Swindon Learning
Disability Partnership Board

# Swindon

# Learning Disability Partnership Board

# Forum



# Changes to the "My Care, My Support" Website



# 16th July 2019

The Pilgrim Centre

9:30 – 12.30

| | Attended | Apologies |
|---|---|---|
| Adults with learning disabilities | 17 | 1 |
| Professionals | 15 | 2 |
| Carers | 1 | |
| | | |
| Organisations who attended | | |
| Swindon Borough Council (SBC) | | |
| Swindon Advocacy Movement (SAM) | | |
| Healthwatch Swindon | | |
| Swindon Clinical Commissioning Group (Swindon CCG) | | |
| Saracen Care | | |
| Voyage Care | | |
| Lindum House | | |
| OK4U | | |
| Pobl Group | | |
| Swindon SEND Families Voice | | |

# Welcome

Ray Ballman and Dan Eldridge welcomed everybody to the forum

# Introduction

Sarah Talbot (Project Manager for Information and Technology at SBC) and Martina Cowling (Web Development Co-Ordinator for SBC) presented the forum.

The overall aim of the forum was to think about the changes being made to the SBC "My Care, My Support" website which is changing to become the new "Local Offer" website. Sarah reminded people about what had been discussed at the forum back in November 2015 when the "My Care, My Support" website was being launched, and explained the new changes. She introduced the fact there will be a new section about "Public Health" and also an area called "My Pad" where users will be able to personalise their use of the website and save links etc.

It was hoped that from the forum people would have been given the opportunity to share their opinions about the content of the website, and also provided some useful feedback about how accessible it might be.

## Activity 1 – "The Local Offer" Name

The aim of the activity was to think about how best to describe the new website name so it's clear for everyone in Swindon.

People were given a sheet (which is pictured below) with these three statements on;

1. "The Local Offer is a website in Swindon, for Children and Adults who have support needs"

2. "Local Offer is a go to website for services and information aimed at Children & Young People with SEND, Children Services, Adults Social Care, Vulnerable Adults and Public Health that is available any time"

3. "Local Offer providing you with the correct information and advice, that you can access at the right time"

| What do you like / not like about these descriptions? | | Which one do you like best? |
|---|---|---|
| Local Offer is a website in Swindon, for Children and Adults who have support needs. | ✔ ✘ | |
| Local Offer is a go to website for services and information aimed at Children & Young People with SEND, Children Services, Adult Social Care, Vulnerable Adults and Public Health that is available at anytime. | ✔ ✘ | |
| Local Offer providing you with the correct information and advice, that you can access at the right time | ✔ ✘ | |

People were asked what they liked and disliked about each one, and which one they liked best.

**Number 1** was the most popular choice People liked it because it was clear and short, and they liked that it mentioned Swindon. On the whole they felt it didn't label people individually and that "support needs" covered lots of different needs.

**Number 2** was the least favourite because people felt it was too wordy and wasn't easy to read. People felt it used unfamiliar terms and acronyms (such as "SEND") and some difficult vocabulary (such as "vulnerable".

Some of the other comments people made were;

"It would be good to combine 'Local Offer is a website in Swindon for children & adults who have support needs, giving you correct information and advice at any time"

"We like the use of the word 'you' – it makes it sound personal"

"The language used in Number 2 isn't helpful for the people it is aimed at"

"The term "Local Offer" doesn't mean a lot or make sense to a lot of Service Users.  They would prefer something like "My Life" as it sounds more personal and represents them better"

## Activity 2 – The Local Offer Home Page

The aim of this activity was to help us think about which pictures best match the information on the website home page in order to help people get the information they are looking for.

People were given pictures and words which might be used to illustrate and describe the services people might look for. They were asked to talk about which they liked and disliked, which they felt best matched the different services, and whether they had any other suggestions.

The three possible descriptions given for **SEND** were as follows;

- SEND
- Special Educational Needs and Disability

- Children and young people with Special Education Needs and Disabilities 0-25 years

The feedback on these choices was that the meaning of the acronym "SEND" wasn't clear to everyone. The other two choices were equally popular, and people did like the inclusion of the age range covered as this made it clear that the service is not just aimed at school children. A number of people suggested the use of the words "Young People 0-25 with *additional* needs" might be used as this could also include young carers.

