

# Swindon Local Offer

## Marketing and Engagement Plan

2023/24

(updated July 2023)

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## Introduction

The Children and Families Act (2014) sets out that the Special Educational Needs and Disabilities (SEND) Local Offer should:

- Provide clear, comprehensive, accessible and up-to-date information about the available provision and how to access it, and
- Make provision more responsive to local needs and aspirations by directly involving children and young people with SEND, their parents and carers, and providers in its development and review (co-production).

Local authorities must also publish comments about their Local Offer received from or on behalf of children and young people with SEND and their parents. These comments 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; and
- how the Local Offer has been developed or reviewed.

This Local Offer Marketing and Engagement Plan sets out how these functions will be delivered in Swindon.

## Website

Swindon's Local Offer website can be found here: [swindon.gov.uk/localoffer](https://swindon.gov.uk/localoffer) You can also access the Local Offer in your local library, by telephoning the council or by asking any Swindon practitioner.

## Purpose

The purpose of the Swindon Local Offer Marketing and Engagement Plan is to meet the requirements of the Children and Families Act 2014 in conjunction with key partners including [Swindon SEND Families Voice](#) (the local Parent Carer Forum), [NHS Bath and North East Somerset](#), [Swindon and Wiltshire Integrated Care Board \(ICB\)](#), and [STEP Swindon](#) (who promote participation of children and young people in areas affecting their lives).

Communications will only work when the messages are clear, coordinated and consistent.

## Aims and objectives

The aim of our communications is: -

- For children and young people with SEND, their parent and carers to feel informed, listened to and that they have a voice
- To reassure parents that there are times in a child's life when all parents need some information, help and support
- To ensure the Local Offer is accessible to all, visible and well used by young people, parent and carers
- To ensure resources are being appropriately and effectively accessed
- To help families and communities help themselves by raising awareness of services and support
- To raise awareness of how young people, parent and carers can access the right service at the right time
- For young people, parent and carers to know how to feedback about the Local Offer and be involved in its future developments
- To ensure that all partners are informed, engaged and understand the content and benefits of the Local Offer and can proactively promote this to young people, parent and carers

## Swindon SENDi & AP Strategy 2023-2028

The current version of the Swindon SEND Local Offer was created in September 2014 to meet the requirements of the Children and Families Act, and is home to information about how the following organisations support families in Swindon:

- Swindon Borough Council (SBC)
- Bath and North East Somerset, Swindon and Wiltshire Integrated Care Board (ICB)
- Swindon's Strategic Partners

Swindon's SEND Improvement journey continues with the [SENDi & Inclusion Strategy 2023-2028](#). This outlines Swindon's vision for SEND, Inclusion and Alternative Provision over the next 5 years, as well as the 6 identified priorities that we will be working towards.

These 6 priorities are:

1. We will make sure that every child and young person is able to access, and be included, within their community.
2. We will make sure that we all work together within the community to plan services, and provide support to children and young people with SEND.

3. We will make sure that we do everything we can to help children and young people with SEND achieve their goals, ambitions, and prepare for the future to live happy and fulfilling lives.
4. We will make sure we are delivering consistently timely, high quality and effective Education Health and Care Needs Assessments, reviews and plans.
5. We will make sure that accurate and accessible information is readily available to children, young people and their families, including transparency around key decisions.
6. We will make sure that we work towards financial stability for SEND, to ensure we can continue to provide support in the years to come.

### Key Principles

This framework is based on key principles which will shape the way we deliver our communications work. Our principles are: -

- To ensure communication is effective
- To use a common language which is understood by all, free from jargon and easy to understand
- To ensure communication is a two-way process
- To ensure communications are co-ordinated, working with corporate communications teams when appropriate
- To check the aim and objective of our communication is clear from the outset
- To make sure resources are used responsibly, ensuring best value for money
- To have a stakeholder focused approach to build trust and improve satisfaction and reputation
- To use the most appropriate channels of communication to reach our wide variety of stakeholders
- Digital and social delivery will be key to success
- To work with commissioned services and partners to ensure messages are consistent and timely
- To monitor and evaluate communications to ensure they are effective and efficient

Guidance on how we ensure that the content of the Local Offer meets our key principles can be found at [Local Offer Quick Reference Content Style Guide](#).

