

Local Offer Annual Report 2023

Introduction

The Children and Families Act 2014 requires that the Local Authority must publish an Annual report on Special Educational Needs and Disability (SEND).

The Annual Report details feedback about:

- *What progress we have made with further developing the Local Offer.*
- *What we have learnt from this and other feedback about how accessible and helpful the information on the Local Offer is.*
- *Our next steps in further developing the Local Offer.*

The report also provides data on how frequently the Local Offer has been viewed to date.

OUR REMIT

Local authorities must publish a Local Offer, setting out in one place information about provision they expect to be available across education, health and social care for children and young people in their area who have SEN or are disabled, including those who have their needs met at SEN Support and do not have an Education, Health and Care (EHC) plan.

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 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.*



**Barnet
Local Offer**

Barnet publishes feedback received on an ongoing basis from Children and Young People (CYP) and parent carers and other professionals on the [You Said, We Did](#) page of Barnet's Local offer website.

Key Developments this last year

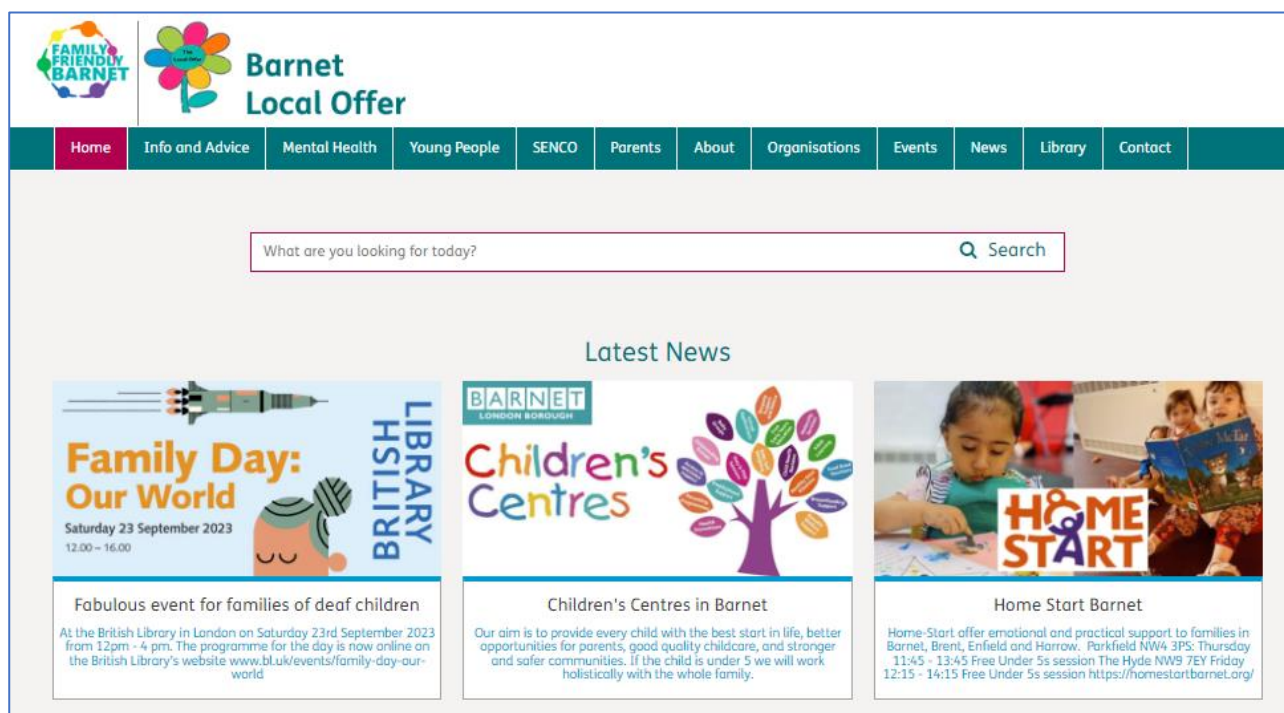
There have been several developments over the past year, which include the following areas:

»» HOME PAGE

Earlier in the year, we made changes to the home page of our Local Offer website. These changes were based on ongoing feedback from our community in relation to making information on the home page easier to navigate, having a more visible search function and being able to see the latest news more clearly. Users also told us that some of the existing features, such as the moving carousel of 'latest news', were inaccessible from mobile devices. We understood it was important for our community to be able to access information from their mobile phones when 'on the move'. Therefore, the following features were changed to address this:

- Larger search box with 'What are you looking for today?' prompt to signpost.
- Three static latest news feature boxes to improve visibility.
- All information on the home page can be accessed from a mobile device.