The examples of pictures to illustrate this section were;



The most popular picture was Number 1, as people felt it was a nice, positive image and shows people working together but also doing things for themselves which promotes independence. They also felt that Image 4 was a positive image of LD.

The least popular image was Number 3, as people felt that although it was "too sad" and made people think of Child Protection issues. People also felt that all the images only showed very young children and that there should be some representation of young adults as the service is for 0-25 year olds and these pictures suggest it's only for the younger age range.

The three possible descriptions given for the **Health** section were;

- Public Health
- Your Health and Well-Being
- Staying Healthy

"Staying Healthy" was the most popular choice as people felt it was clear and to the point. A lot of people did like the inclusion of "wellbeing" and many people liked the use of the word "your" as it gives a sense of ownership over your own health.

The examples of pictures to illustrate this section were;



The most popular picture was Number 5, as people felt this was something *everyone* could relate to and it demonstrated a good balance between food and exercise. People also liked Number 1 because it showed people outside. It was felt that Number 3 was too specific to

sexual health, and people were unclear what Number 5 had to do with health. Picture Number 2 was by far the least popular as it was felt by the majority of people that this was a very confusing image as it doesn't suggest healthy. People would like anything showing smoking on the website to be far more explicit about suggesting "**NO** smoking."

The choices of description for the **Learning Disability** section were;

- LD
- Learning Disability
- People with Learning Needs

The most popular choice was "Learning Disability" as people didn't think everyone would be aware of what the acronym "LD" means.

The examples of pictures to illustrate this section were;



On the whole people liked all of these pictures and felt they were good representations of people with Learning Disabilities. However, Numbers 2 and 3 were the most popular as people felt they showed positive images of people doing things independently. Other comments about the pictures for this section included the fact that there were no adults with LD shown obviously being in employment. People would also like to see some representation of Sign Language/Makaton.

Finally, the three choices given to describe the **Adult Social Care** section were;

- Adult Social Care
- Information for Adults 18+ Years
- Adults with Needs

"Adult Social Care" was the most popular choice as again it was felt that it was clear. Some people did find the inclusion of the age 18+ helpful.

The examples of pictures to illustrate this section were;



Picture Numbers 2 and 3 were the most popular. People liked Number 2 as it showed someone out and about, and Number 3 was popular as it was a positive family image, although some people felt it could be confusing for this section as the focus seemed to be on the child. People did not like Number 4 as the white stick was not clear enough and so it wasn't obvious what it was showing. More comments were made about the need for real diversity to be shown in the photographs for this section in terms of age, gender, race and differing needs.

## Activity 3 – Using the My Care, My Support Website

The aim of this activity was try and make sure the new "Local Offer" website is something that everyone will use by asking people if they had used the My Care My Support website, and if so what for? If people hadn't used it, why not? And were there any issues or difficulties with it?

People were given a sheet to fill in with positive and negative comments about their experiences with the website.



The positive comments about the website were;

- It has a lot of information and is a good resource
- It could be good to use with a support worker
- People liked the use of speech bubbles

However, the feedback from this activity showed that the majority of people had NOT used the website. The following were some of the main reasons for people not accessing the website;

- People don't have computers, or they need support when accessing the internet. It was suggested that once the new website is launched some training might be given to support workers, service providers and people with LD so they feel they can access it more readily.
-  Many hadn't heard of it and felt it isn't publicised enough as a resource.

- Service providers and those who had used it felt it wasn't always kept up to date.
- Searches bring up private providers and adverts BEFORE the council/free information
- It isn't easy to navigate, and the font size is too small. It is not "Easy Read" and accessible.
- The pictures aren't representative of 18-50 year olds – need to have a range of visuals which EVERYONE can identify with.
- The information is limited – you need to know what you want to find before you start out.

## Activity 4 – "Resource Directory"

The aim of this activity was to find out which words people felt would best describe the place on the website where you would go to find out about services, organisations, and activities.

Tables were asked to give their feedback on the following three names;

- Marketplace
- Resource Directory
- Information Hub

The feedback was as follows;

### Market Place

This was very unpopular – almost everyone thought it sounded like it had something to do with shopping.