## Governance

There is a statutory obligation for each local authority to have a published SEND Local Offer. The SEND Local Offer must be co-produced with young people, parents and professionals (SEND CoP 2.6).

The governance of the website is split in to two parts: content management and strategic governance. The SEND Local Offer Web Governance Guidelines are in place and provide further information on the procedures that guide the management of the site, and can be found here: [Web Governance Document](#).

SEND Strategic Board holds overall responsibility and accountability for the SEND Local Offer in Swindon. The Board meets on a bi-monthly basis and includes representation from education, health, children's and adult's social care, parent/carers, young people, partners and regional advisors. The Cabinet Member for Children's Services and School Attainment, Director of Children's Services (DCS) and Executive Nurse (ICB) are also key members of the Board and provide scrutiny and challenge, holding the Board to account for performance and improvement.

## The SEND Local Offer

The Local Offer provides details on local services that are available within the local area and information and advice to children and young people with SEND and their families. The Local Offer website is the "go to" place where information about the local services that make up the Local Offer can be accessed.

The Local Offer should not simply be a directory of existing services. Its success depends as much upon full engagement with children, young people and their parents/carers as on the information it contains. The process of developing the Local Offer will help local authorities and their health partners to improve provision.

## Feedback

Feedback can be given about the provision available to children and young people with SEND in Swindon, and the information and advice on the website by emailing [LocalOffer@swindon.gov.uk](mailto:LocalOffer@swindon.gov.uk) or through the Local Offer website as shown in figure 2.

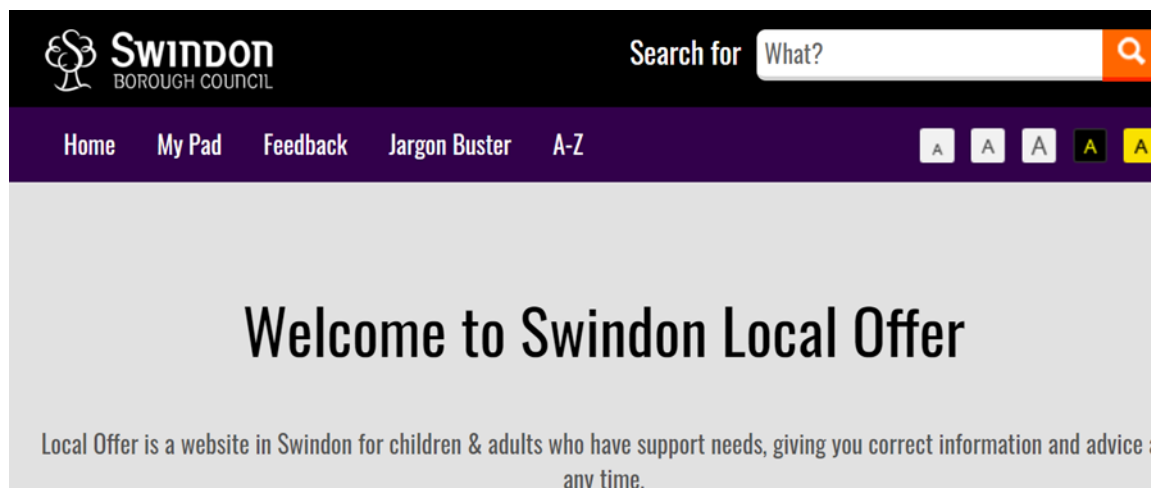


Figure 1. Leaving feedback

Feedback can also be given over the phone by calling Swindon Borough Council's contact centre on 01793 445500.

