

The SEND Local Offer Annual Report July 2023

Contents

Introduction	2
The SEND Local Offer	2
What is the SEND Local Offer?	2
Who is the SEND Local Offer aimed at?	3
What content is on the website?	3
Keeping the Local Offer Up to Date	5
Information, Advice and Support Services (IASS) Group	5
Local Offer Change Requests	5
Web Governance Processes	6
Local Offer Quick Reference Content Style Guide	6
Local Offer Related Documents	6
SEND Local Offer Marketing and Engagement Plan	6
Accessibility Plan	6
SENDi and AP Strategy 2023-2028	6
Local Offer Champions	7
SEND Newsletters	7
SEND News Splash	7
Families SEND News Splash	8
Summer Activities SEND News Splash	8
Local Offer in the Community	9
Branches	9
Swindon LA School Attendance Strategy Launch	9
Local Offer Big Fortnight 2022	10
To read the review of this event please view the	10
Staff Expo 2022	10
Early Intervention and Prevention Partnership Network Meeting	10
Swindon Learning Together; Conference for Head Teachers – The Importance of Communication	10
Providers Networking Event	10
SEND Leaders Conference 2023	10
Local Offer Work Experience	11
Analytics	11

Method	11
How many users access the Local Offer?	11
Devices used to access the Local Offer	12
Other headlines.....	12
YouTube analytics	12
SEND Annual Survey results	13
Future developments.....	13

Introduction

Welcome to Swindon Borough Council’s Special Educational Needs and/or Disabilities (SEND) Local Offer Annual Report 2023. This report summarises what the Swindon SEND Local Offer has achieved 2022-2023 and how it will be developed in the future. This report also provides information on how the Local Offer is promoted, how many people have interacted with the site and the feedback we have received.

To contact the Local Offer and leave feedback on the report or anything that you see on the Local Offer website email: localoffer@swindon.gov.uk.

The SEND Local Offer

What is the SEND Local Offer?

The Swindon Local Offer gives children and young people with special educational needs and disabilities (SEND) and their families’ information and advice about services geared around supporting and empowering them in their daily lives across Swindon. The Local Offer provides users with knowledge about what they should expect, the services and provision available, how to access it, and what to do if they are not satisfied.

The Children and Families Act (2014) states that the SEND Local Offer should:

- Provide clear, comprehensive, accessible and up-to-date information about the available provisions and how to access them, and
- Make provision more responsive to local needs and aspirations by directly involving disabled children and those with SEN and their parents, and disabled young people and those with SEN, and service providers in its development and review.

The Local Offer must include provision in the local authority’s area. It must also include provision outside the local area that the local authority expects is likely to be used by children and young people with SEN for whom they are responsible and disabled children and young people.

Local authorities must also publish comments about their Local Offer received from or on behalf of children with SEN and/or disabilities and their parents and young people with SEN and/or disabilities through an Annual Report, which is the purpose of this document. These comments relate to:

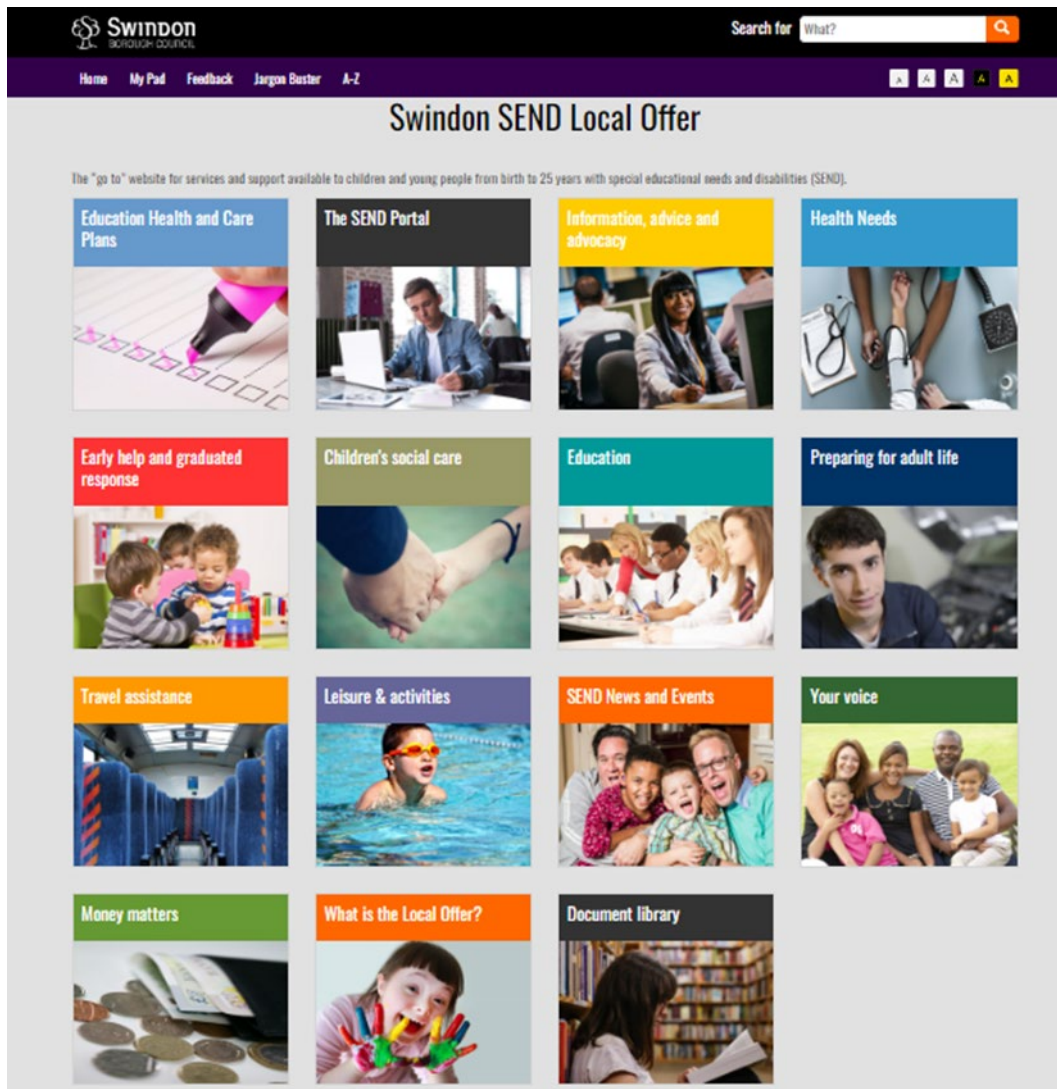
- the content of the Local Offer, which includes the quality of existing provision and any gaps in the provision;
- the accessibility of information in the Local Offer; and
- how the Local Offer has been developed or reviewed.

Who is the SEND Local Offer aimed at?

The SEND Local Offer is for all children and young people in Swindon with SEND aged 0 to 25 years old, with or without an Education, Health and Care (EHC) Plan and their parents and carers. The Local Offer is also a useful resource for the professionals who work with the families of children and young people with SEND.

What content is on the website?

Unlike most local authorities, the Swindon Local Offer incorporates Adult Social Care services, children and young people, care leavers (now referred to as care experienced young people) and Public Health Local Offers together with SEND on one site. This means there is a more complete overview on the care and support that is available for everyone that needs it across Swindon, as well as supporting young people's journeys to adulthood by having all services on one website.



The SEND Local Offer focuses on fifteen theme tiles (see picture above); developed using the content requirements of the [SEND Code of Practice 2014](#) 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 eligible for, to easily find the information they require. The themes on the Swindon SEND Local Offer are:

- Education, Health and Care Plans
- The SEND Portal
- Information, advice and advocacy
- Health Needs
- Early Help and Graduated Response
- Children's Social Services
- Education
- Preparing for adult life
- Travel assistance
- Leisure and activities
- SEND News and Events

- Your Voice
- Money matters
- What is the Local Offer?
- Document Library

The Local Offer also contains service directory pages that provides information on services for Swindon residents with a support need. Information includes what the service is, how to access the service, cost if necessary, where the service is located, opening times and how to contact them.