The image below shows the new changes that have been made to the home page.



These changes will make the home page easier to navigate and the latest news is now clearly visible to all users from any device.

»» Senco Zone



We have continued to develop content on our SENCO Zone and there have been opportunities to co-produce this with our SENCO community through our local SENCO forums.

In the last year, we have continued to develop resources for schools such as our Toolkits with the launch of our new toolkits for Literacy, Supporting Memory, and Supporting Children of Refugees and/or Asylum Seekers. These all offer a range of practical strategies that can support settings with developing their inclusive classroom practice and wider school approaches.

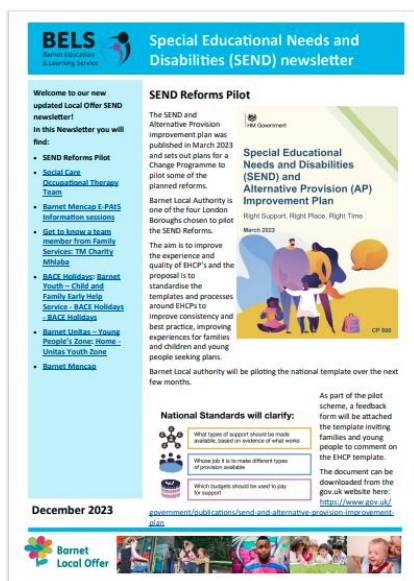
The content continues to be updated to ensure it remains relevant and supportive to the needs of our SENCOs. Our data analytics show that this continues to be one of the most visited areas of the Local Offer website and is a valued resource by our school and professional community.

»» Autism information page



During the last year, extensive work has been underway to develop an Autism page. This will hold vital information about our Autism Pathway such as available support for children, young people, and families as well as our training and events for professionals and families.

The design of the page has been coproduced with autistic young people and families as well as professionals from advisory teams with the main images for the page created by an autistic young person. Plans have also been shared with the Local Offer Steering Group, which includes representatives from education, health and social care teams, Barnet MENCAP, Barnet SENDIASS, schools and parent/carers, and other partners. We look forward to launching this in 2024.



»»» SEND NEWSLETTER

Our termly Local Offer SEND Newsletter has been given a refresh with a new improved and updated format. This has been designed to improve our reader's experience and accessibility.

The front page now has listed contents with hyperlinks to make it easier to navigate the newsletter and read features that are of interest or relevant. Readers can also easily zoom in or out to read the newsletter. The design aims to make content more engaging and accessible for everyone in our local community. Key dates, events and up-to-date news items are shared to highlight key information.

»»» SEND WORKSTREAMS

There continue to be opportunities for parent carers to contribute to our SEND development work in Barnet. We have worked with the Barnet Parent Carer Forum (BPCF) to expand the parent/carers membership at our SEND Workstreams.

What we learned and how we responded

Over the past year, through feedback from parent carers and the community, we learned that:

It is not always been easy for parents, carers, and professionals to know how to find the information they need on the Local Offer.

Our response: We have redesigned our website home page to ensure it supports users in finding the right information. This includes creating a larger search box at the top of the page to increase its visibility and make the search function more intuitive and responsive.