#### Key Documents that relate to the Local Offer Marketing and Engagement Plan

- [Swindon Local Offer Annual Reports](#)
- [Appendix 2 of the 2019 Annual Report: LD Forum co-production of the Local Offer](#)
- [SENDi & AP Strategy 2023-2028](#)
- [SEND Improvement Engagement & Communication Plan](#)
- Local Offer Annual Audit
- [Local Offer YouTube Communications Plan](#) - draft
- [Local Offer Facebook Communications Plan](#) - draft

#### Service Directory

Where there may be a suitable service or provider for children and young people aged 0-25 with SEND or their families not on the Swindon Local Offer, the [Service Directory provider details template](#) can be completed and submitted by email to [LocalOffer@swindon.gov.uk](mailto:LocalOffer@swindon.gov.uk). Every

local authority's Local Offer website is free for suitable services and providers to join and the more information that is included about what the local area has to offer, the better the choice of services and support for families.

### Content

The SEND Local Offer website provides users with information on services available in the local area, and how to access them. The Local Offer also provides information on policies, processes and performance data which gives users knowledge about what they should expect in their SEND journey empowering children, young people and families in Swindon as a result.

The website has a number of themed tiles; developed using the content requirements of the codes of practice and allowing users to browse information by topic/subject area. This layout makes it easier for families, who may not know what their needs are or what they are entitled to, to easily find the information they require. Information can also be accessed via the A-Z, where you can search for information via page title or you can search for what you're looking for, using the websites search engine by typing a key word in the search box at the top of your screen.



# Swindon SEND Local Offer

The “go to” website for services and support available to children and young people from birth to 25 years with special educational needs and disabilities (SEND).




<b>Education Health and Care Plans</b> 	<b>The SEND Portal</b> 	<b>Information, advice and advocacy</b> 	<b>Health Needs</b> 
<b>Early help and graduated response</b> 	<b>Children's social care</b> 	<b>Education</b> 	<b>Preparing for adult life</b> 
<b>Travel assistance</b> 	<b>Leisure &amp; activities</b> 	<b>SEND News and Events</b> 	<b>Your voice</b> 

Figure 2: The SEND Local Offer Menu page

List of regular work relating to Local Offer:

<b>Regularity of activity:</b>	<b>Area of work</b>	<b>Details of work to complete</b>	<b>Responsibility of:</b>
Daily	Local Offer email address inbox	Check Local Offer email address inbox and MyLife mailbox (where feedback left on the website is sent to) daily and responded to within 48, 72 or 96 hours.	Local Offer Development Officer
Publish each Monday	Weekly SEND News Splash	Use professionals, parents and carers, other newsletters and the equality day planner below to help gather copy, write copy if necessary, gain approval, make amendments and send. Copy to go on the Local Offer SEND News Page <a href="#">here</a> .	Local Offer Development Officer
Weekly	Content checking	Use the broken link tracker to ensure all links are working and link to the site or download that it states it will.	Local Offer Development Officer
Weekly	SEND Panel Meetings	Meet to consider EHCNA requests, and Annual Review updates	SEND Panel members
Every 6 months (unless otherwise stipulated, see above)	Content pages	Local Offer Development Officer to send page owners request to check pages every six months (unless otherwise specified – Meet the SEND Service page is updated weekly (see below)). Page owners check for accuracy and send Local Offer Development Officer any updates	Local Offer Development Officer

Weekly on Fridays	Meet the SEND Service page on LO	Local Offer Development Officer to update list of job roles on 'Meet the SEND Service' page of LO from info from team managers. To also gain and upload 'this is me' profiles for new staff members.	Local Offer Development Officer
Bi-monthly	SEND Performance	Update statistics on SEND Performance page from Policy and Performance Officer and Head of SEND Service	Policy and Performance Officer
Monthly	News Splash for Parents	Gathering and writing original information and news covering the SEND service in Swindon, specifically aimed at parent /carers of children and young people with SEND. This newsletter is not a replacement for or a repeat of the weekly SEND News Splash. When completed the Local Offer Development Officer has to gain approval, make amendments and send. Copy to go on the Local Offer SEND News Page <a href="#">here</a> .	Local Offer Development Officer
Quarterly	Analytics	Review site analytics to track site visits and identify most popular/least popular content (including service directory entries). Feedback site analytics to service leads to influence commissioning.	Local Offer Development Officer
Quarterly/Termly	Information, Advice and Support Services (IASS) group meetings	Meet to share updates and consider improvements.	SEND Inclusion and Training Officer, IASS group members (SSFV, STEP, SIAS, HealthWatch)
Quarterly	Local Offer Champions Meetings	To schedule meetings and send out agenda To chair meetings To circulate minutes of meetings	Local Offer Development Officer