The A-Z provides another way of accessing resources on the Local Offer with information pages arranged by title.

The [Jargon Buster](#) page provides explanations of terms that children, young people and parents may not know and understand.

A new feature of the Local Offer is the '[About the Local Offer](#)' page which provides more detail on how to navigate the site and the special features that people may want to explore.

All these features are available throughout the Local Offer on the menu ribbon and/or footer on each page.

Keeping the Local Offer Up to Date

When parents and young people access the Local Offer, it is important that information and advice is up to date and accessible. This helps to convince visitors that the Local Offer is a reliable and comprehensive resource to visit regularly. There are different ways in which this is achieved.

Information, Advice and Support Services (IASS) Group

The Children and Families Act (2014) requires local authorities to ensure children and young people with Special Educational Needs and/or Disabilities (SEND) and their parents have access to an up to date, relevant and impartial information, advice and support service. The Local Authority work with representatives from SSFV, STEP, Swindon SEND information, advice and support service (SIAS) and Health Watch Swindon to provide high quality information, advice and support to children, young people and parents in their area. The Information, Advice and Support services (IASS) group meets termly.

Local Offer Change Requests

It is the responsibility of the service to ensure that their information is kept up to date on the Local Offer. The Local Offer change request forms give content writers the ability to inform the Local Offer Development Officer when information needs updating or changing so it's easier to read. The form was updated in 2023 to help ensure that writers knew as much as possible about updating Local Offer pages. The updated change request form also provides a link to the [Local Offer Quick Reference Content Style Guide](#) to ensure that content writers have the tools to make their Local Offer pages as effective as possible.

Web Governance Processes

This process guide informs readers of the timelines involved in updating information published on the Local Offer. It also states how information is managed and by whom and contains a list of regular tasks and updates that are carried out to ensure information is relevant, coherent and up to date.

You can select the following link to access the [Web Governance Processes Guide](#).

Local Offer Quick Reference Content Style Guide

This document was produced to help page owners produce text that is accessible to all, reads easily and that meets national standards for website writing.

This guide is linked to the Local Offer change request form and states that page owners must read this guide before creating and updating their pages on the Local Offer.

You can find this guide on the Accessibility Report and on the Local Offer entitled: [Local Offer Quick Reference Content Style Guide](#).

Local Offer Related Documents

SEND Local Offer Marketing and Engagement Plan

The Marketing and Engagement Plan for the Swindon Local Offer was first published in 2021. Its purpose 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), the local Clinical Commissioning Group, and STEP, who promote participation of children and young people in areas affecting their lives, by setting out a plan of how the SEND Service will communicate to the public information and services that are available to them.

To read the updated 2023 Local Offer Marketing and Engagement Plan please visit the [What does Co-Producing the Local Offer Mean? page](#) on the Local Offer.

Accessibility Plan

[The Special Educational Needs and/or Disabilities \(SEND\) Code of Practice \(2015\): 0 to 25 years](#) outlines that local authorities need to provide a local offer that is widely 'accessible for all'.

This accessibility plan details Swindon's approach in ensuring accessibility for all, both those with different needs and those without access to the inter

SENDi and AP Strategy 2023-2028

The Special Educational Needs and Disability (SEND), Inclusion and Alternative Provision Strategy (SENDi & AP Strategy) outlines Swindon's vision for SEND, Inclusion and Alternative Provision over the next 5 years, and outlines the identified priorities that will be worked towards. The continued development of the Local Offer happens with children, young people with SEND and their families in mind so they can access information and advice as easily as possible. This is further strengthened by a regular audit to ensure that information is relevant accessible and up to date.

To read more about this strategy, visit the [Swindon Local Offer - Swindon SENDi & AP Strategy 2023-2028](#).

