

JULY 2023

Swindon Local Offer

Accessibility Plan



Accessibility Plan, July 23, Review

[@https://swindon.gov.uk/localoffer](https://swindon.gov.uk/localoffer)

What is the Local Offer and why have an accessibility plan?



What is the purpose of the Local Offer?

The Local Offer has two key purposes:

- To provide clear, comprehensive, accessible and up-to-date information about the available provision and how to access it, and
- To make provision more responsive to local needs and aspirations by directly involving children and young people with SEND and their parents and carers, and service providers in its development and review.

What is the purpose of the plan?

This accessibility plan seeks to outline Swindon's approach in ensuring accessibility for all.

The Legislation

Special educational needs and disability code of practice: 0 to 25 years (January 2015).

"(4.62) Local authorities must make their Local Offer widely accessible and on a website. They must publish their arrangements for enabling those without access to the internet to get the information. They must also enable access for different groups, including disabled people and those with different types of SEN."

Special educational needs (Local Offer) Regulations, 2014

"(5): A local authority must consult children with special educational needs, their parents and young people with special educational needs in their area about":

"(c) how the information in the local offer will be available for those people without access to the Internet

(d) how the information in the local offer will be available to those with a disability which prevents them from accessing the information on the Internet;"

Care and Support Statutory Guidance Issued under the Care Act 2014

"(3.27) The local authority should ensure that products and materials (in all formats) are as accessible as possible for all potential users."

"(3.29) Advice and information content should, where possible, be provided in the manner preferred by the person and will therefore often need to be available in a number of different formats."

What's the guidance?



Making the Local Offer accessible to all

Accessibility of the Local Offer is very important and Swindon Borough Council would like to ensure differing needs are met.

Advice and information are available in a number of different formats.

Reasonable adjustments need to be made and will include the provision of information in accessible formats or with communication support.

How can you access the Local Offer?

The Local Offer currently provides different ways that you can access information on the services and advice available for Swindon residents:



THE WEBSITE

The Local Offer website contains information and services available for all Swindon residents

FACE TO FACE

Representatives from the Local Offer have and will continue to attend parent and other support groups and events to have face to face contact with users

CONTACT US

You can call us on 01793 445500 or email the Local Offer at: Localoffer@swindon.gov.uk

COMMUNICATIONS

A weekly one page SEND newsletter is available for children and young people, parents, carers and professional's and shared with services and at schools. Anyone who would like to be added to the mailing list can email the Local Offer at Localoffer@swindon.gov.uk.

There is a Monthly Families SEND News Splash aimed at parents only. This newsletter is slightly longer than the News Splash and contains more in-depth articles and features. Anyone can subscribe to it by clicking on this [link](#) and selecting [SEND Newsletters](#).

Finally, we also produce an annual SEND Summer Activities News Splash with activities and events that children and young people can participate in over the summer holidays.

All newsletters are available on the SEND Local Offer here: [SEND Newsletters](#)

What we've achieved so far?

TECHNOLOGICAL COMPATIBILITY

The Local Offer is compatible with smart phones and tablets.

LANGUAGE

The Local Offer accommodates people of all ages and abilities, including those with cognitive disabilities and people with low literacy skills. The content pages use easy to understand language. We have helped to explain acronyms and terms that you may not understand by creating a jargon buster. We have also developed easy-reads to simplify processes and make them more accessible for a younger audience. For people where English is not their first language, the Local Offer pages are compatible with Google Translate, which is available on Chrome and Internet Explorer browsers.

VISUAL ADAPTABILITY

The ability to change text size and colour contrasts makes the local offer more accessible for those with visual impairments. The Local Offer is also compatible with screen readers. The Local Offer will be creating more visual content, in the form of film clips to help our users engage with the information and make the information more memorable. The Local Offer has launched it's own [YouTube channel](#).

ADAPTING FOR THOSE WITH NO INTERNET ACCESS

We have worked with Swindon Borough Council Customer Service Team, the Initial Contact Team and Libraries to train staff to signpost their customers to the Local Offer and provide information on services over the phone or print pages and post them out.

CO-PRODUCTION

The Local Offer will continue to work in collaboration with Swindon residents and practitioners, so we can get regular feedback and they are aware and can give advice on how we can ensure that the local offer is a resource that works for everyone. Local Offer users are able to contact us by emailing the Localoffer@swindon.gov.uk.

ABOUT THE LOCAL OFFER

There is now a short guide on what features the Local Offer has and how to navigate through the site. You can view the guide at the footer on each page of the Local Offer. Click on the link, [About the Local Offer](#) to view the document.

Timeline

FUTURE DEVELOPMENTS

LOCAL OFFER ON THE ROAD

This year we will be bringing the Local Offer to the community. The Local Offer will go to events, libraries, shopping centres and anywhere we can talk to local residents and promote the services and information available to people with an educational, health and care need.

NEW PLATFORM

We are improving the Local Offer website. The new website will have a new look, with better accessibility, more visually appealing and easier to use. The website will be able to change the font and size to make text easier to read and improve colour contrast in menus to make the website more accessible for people with a special educational need or disability. The launch of the new website is planned for October 2023.

COMMUNICATIONS

We will use social media to improve engagement with our target audience, allow us to communicate more directly and on a more regular basis. We will shortly be launching a Facebook page, to publish links to services, news, events and videos aimed at children, young people, and adults with some support need and their families and professionals that support them.

July 2023



Standards followed

Standards and guidelines that are followed when putting together the Swindon Local Offer:

[The Local Offer Content Style Guide](#)

[The Local Offer Web Governance Guide](#)

[Dos and Don'ts on designing for accessibility.](#)

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