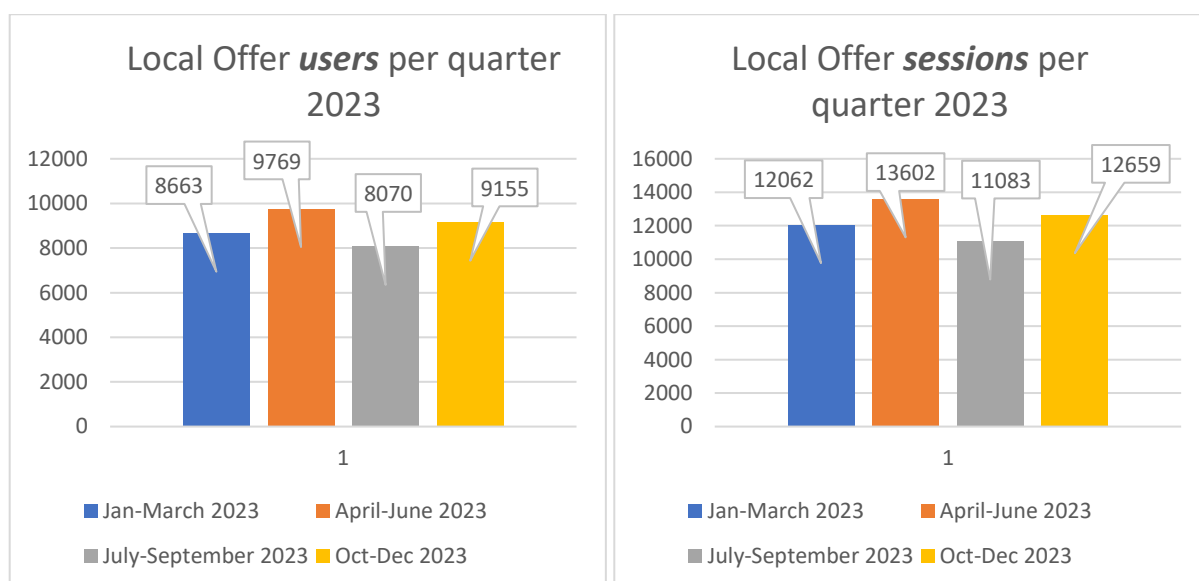
The home page carousel has been removed and replaced with 3 separate visual tiles which signpost the most up to date information. Furthermore, mobile users can now access all information on the home page from their device.

The search function does not always lead users to the right information or yield results

Our response: Predicting routes that parents and carers may take and understanding how far those routes get them to where they want to go is essential. Therefore, work in this area continues so that predictable search terms will support all users with getting to the information they need.

How many people use the Local offer website?

The new Local Offer website went live on 6 June 2018, at which time 1166 individuals had accessed the Local Offer website on a total of 1754 different occasions. The number of users has increased steadily over the last few years with the launch of our SENCO Zone, our Parent and Carer Zone and our Mental Health & Wellbeing Zone. During the last year, our number of Local offer users peaked at 9769 with an overall number of sessions at 13,602. Our top landing pages continue to be the home page, Information & Advice tab, EHC Plan information and SENCO Zone.



Although there is always more to be done to raise awareness and usage of the Local offer, we are encouraged and pleased that our number of Local Offer users continues to steadily grow. Furthermore, we have also seen an increase in consistent levels of engagement and more users visiting the website for longer periods of time. This is alongside a significant increase in desktop device users and mobile users with data showing that they are spending more time engaging with content on the website.

As there has been a significant rise in the number of desktop and mobile device users, next steps will involve assessing the desktop and mobile user experience and gathering user feedback to continue to shape how the website, navigation features and content are developed.

There are also plans in place to develop the design and content on the 'Information & Advice' page to ensure this is easier to navigate, has content that is relevant and helps signpost our users to the information they need. This work will be completed over the forthcoming year.

Our SEND Conference

Our SEND Conference took place in the autumn term 2022 and was held virtually over a day. This was a free conference for Barnet parents, carers and professionals that was jointly organised by education, health and social care and representatives of our Barnet SEND parent community. This included a series of presentations and workshops from a range of different services and organisations across the local area.

Information about the event was shared through our SEND newsletter, the Local Offer website, the BPCF and SENDIASS mailing lists, the School Circular, the Local Offer Steering Group, the LNI email update, and at our SENCO Conference.

Our keynote speaker, Dame Christine Lenahan DBE, provided an inspirational and thought-provoking presentation sharing valuable information about the local and national context for SEND, and reminding us of the importance of co-production with our children, young people, and families. Furthermore, our presenters provided thoughtful and informative sessions for our SEND community with our parents, carers and professionals making it a collaborative event.

The conference provided an opportunity to gather feedback from our parents and carers, and professionals about the progress we have made in providing the Local Offer, what we are doing well, what we could improve as well as feedback on whether the services we offer meet children and young people's needs; furthermore, our Question & Answer Panel session provided a valuable forum for reflection and discussion.

Conclusion

Ongoing feedback from our community, as well as evaluations from the Virtual Annual SEND Conference, have confirmed many of the next steps that should be taken to improvement the awareness of and impact of Barnet's Local Offer website. We remain committed to working with parents/carers, CYP and professionals to ensure we respond to feedback and develop ways to improve its accessibility.

Progress to continue to deliver improvements will be shared with the local area community through the:

- **Local Offer website**
- **Termly SEND newsletters**

and will be driven by the Local Offer Steering Group with oversight from the SEND Development Group.