Local Offer Champions

The Local Offer Champions role was looked at and reviewed this year (2023). The function of the role is to promote the Local Offer, both within the service and externally, to service users and to other services they liaise with. This year the terms of reference of the Local Offer Champion's role was updated to reflect this. The updated terms of reference also require Champion's to be more involved in the promotion of the Local Offer. To attend events, conferences, open days, etc, with promotional material and talk to members of the public and professionals about the Local Offer. For example, the Local Offer Development Officer couldn't attend an Information day on May 20 regarding South Asian's with additional needs. However, members of Swindon SEND Families Voices were attending and agreed to represent the Local Offer at the event and take some merchandise to give out.

SEND Newsletters

The SEND newsletters contain updates from across the SEND system on education, health, social care and support.

SEND News Splash

SEND NEWS SPLASH
ISSUE 156
20TH FEBRUARY 2023

LGBTQ+ History Month 2023
February is LGBTQ+ History Month, a month which aims to celebrate the stories of members of the LGBTQ+ community.

For this year's theme of #BehindTheLens we will be celebrating the contributions made by those within the LGBTQ+ society to cinema and film.

The theme will also look at how LGBTQ+ lives are portrayed in the media compared to real-life experiences from both past and present.

There are a range of resources and services available for people who identify as LGBTQ+:

- **LBST Foundation** - national charity delivering advice, support and information services to LGBT communities.
- **There are also some resources available for young people who identify as LGBTQ+ or who are exploring their identity:**
 - **Out of the Cab** - a young person led LGBTQ+ action youth group aged between 13 - 19 years old.
 - **Stepped Youth** - advice and support for young people.

For more information visit the Local Offer Page Search, information and support.

If you want to get involved, improve your understanding of the LGBTQ+ community or stay in the know about what is happening, check out the hashtag #BehindTheLens.

Speech and Language Support Workshops
Contact, the advice and information resource for families who are raising a child with additional needs, are offering 5 free Speech and Language Support workshops in March. These workshops are for parent/careers of disabled children aged 0-16. Book your tickets before they're gone!

FREE WORKSHOPS IN MARCH: SPEECH & LANGUAGE SUPPORT
For parent/careers of disabled children with communication needs (ages 0-16)

These very highly rated and popular workshops are ideal for parents of children and young people who have communication difficulties or needs.

All workshops listed below are online but please check the status of other workshops found on the Contact website.

Choose the best workshop based on your child's age. To book your ticket visit: [Eventbrite](#) using any one of the links below:

Early Years (ages 0-5) workshops
20 March: **Signifier beginnings - Early years interventions for children (0-5) with SEND**

Primary (ages 6-11) workshops
13 March: **Speech, Language and Communication Workshop (Primary)**
31 March: **Speech, Language and Communication Workshop (Primary)**

Secondary (ages 11-16) workshops
6 March: **Speech, Language and Communication Workshop (Secondary)**
20 April: **Speech, Language and Communication Workshop (Secondary)**

Each workshop is led by an experienced Speech and Language Therapist who will explain the communication chain (and which part isn't working for your child), useful support strategies, and how best to work with practitioners.

To see more courses and look at April dates please visit [Contact's website](#).

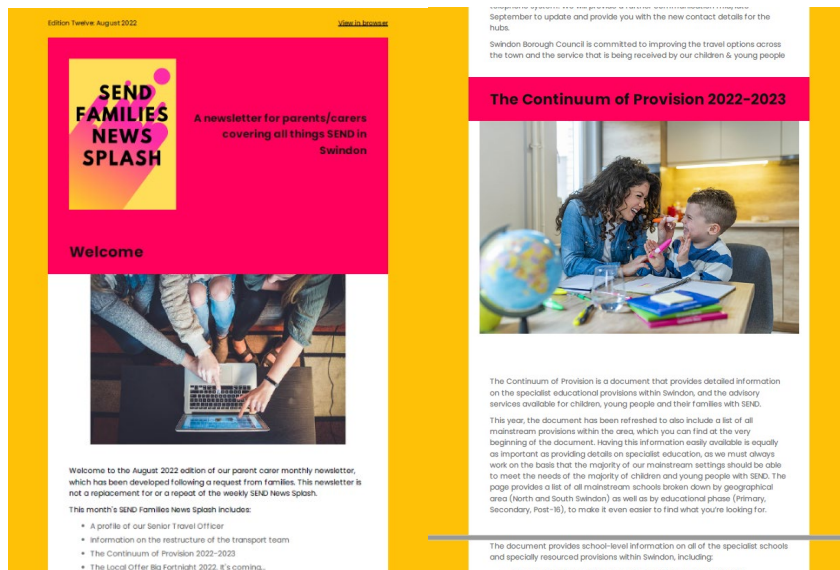
Please subscribe to the Local Offer YouTube channel here