Annually	Accessibility Plan	Review Accessibility Plan, updating what has been accomplished in terms of accessibility and how the Local Offer is being made available to people who may not have access to the internet.	Local Offer Development Officer
Annually	Local Offer guide and web governance process	Review guides of Local Offer content management with general guidelines of how to ensure that the Local Offer is kept up to date and consistent in terms of content, style and multimedia integration.	Local Offer Development Officer
Annually	Summer Activities News Splash	Summer edition of the News Splash with activities, clubs and events for children and young people to attend over the summer holidays.	Local Offer Development Officer
As and when required	Focus groups	Meet with user focus groups. To think about setting up focus groups with clear remit to either get feedback/test new ideas/functionality	Local Offer Development Officer

Key to list of key dates:

List of National Days, Weeks or Month
Annual Surveys
Events
Documents/Reports/Programmes
Update Local Offer webpages
Dates for young people and parents/carers

Date	Annual event/activity	Key audience	Responsibility of
18 July – 17 August	South Asian Heritage Month	All	
August 2023	Publish Local Offer Annual Report	SEND Strategic Board, parents/carers	Local Offer Development Officer
August 2023	Notify families of agreed SEND Travel arrangements to start September	Children and young people, parents/carers	SEND Travel Team
August 2023	Health and Safety Month	All	
August 2023	Psoriasis Awareness Month	All	
August 2023	Children’s Eye Health and Safety Month	All	
1-7 August	World Breastfeeding Week	All	
12 August	International Youth Day	All	
September 2023	Menopause Awareness Month	All	
September 2023	Childhood Cancer Awareness Month	All	
September 2023	Blood Cancer Awareness Month	All	
1 September	Applications open to Primary and Infant to Junior school places for September 2024	Children and young people, parents/carers	Admissions Team

1 September	Secondary applications for those children transitioning to from year 6 to year 7 in September 2024 opens	Children and young people, parents/carers	Admissions Team
5 September	International Day of Charity	All	
6 September	Colour Blind Awareness Day	All	
10 September	World Suicide Prevention Day	All	
17 September	World Patient Safety Day	All	
23 September	Bi Visibility Day	All	
23 September	International Day of Sign languages	All	
24 September	World Deaf Day	All	
25 September-15 December	The Annual SEND Survey is open	All	
25 September	Update SEND Performance page on Local Offer	Children and young people, parents/carers	SEND Operations Team
29 September	World Heart Day	All	
September - October	Apply for Secondary school place for following academic year	Children without EHCPs, parents/carers	SEND Statutory Team
September - October	Apply for Primary, Infant of Junior school places for following academic year	Children without EHCPs, parents/carers	SEND Statutory Team
October 2023	Adult Transition Event	All	Adult Services
October 2023	Down Syndrome Awareness Month	All	
October 2023	Black History Month	All	
October - November	SEND Pre-16 allocation meetings with the Heads of special schools / SRPs / specialist provisions	Children and young people, parents/carers	SEND Statutory Team
October - November	SEND Post-16 allocation meetings with the Heads of special schools / SRPs / specialist provisions	Children and young people, parents/carers	SEND Statutory Team
2 October	International Day of Non-Violence	All	
6 October	World Cerebral Palsy Day	All	