### Resource Directory

Generally people weren't clear about what the word "resource" meant. Some people thought this sounded like it was to do with money or maps. It was felt that this sounded too official, inaccessible, and "unfriendly".

## Information Hub

Everyone felt that the word "information" was clear strongly felt this should be used. However, some people really disliked the word "hub" and others had never heard of it.
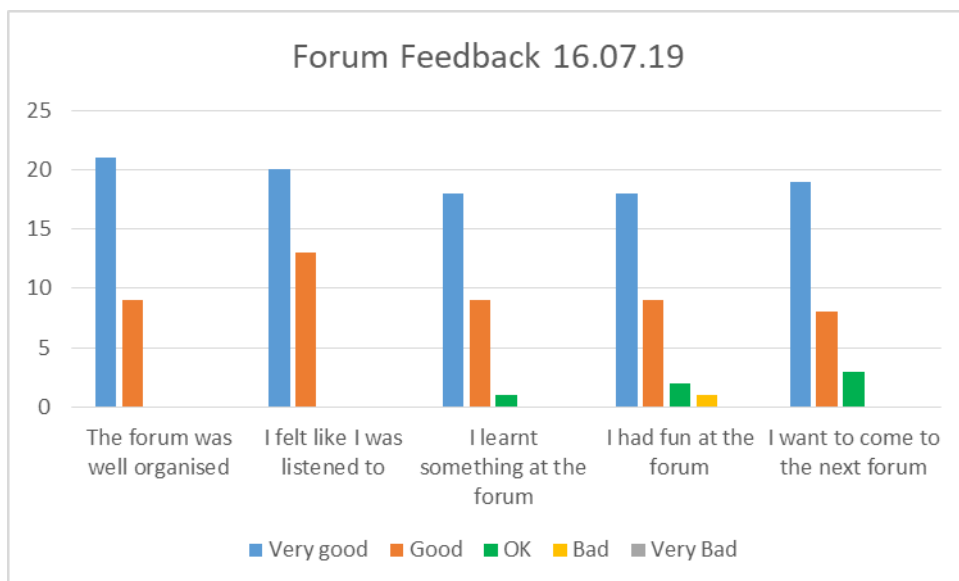
People were also asked if they had any other suggestions and responses included;

"Something like a more user friendly question such as 'What's Available?' "

"Information & Services"

"Need it, Find it, Use it"

## Forum Evaluation



Forum Feedback 16.07.19

People were asked for comments about the forum, and how it could be improved. They said:

"Turn the Air Con on!"

"Best forum yet – learned about the website"

"Nothing needs improving at the forums"

**Actions**

**Sally (SAM)** to forward initial feedback to Sarah Talbot as soon as possible

**Sarah Talbot** to take feedback to a meeting with the Project Board

## Additional info

On the 30th July Sarah Talbot was able to confirm that the Project Board fully supports the following outcomes and preferences from this LDPB Forum;

### Description for the Local Offer:

The recommendation for a slightly amended version of the description of the 'Local Offer' (to include 'you') has been updated onto the website to;

"Local Offer is a website in Swindon for children & adults who have support needs, giving you correct information and advice at any time"

### ASC Main Image and Text

"Adult Social Care"



All other positively commented images will be used throughout the site and the project board wants to ensure this does include older people.

## SEND Main Image and Text

"Special Educational Needs and Disability 0-25yrs"



All other positively commented images will be used throughout the site and it is recognised there needs to be some representation of young adults to align to the SEND age range.

## Public Health Main Image and Text

"Staying Healthy"



The stop smoking symbol will be used where appropriate as this is well recognised and known (NOT for example stubbed out cigarettes) and for sexual health a 'word-cloud' of simple words (e.g. sex, pregnancy, relationships etc.) will be used rather than images.

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## **LD (within ASC area) Main Image and Text**

"Learning Disability"



All other positively commented images will be used throughout the site and it is recognised there needs to be some representation of people shown in employment, also some representation of Sign Language/Makaton.

## **Name for the Marketplace/Resource Directory:**

"Services Information"

With the tagline of "Need it, Find it, Use it"