CONTACT THE LOCAL OFFER ON LOCALOFFER@SWINDON.GOV.UK, Issue 156, Monday 20th February 2023

The SEND News Splash is a weekly newsletter published every Monday. The purpose of the SEND News Splash is to provide topical, relevant and up-to-date information to parents/carers of children and young people with SEND and the practitioners that work with them. The News Splash contains information and updates from services and news on upcoming events. The newsletter also provides information on any relevant diversity days with links to the Local Offer. The updated list of diversity days are now available in the Local Offer Marketing and Engagement Plan which you can find on the [Swindon Local Offer - What does Co-Producing the Local Offer Mean?](#).

To sign up to receive the weekly SEND News Splash email localoffer@swindon.gov.uk

Families SEND News Splash



This monthly newsletter provides parents/carers with information, signposting them to the Local Offer website and services available to them in Swindon where appropriate. It does not, where possible, repeat the content published in the weekly News Splash; rather it provides more targeted information specifically for parents/carers of children and young people with SEND.

To be added to the mailing list for the Families News Splash, visit the Swindon Borough Council webpage: Sign up for our e-newsletters | Swindon Borough Council

Summer Activities SEND News Splash



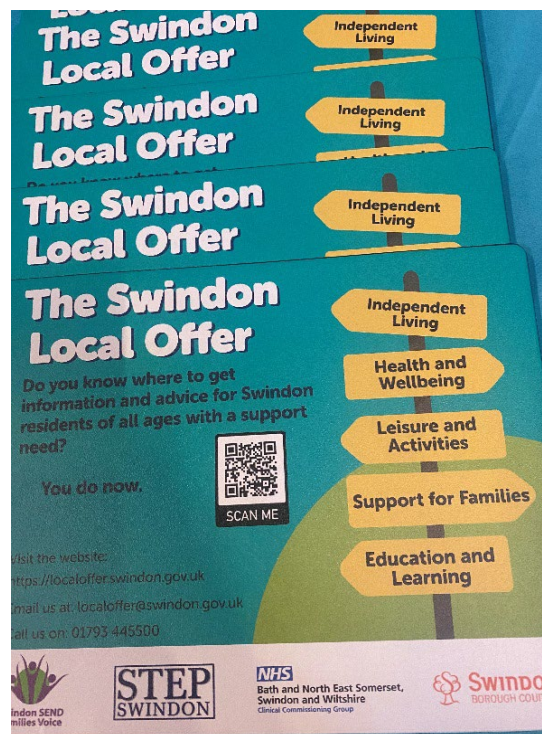
The annual Summer Activities News Splash was launched in July 2020 and its third edition was sent out in July 2022. The aim of the newsletter is to provide information on outdoor, indoor and online

events and resources available for children and young people in Swindon. Edition 4 will be published in July 2023.

Local Offer in the Community

Public events are important in promoting the Local Offer, to tell people what it is, who it's for and how they can access it. It is also key to provide families/carers of children and young people with Special Educational Needs and Disabilities between 0-25 years old, and the professionals that work with them, the opportunity to feedback on any issues that they have experienced accessing the information and services that they need to help families in their SEND Journey.

In order to promote the Swindon Local Offer, merchandise has been designed and developed to give out to staff and the public that highlights what the Local Offer is, how to access it and how to contact us. This merchandise includes postcards, tote bags, mugs, scented candles, stress balls, tissues, pencil cases, rulers, notepads, trolley tokens, fridge magnets and mouse mats.