10 October	World Mental Health Day	All	
12 October	World Sight Day	All	
16 October	World Food Day	All	
18 October	World Menopause Day	All	
29 October	World Stroke Day	All	
31 October	Secondary applications for those children transitioning to from year 6 to year 7 in September 2024 closes	Children and young people, parents/carers	Admissions Team
November 2023	Publish results of biennial SEND Workforce Development Survey	People who work with children, young people and families with SEND	SEND Inclusion & Training Officer
November 2023	Twice yearly review of Local Offer webpages	Children and young people, parents/carers and professionals	Local Offer Development Officer
November 2023	Chronic Obstructive Pulmonary Disease (COPD) Awareness Month	All	
November 2023	Lung Cancer Awareness Month	All	
November 2023	Movember Men's Health Awareness Month	All	
13 November	World Kindness Day	All	
14 November	World Diabetes Day	All	
16 November	UK Disability History Month	All	
17 November	International Stand Up to Bullying Day	All	
17 November	International Students Day	All	
20 November	Universal Student's Day	All	
23 November	US Thanksgiving	All	
27 November	Update SEND Performance page on Local Offer	Children and young people, parents/carers	SEND Operations Team
December 2023	Universal Month for Human Rights	All	
December 2023	AIDS Awareness Month	All	

3 December	International day of persons with disabilities	All	
January 2024	Celebration of Life Month	All	
January 2024	Thyroid Awareness Month	All	
January-February 2024	Review terms of reference with Local Offer Champions Group	SBC, SSFV, STEP, SIAS, GWH, VAS, ICB	Local Offer Development Officer, Champion's group
January-March 2024	Review Annual Memorandum of Understanding for the Local Offer between SBC, SSFV, STEP, SIAS, ICB, Health Watch.	SBC, SSFV, STEP, SIAS, ICB, Health Watch	SEND Inclusion and Training Officer, IASS group members
January-February 2024	The Annual SEND Survey results are analysed	SBC	Principal Educational Psychologist, Intelligence Lead
4 January	World Braille Day	All	
15 January	Applications close to Primary and Infant to Junior school places for September 2024	Children and young people, parents/carers	Admissions Team
21 January	World Religion Day	All	
24 January	International Day of Education	All	
25 January	Robert Burns Night	All	
22-28 January	Cervical Cancer Prevention Week	All	
29 January	Update SEND Performance page on Local Offer	Children and young people, parents/carers	SEND Operations Team
February 2024	LGBT+ History Month	All	
February 2024	Raynaud's Awareness Month	All	
February 2024	National Children's Dental Health Month	All	
1 February	Dignity Action Day	All	
1 February	Time to Talk Day	All	
2 February	Wear Red Day	All	



4 February	World Cancer Day	All	
5-11 February	Tinnitus Awareness Week	All	
5-11 February	Children's Mental Health Week	All	
5-11 February	Race Equality Week	All	
5-11 February	National Apprenticeship Week	All	
15 February	Deadline for SEND Pre-16 Phase Transfer placements confirmed	Children and young people, parents/carers	SEND Statutory Team
19-25 February	National Eating Disorders Awareness Week	All	
29 February	Rare Disease Day	All	
March 2024	National Women's History Month	All	
April 2024	Publish results of Annual SEND Survey	Parents/carers, children and young people, practitioners/professionals	Principal Educational Psychologist, Intelligence Lead
1 March 2024	Offer day for places at Secondary school for next academic year	Children and young people, parents/carers	Admissions Team
3 March 2024	World Hearing Day	All	
7 March 2024	World Book Day	All	
8 March	International Women's Day	All	
8-17 March	National Science and Engineering Week	All	
13 March	No Smoking Day	All	
13 - 19 March	Neurodiversity Celebration Week	All	
13 – 20 March	Celiac Awareness Week	All	
15 March	Deadline day for accepting an offer of school place in secondary school for next academic year	Children and young people, parents/carers	Admissions Team
21 March	World Down Syndrome Day	All	
21 March	Functional Neurological Disorders (FND) Awareness Day	All	

