



Brighton & Hove City Council

Brighton and Hove Local Offer Annual Report (2015-2016)

Introduction

The Children and Families Act places a duty on every local authority to publish a Local Offer. The Local Offer sets out in one place what is available for children and young people with special educational needs and disabilities (SEND), from 0-25 years in the Brighton and Hove area.

It includes information about provision from the local authority, health services, schools and other educational settings, and the voluntary sector.

The Local Offer has two main purposes:

- To provide clear, comprehensive and accessible information about the support and opportunities that are available; and
- To make provision more responsive to local needs and aspirations by directly involving children and young people with SEN, parents carers, and service providers in its development and review.

From early 2013, Brighton & Hove City Council worked with parents, carers, services across the local authority, schools, colleges and early years' settings, and the voluntary sector to plan for and produce our Local Offer.

Our Local Offer was initially published online in April 2014. Our Local Offer forms part of our main Brighton & Hove City Council website. We work in partnership with our Communications Team when reviewing and publishing information on our Local Offer.

Throughout 2015-2016, work has been ongoing to review and update our Local Offer. In autumn 2015, a copywriter was commissioned to review and update the content. Some content was rewritten in response to feedback that some of it was too wordy, making it difficult for users to understand.

In March 2016 it was agreed that maintenance of the Local Offer would most effectively be carried out as part of the Information, Advice and Support Service, contracted to Amaze. An Amaze staff member with expertise in web content management and writing about SEND was appointed to work on the Local Offer on a part time basis

Feedback, enquiries and comments

We welcome feedback about our Local Offer as we use this to develop accessibility, content and to develop services.

A designated SEND Local offer mailbox [link](#) is set up to respond to and follow up on feedback and comments and enquiries. All feedback is logged with details of action taken and by whom. In 2015-2016 there was limited feedback received through this mailbox. Feedback has been sought further from Amaze and PaCC and has been used to improve our feedback mechanism going forward.

As part of our statutory responsibility, we are required to publish comments about our Local Offer. Details of the feedback and comments received are presented in the following table:

Local Offer feedback 2015-2016: ‘You said, we did’

What you said	What we did in response	Further developments
<p>A number of schools have requested changes and updates to their local offer pages</p>	<p>Changes and updates have been made.</p>	<p>Schools were advised in July 2016 that their own local offer information would be cited on their own websites.</p> <p>Key information about the school to include contact details, brief description and accessibility information and a link to their Local Offer page will be cited on Brighton and Hove’s Local Offer.</p>
<p>Testing and monitoring children’s hearing: request to replace existing page as no longer accurate with new page ‘ children’s audiology’</p>	<p>Page replaced</p>	
<p>Having fun, staying healthy section 16-25 year olds. Information detailed inaccurate as ‘Best of Health’ is an annual event as opposed to a directory of events taking place throughout the year. Request to be contacted by local offer web author. Request to include ‘Takepart’ festival and signpost to other work of BHCC Sports Development team.</p>	<p>Person coordinating ‘Best of Health’ contacted. Amendments made as requested.</p>	<p>Each key area of Local Offer to have a LO champion to provide a strategic overview of content in that area together with a designated page content owner who will commit to checking and amending pages as required quarterly</p>

<p>Young person's pages. Feedback from a young person offering extensive minor improvements to pages</p>	<p>Amendments are being made gradually</p>	<p>Young person user feedback group facilitated spring 2017</p>
<p>' I cannot find the person I should address complaints to, shouldn't he or she be named? If they have been named I cannot find them'</p>	<p>Respondent e-mailed directly to explain Council complaints procedure and to advise that we were making feedback pathway clearer.</p>	<p>Text on feedback page revised and placed on each page.</p>
<p>PaCC would like to see clearer ways to contact specific services about feedback. Found the 'contact this service' button and page particularly frustrating as it never seems to contain the service's details. They would like to be sent details of feedback received</p>	<p>Feedback button reinstated on main menu. Liaison with Communications web team to find way of making 'contact us' information clearer ' You said, we did information sent to PaCC' A clear feedback pathway has been added to every page as users found original feedback mechanism hard to find</p>	
<p>A number of respondents provided feedback that certain links to pages were broken/ unable to find information about certain services e.g. Sensory Needs team</p>	<p>Issues arisen due to redirected pages. Links to these pages fixed. Respondents advised of where to find information</p>	
<p>Information is not kept up to date e.g. several schools detail they buy in the services of Literacy Support Service but this is inaccurate</p>	<p>Inaccurate information removed</p>	<p>Autumn 2016 all schools information will be updated. Detailed information regarding how schools meet SEND needs will be hosted on their own school websites</p>
<p>Query from a social enterprise offering social care farming services enquiring how to be listed on Brighton and Hove Local Offer</p>	<p>Response provided that currently Brighton and Hove does not list services in a directory format and currently only detail services that are used</p>	

	and/or commissioned by Brighton and Hove. Provider advised of any change to this position.	
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Other developments to our Local Offer 2015-2016.

- Continued feedback from our local parent carer forum, the Parent Carers' Council, was sought and used to develop the site
- Further rewrite of some content to make more user friendly
- Content added
- Close working with communications team to restructure parts of the site

As part of our self evaluation of our Local offer we identified that users were not finding our Local offer accessible. In June 2016 Brighton and Hove Local Area was one of the first local areas to be inspected by Ofsted/CQC who considered our effectiveness in identifying and meeting the needs of children and young people who have special educational needs and disabilities (SEND).

In the published report (put in link) Ofsted and CQC inspectors acknowledge that:

'Local area leaders have rightly identified that the local offer is not easy enough to use. Many parents are not aware of what the local offer is and very few use it to help them. Instead, they use the Amaze website, which is much easier to navigate and includes the information they need'.

As self-identified and in acknowledgement of the comments made by Ofsted the following plans will be implemented over the next 12 months.

Future plans:

1. Each key area of Local Offer to have a LO champion to provide a strategic overview of content in that area together with a designated page content owner who will commit to checking and amending pages as required quarterly
2. Produce printed literature to publicise the Local Offer to include information sheets to be circulated to parents and posters for display in libraries, children's centres, GPs surgeries, schools and leisure centres across the city. These materials will advise public of how they can access the Local Offer if they do not have their own internet access.
3. Gather a baseline of current page views to enable Brighton & Hove to monitor and increase usage.
4. Use media such as images and video to bring the Local Offer to life.
5. Reconvene Local Offer steering group to improve co-production fully to further develop and refine Local Offer