In the future, the Local Offer Development Officer will plan to attend more events across Swindon, speaking to more and more people and bringing the Local Offer to them. Here are some of the events the Local Offer has been to in the last 12 months:

Branches

Organised by Swindon SEND Families Voice, this monthly event is attended by parents and carers and services. The Local Offer attended in January 2023 to promote the website and hand out merchandise.

Swindon LA School Attendance Strategy Launch

In September 2022, The Swindon Attendance Improvement Group held a conference to

support the message that 'attendance is everyone's business'. The event had a marketplace and conference with workshop events.

Local Offer Big Fortnight 2022

The Local Offer annual event in 2022 was the first time in three years that the Local Offer held a live event. The event had a mix of live events and virtual events over 8 days in October 2022. The live events, three mini events and a main event, were in a number of locations across Swindon. The mini events were held in local community spaces - in the central Swindon Library, The Everleigh Centre and the Swindon Hub in the Town Centre. The main event was held in The Platform.

To read the review of this event please view the [Local Offer Big Fortnight 2022 report](#).

Staff Expo 2022

Swindon Borough Council (SBC) held their second annual internal staff conference on the 13th and 17th October 2022, at Swindon's Mecca, Regent Circus. The event allowed SBC staff to talk to colleagues across the council and receive updates from senior management on the progress that was being made SBC wide. The conference also had a marketplace, where the Local Offer had a stall, for attendees to visit and learn more about what the organisation has to offer staff and what they can get out of their career.

Early Intervention and Prevention Partnership Network Meeting

Swindon Borough Council held, in January 2023, a networking event which included the revision of the Early Help Strategy, the implementation of the Right Help at the Right Time and the School Attendance Strategy. The event was an opportunity to talk about the Local Offer and where it fits in with this strategy. The event was mainly a conference and had a mini marketplace. The conference involved a wide range of speakers and workshops around communication and language. It included a marketplace with a wide range of services in attendance.

Swindon Learning Together; Conference for Head Teachers – The Importance of Communication

The conference, held in March 2023, involved a wide range of speakers and workshops around communication and language. It included a marketplace with a wide range of services in attendance.

Providers Networking Event

Organised by the Education, Employment and Training Service, this event was held at New College, Swindon and brought together post 16 services for networking opportunities and also a feedback session about how services can improve the lives of young people in Swindon.

SEND Leaders Conference 2023

The second annual Conference for SEND Leaders took place on the 20th June 2023 at Swindon's STEAM Museum. The event brought together top motivational speakers along with practical workshop sessions dealing with subjects such as resilience, mental health and well-being.