25 March	Update SEND Performance page on Local Offer	Children and young people, parents/carers	SEND Operations Team
31 March	Deadline for SEND Post-16 Phase Transfer	Children and young people, parents/carers	SEND Statutory Team
16 April	Offer day for places at primary, infant or junior schools for next academic year	Children and young people, parents/carers	Admissions Team
End of April	Deadline day for accepting an offer of school place in primary, infant or junior school for next academic year	Children and young people, parents/carers	Admissions Team
May 2024	Hepatitis Awareness Month	All	
May 2024	UK National Walking Month	All	
6-12 May	Deaf Awareness Week	All	
9-22 May	Foster Care Fortnight	All	
13-19 May	Mental Health Awareness Week	All	
15 May	International Day of Families	All	
16 May	Global Accessibility Awareness Day	All	
17 May	International Day against Homophobia, Transphobia and Biphobia	All	
21 May	World Day for Cultural Diversity for Dialogue and Development	All	
27 May	Update SEND Performance page on Local Offer	Children and young people, parents/carers	SEND Operations Team

June 2024	Twice yearly review of Local Offer webpages	Children and young people, parents/carers and professionals	Local Offer Development Officer
June 2024	Parental preference letters sent out in relation to SEND Pre-16 Phase Transfers	Children and young people, parents/carers	Admissions Team
June 2024	Young person and parental preference letters sent out in relation to SEND Post-16 Phase Transfers	Children and young people, parents/carers	Admissions Team
June 2024	LGBTQ Pride Month	All	
June 2024	Motor Neurone Disease Awareness Month	All	
1 June	Global Day of Parents	All	
1-7 June	Volunteers Week	All	
4 June	Deadline for Travel assistance applications to be guaranteed to be processed in time for September (travel assistance applications are open all year round).	Children and young people, parents/carers	Parents, SEND Operations Team
8 June	Global wellness Day	All	
10-14 June	BNF Healthy Eating Week	All	
16 June	Neurodiversity Pride Day	All	
18 June	Autistic Pride Day	All	

17-23 June	Learning Disability Week	All	
19 June	World Sickle Cell Awareness Day	All	
20 June	World Refugee Day	All	
22 June	Windrush Day	All	
25 June- 1 July	Deaf Blind Awareness Week	All	
26 June	Armed Forces Reserves Day	All	
July 2024	Disability Pride Month	All	
July 2024	International Women with Alopecia Month	All	
28 July	World Hepatitis Day	All	
29 <sup>th</sup> July	Update SEND Performance page on Local Offer	Children and young people, parents/carers	SEND Operations Team
30 <sup>th</sup> July	International Day of Friendship	All	

## Evaluation

A number of methods will be used to evaluate the effectiveness of communications. These include: -

- Messages to the intended recipient are received directly
- Stakeholders are actively engaged
- Using analytics from social media sites

- Using website analytics
- Using analytics from newsletters
- Results from service user’s surveys
- Inspections and peer reviews

Analysing the use of the site helps to improve the experience of users. Quarterly analytics are produced and shared with SEND Strategic Board. Analytics are also regularly shared with owners of Local Offer webpages, so that these analytics may be used to inform future commissioning.

A Local Offer Annual Report will be published annually in August, giving details of how service user feedback has been used to inform improvements moving forwards. The annual report also details improvements made over the last 12 months and future improvement plans.

### Accessibility

The Local Offer is more than a website – it is the services available or reasonably available within the local area or available to the local area. Every resident of Swindon should be able to access information and services available in the local area through contact with practitioners, professionals, service providers and voluntary groups as well as through the website.

The Local Offer provides for people of all ages and abilities, including those with cognitive disabilities and people with low literacy skills. For people whom English is not their first language, the Local Offer pages are compatible with Google Translate, which is available on Chrome and Internet Explorer browsers.

The Local Offer includes a jargon buster at the top of every page to support people with understanding language and terms that professionals may use. There are also ‘easy read’ versions of a number of documents published on the local offer to support understanding by children, young people and parents/carers.

