability to view information on the site. Furthermore, their own additional needs may also be a barrier to accessing information.

Additional themes as discussed in this report include:

- Site structure and content should be improved through co-production, and designed from a service user perspective
- Navigating the site should be intuitive
- Site content should be cleansed
- Signposting enquiries on the site should be enhanced
- The number of hits from the 18-24 age group should be increased

b. Priority actions for improving the Local Offer website

- Co-produce content and 'advice and guidance' pages with stakeholders. With this, simplify pages and increase signposting to other sites for detailed information.
- Co-produce the site map with stakeholders. Begin by developing the landing page so it is 'needs' led, so residents can easily find the right information without having to know exactly what they're looking for. Start with basic questions such as, 'are you worried about your child's mental health?'
- Review service providers advertised on the site to ensure they are still suitable
- Contact suitable service providers advertised on the site and work with them to update their web page
- Ensure pages and documents on the site meet accessibility standards
- Expand young people's engagement and a more inclusive youth voice to develop the website
- Improve/ increase 'inclusive employment' information and advice
- Provide further clarity on what the Local Offer is and does
- Promote new content/ developments on the site
- Ensure the site has a graduated response to SEND and ordinary available provision
- Provide clarity on how the SEND system works, and how to access and contact services
- Provide a clearer distinction between the purposes of the Local Offer email inbox and other H&F inboxes

6. What can residents do?

We want to work with our residents to develop and improve the services we provide.

If you are a resident, we value your input, and you can help in the following ways:

1. Use the feedback options on our website
2. Let us know when links don't work. We will fix links and inform providers of any issues with their links
3. Give us your ideas
4. If you are a young person with SEND interested in change, let us know your thoughts
5. If you are a parent or carer of a child or young person with Special Educational Needs and interested in improving services for children and young people with SEND please [contact 'Parentsactive'](#), the parent carer forum. You can also [register with Parentsactive to become a member](#).

You can email us directly on LocalOffer@lbhf.gov.uk

7. Shaping the SEND inclusion strategy and improving the SEND system and services

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