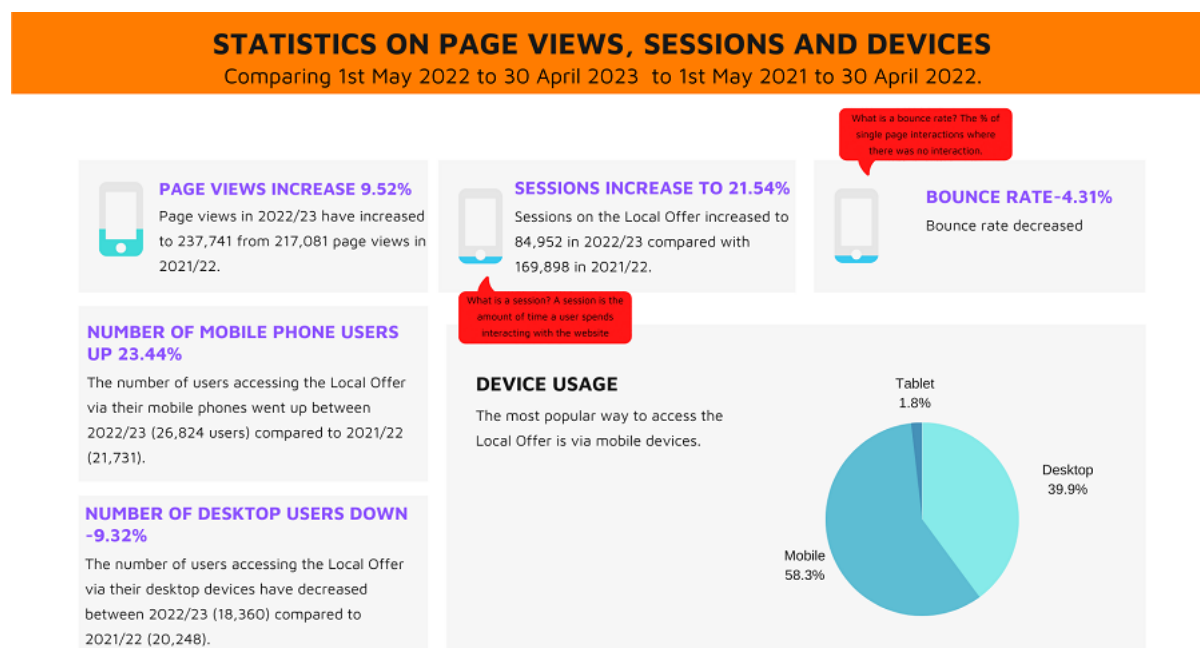
Local Offer Work Experience

This year, the SEND Service was able to offer an Adult Community Learning (ACL) Trainee 70 hours of work experience, which the ACL Trainee successfully completed between the 16th January to the 30th March 2023. They worked two half days a week, unpaid, with the Local Offer Development Officer. They gained experience in navigating the Local Offer, looking and reviewing content, giving their opinions from a young person's perspective and putting that feedback into a report. They created articles that were published and shared to an audience of 600 who are made up of services and members of the public. These articles were about diversity and awareness days of sometimes complex conditions that they managed to convey in a thoughtful and factual manner. The ACL Trainee also went to events and represented the SEND Service at the Early Intervention and Prevention Partnership Network and an Information, Advice and Support Services meeting where they spoke to services, promoting themselves and the Local Offer in a polite and approachable way.

Analytics

Method

The below analytics were taken from Google Analytics. The stats represent information gathered from 1st May 2022 to 30 April 2023 and have been compared them with information from 1st May 2021 to 30 April 2022.



How many users access the Local Offer?

Page views are the amount of times someone has accessed a page either view a link, using the search function or browsing the website. Compared to 2021-2022, this year's page views have increased by 9.52% (237,741 pages viewed compared to 217,081).

The number of users who have initiated at least one session on the website has increased by 7.48% (46,061 vs 42,857). The number of new users has also increased by 7.78% (45,312 vs 42,043).

Devices used to access the Local Offer

Like last year, mobile phones are the most popular way users access the Swindon Local Offer, making up 58% of all visits. Desktop/laptop computers make up 40% of visits, while tablets make up the remaining 2%. Compared to last year's figures mobile phone users have increased by 23%, Desktop/laptop users have decreased by 2% the same amount for tablet usage.

Other headlines

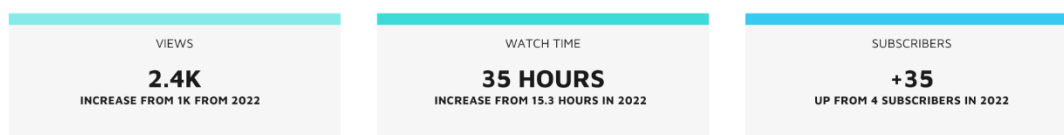
The average time users spend on the Local Offer (session duration) has decreased by nearly 18 seconds from 2minutes 8seconds to 1minute 50seconds.