The Local Offer Development Officer will be reaching seldom-heard parents, forums, groups to ensure they are engaged/consulted/have their voices heard. By attending parent/carers forums (Branches), public events like the Transitions Roadshow and other events where awareness of the site and the breath of the Local Offer in Swindon can be shared.

To learn more about how the Local Offer has been made more accessible, click to view [the Accessibility Plan](#).

## Reviewing and Developing the Swindon Local Offer

Local Offer Champions were established in 2019 and the group meet on a quarterly basis. The group has representatives across Swindon Borough Council, Integrated Care Board, health services, voluntary sector, Swindon SEND Families Voice (SSFV) and SEND Children and Young Peoples Participation Group (STEP). The key role of the Local Offer Champions is to review and develop the Swindon Local Offer website helping to ensure that services and/or teams across the local area have their finger on the digital pulse.

An Information, Advice and Support services (IASS) group has been set up and meets quarterly/termly. The Children and Families Act (2014) provides a legal requirement for local authorities to ensure children and young people with Special Educational Needs and/or Disabilities (SEND) and their parents have access to an impartial information, advice and support service. The Local Authority work with representatives from SSFV, STEP, Swindon SEND information, advice and support service (SIAS), ICB and Health Watch Swindon to provide high quality information, advice and support to children, young people and parents in their area. The group has identified that it would be helpful to produce a film clip explaining what the Local Offer is and how people can access it. This film clip is on the forward work plan and will be developed in the coming months.

The Local Offer Statutory Compliance Check ensures that the Local Offer is compliant with the SEND Code of Practice 2015. It sets out a list of 'musts' and 'shoulds' but for the purposes of developing the Local Offer all requirements listed in the Compliance Check should be considered essential. In 2021 a Compliance Check was carried out by the Local Offer Development Officer, Swindon Send Families Voice, STEP, Clinical Commissioning Group (now ICB) and Transport to ensure that the Local Offer was meeting the listed requirements.

Approximately 177 parents and 329 young people with SEND and Learning Difficulties have been involved in co-producing the Local Offer through a variety of forums, engagement sessions, surveys and community events. This included the Learning Disability Partnership Board Forum, who were given the opportunity to share their opinions about the content of the website, and also provide some useful feedback about how accessible it might be. The board deciding the name of the site, the media for the menu options, and accessibility of the site in design and renaming the market place to services information with the tagline: need it, find it, use it. For more information on how these decisions were made, click to view: [Appendix 2 of the 2019 Annual Report: LD Forum co-production of the Local Offer](#).

As stated in the [Special educational needs and disability code of practice: 0 to 25 years](#), local authorities must publish feedback received about the Local Offer and tell you what was done in response. This is published on the Local Offer and in our Local Offer Annual Report.

In 2020 the Local Offer established a storyboard library, which is a visually presented 'You Said, We Did' illustrating responses to feedback from parents, children, young people and professionals. Storyboards aim to briefly explain on one page why and how improvements have been

made to a particular service or how a project/programme has been developed; including who was involved, what the impact of the improvements have been and what's going to happen next.

To view the 'You Said, We Did' and storyboard library, click the following link: [Swindon Local Offer - You Said We Did](#)

The Local Offer pages are reviewed once every six months or as much as possible (please see 'List of regular work relating to Local Offer' Section) and repair the links that were broken. Unfortunately, links may become removed or not work before the page review is due. There is now a program that shows if there are broken links so they can be fixed promptly. Please continue to use the feedback process in the menu bar at the top of every page on this website or email [localoffer@swindon.gov.uk](mailto:localoffer@swindon.gov.uk) to let us know if you find any broken links.

[Local Offer change request forms](#) have now been implemented. These forms help to make sure that any changes requested on the content pages of the Local Offer are thoroughly and smoothly implemented. The change request form is usually sent by professionals inside and outside the SEND service from people who already have or want their content on the Local Offer. The form is received and triaged to produce a RAG rating that determines when this work will be completed. The ratings are as follows:

- Red (10 working days)
- Amber (20 working days)
- Green (30 working days)