Menu	Previous years page views (1 st May 2021 to 30 April 2022)	Current years page views (1 st May 2022 to 30 April 2023)
Local Offer	7035	7223
Information, advice and advocacy for children and young people with SEND	4,246	5,790
Education, Health and Care Plans	4,764	7,199
Travel assistance	3,686	6,071
SEND Portal	6,523	5,973
FAQ's	1,944	2,221
SEND Documents	1,461	1,358

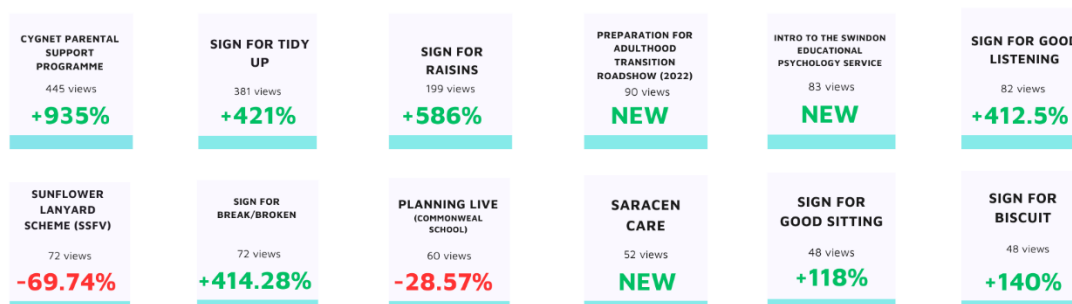
YouTube analytics

YOUTUBE ANALYTICS (1 MAY 2022-30 APRIL 2023)

FOR THE CHANNEL: SWINDON LOCAL OFFER



TOP VIEWED VIDEOS IN 2022/2023



The Local Offer YouTube channel is a way to reach a new audience who prefer information in visually. In the past year we have more than doubled the amount of views and watch time to the channel. In addition, the number of subscribers to the channel has increased from 4 to 35. In terms

of the videos, 7 videos in the top 10 have experienced a significant increase in views. The YouTube site is promoted weekly on the SEND News Splash (see pages 4,5 and 6).

SEND Annual Survey results

The annual survey was carried out between 27th September to 16th December 2022. The survey was completed by young people, parents/carers, practitioners/professionals who engage with Swindon SEND services or work with those that do. 363 responses were received. To find out more on the SEND Survey 2022 please visit The [Swindon Local Offer - The Annual SEND Survey 2022](#).

The headlines were:

- 84.8% of young people found out information that they need on services that support them from parents/carers. This has gone down from 91.7% in 2021.
- 43.4% of parents/carers said that they currently receive information about SEND Services from the SEND News Letters (SEND News Splash or Families News Splash). This is up from 35% in 2021.
- 20% of parents/carers said that they receive information about SEND Services from the Local Offer. This is relatively the same percentage of people that gave the same response in 2021.
- 58% of parents/carers are likely to access the Local Offer to find out services for SEND.
- 75% of practitioners/professionals said that they currently receive information about SEND Services from the SEND News Splash. This is up from 67% in 2021.
- 67% of practitioners/professionals said that they receive information about SEND Services from the Local Offer. This is down compared to 2021 when 74% said that they use the Local Offer.
- 87% of practitioners/professionals are likely to access the Local Offer to find out services for SEND.

Future developments

The Swindon SEND Local Offer is developed and reviewed in partnership with children and young people, parents/carers and local services, including early years settings, schools, colleges, health and social care agencies. The Local Offer should be constantly developed and promoted in order for it to continue to be the 'go to' site for SEND in Swindon.

- The Local Offer is moving to a new platform, currently scheduled to happen in October 2023. It is expected that this new platform that will allow users not aware of the services that are available to them to find information easily. The new platform will also allow for greater accessibility so more people are able to access the information and advice available.
- At last year's Local Offer event, there was a low uptake in attendance by members of the public, compared to the high number of hours services put in to plan and attend the events. It has therefore been agreed that rather than continue to offer a local offer annual event where attendance is low, that Local Offer Development Officer will seek to increase opportunities to publicise the Local Offer within local communities, with the support of the Local Offer Champions. This is in line with the corporate priority of ensuring information is accessible to local residents where they live.
- It is important to continue to ensure that young people continue to be involved in the development of the Local Offer, and ensure that it is a relevant resource that children and young people can use to access the information and advice available to them. Along with

continuing the SEND Apprentice role, working with STEP to encourage more young people to develop more ways to communicate information and advice aimed at them. It is also planned to develop a Young Person's Champion role to work closely with the Local Offer.