

Lincolnshire's Local Offer Annual Report 2021

Lincolnshire's Local Offer annual report 2021 provides an update of key developments on the Local Offer website since the previous annual report, including feedback from service users and how this has impacted on the information provided.

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 in the local area and how to access it, and
- To make provision more responsive to local needs and aspirations by directly involving young people with special educational needs and their parents and carers, and service providers in its development and review.

The Local Offer is not simply a directory of existing services. Its success depends as much upon full engagement with the users as it does on the information it contains. Its aim is to meet the information needs of families living in Lincolnshire, as well as supporting professionals who may be directly working with families across the county. Every local area in England must have a Local Offer as per the Special Educational Needs and Disability (SEND) Code of Practice 2015.

Key features of the SEND Local Offer

[Lincolnshire's Local Offer](#) brings together information for children and young people with special educational needs and disabilities and their families.

It has a wide range of information for families, including eligibility for childcare, where to start with special educational needs and disabilities, wellbeing advice, support with education, preparing for adulthood and upcoming events with the Lincolnshire Parent Carer Forum.

Alongside the Local Offer is the [Family Services Directory](#), which can also be found by accessing via Lincolnshire's Local Offer.

The Family Services Directory provides information about available services in your local area such as childcare, support groups, charities, education providers, Children's Centre activities and other leisure opportunities.

Lincolnshire's Local Offer and the Family Services Directory are both maintained and developed by Lincolnshire County Council.

Co-production

Lincolnshire's Local Offer is co-produced with a range of stakeholders. There is an active working group that is made up of partners across education, health and care, alongside Lincolnshire Parent Carer Forum (LPCF) and Lincolnshire Young Voices (LYV).

Feedback

When accessing the Local Offer, visitors can provide direct feedback and suggestions about how Lincolnshire's Local Offer can be improved via the [Your Views and Feedback](#) page.

Within this section, the 'You Said, We Did' provides information about all the feedback we have received, and the actions taken to address and improve Lincolnshire's Local Offer. Please follow the link above to access and see all the feedback and information relating to this.

For example,

- *'How to do I create a page? What is a record? How do I advertise with you?'*
- Some of the most common questions we receive are around how to use our system and how to advertise. We have created a support and guides page that currently holds a user-friendly guide with both task steps and screenshots.
- *'I want to tell parents that I work during the holidays, but I don't know where to put it.'*
- We have updated the amount of information areas you can fill in and have made sure you have to fill them in to continue.

Feedback was also gathered from key stakeholders when the Local Offer moved to its new IT platform to ensure any issues that may have occurred with the move were addressed.

For example,

- *'If you search' Lincolnshire Local Offer', the top 2 results take you to the old Local Offer site. No-one would know there is a newer version.'*
- Addressed so that the old Local Offer site has been removed from search engines and replaced with the route to the new platform.

See appendix A for more details.

Specific Developments

- The Local Offer has moved to a new IT platform that is easier and slicker to navigate.
- All the information that transferred to the new platform was screened and updated by the Local Offer Working Group to ensure the Local Offer remains relevant and up to date. The information was also rewritten to make it easier to read and more accessible, based on the accessible communication formats guidance from Gov.uk.
- The keyword options for the Search function have been updated and widened to ensure this function is more efficient and effective for users looking for specific information. This continues to be regularly reviewed and updated.
- A Quick Links function has been added to the front page of the Local Offer. These allow current relevant information to be quickly accessed and are regularly updated and changed depending on

current priorities; for example, how to apply for transport for your child or young person at the appropriate time in the academic year when this becomes relevant for transfers between stages of education or up and coming events through Lincolnshire Parent Carer Forum (LPCF).

- The use of videos continues to be developed across Lincolnshire's Local Offer following feedback from parents, carers and young people that this is a popular way of accessing information.
- Support for children and young people with education has had significant updates and developments:
 - The **High Needs Strategy** for Lincolnshire shows our aims over the next three years, so children and young people with Special Educational Needs and Disabilities (SEND) in Lincolnshire have help to thrive in school and in life.
 - **Ask SALL** (SEND Advice Line for Lincolnshire) is an early advice service for Special Educational Needs and Disability Coordinators (SENDCos) and other professionals. It provides the opportunity for an early conversation that helps guide through the graduated approach with advice around how to meet need through evidence-based, supportive and high-quality early intervention.
 - Lincolnshire holds termly **Graduated Approach Briefings** that are aimed at SENDCos and other staff members of educational settings, who support the needs of children and young people with special educational needs and disabilities (SEND). The briefings focus on removing barriers to learning and implementing effective special educational provision by embedding a robust graduated approach across educational settings. Educational settings can now access information about the briefings and also book a place on them through the Local Offer. In addition, information can be accessed regarding past briefings, including slides, recordings and presentations.
 - **Valuing Send (VSEND)** provides a transparent and consistent approach in understanding the needs and support required by children and young people. It is a key part of our plans to make sure children and young people's needs are identified and met as early as possible, through the application of a strong graduated approach. The aim is to improve long-term outcomes and inclusion and improve the experience of families and professionals. An electronic version of VSEND is currently being rolled out on the Local Offer and will go live in early 2022.
 - Lincolnshire's **Inclusion Toolkit** sets out what educational settings are expected to provide for children and young people with special educational needs and disabilities (SEND) as part of a robust graduated approach. The Toolkit is designed to guide educational settings to translate assessment outcomes, such as those from Valuing Send (VSEND), into evidence-based, robust and responsive support plans.



Who has been looking at the Local Offer?

In the early part of the year (January to March) saw a higher usage in 2020 with increased usage in 2021 between March and August. The latter part of both years saw a similar amount of usage.

Since the move to the new platform the page views have steadily increased; tailing off at the end of December, over the Christmas period. Most days average between 100 and 200 visits.

Appendix A - Local Offer feedback

What's working well

- Looks a lot more 'friendly' now with more colour and the graphics used – looks more inviting
- Like the use of short video's, for example, the CDC video on the Liaise link
- New look is much more visually appealing, looks professional and continuity of design theme
- Adapts really well to mobile display
- Clear categories
- Front page is a lot more organised, like the quick links

Home page is much more visually appealing.

Blocks of content not overwhelming and clear differentiation between content.

Good that titles are a larger font to distinguish between sections.

Does feel somewhat easier to navigate.

Content on home page not overwhelming – some sites have a lot of information on home page which can be too much.

Good that links to other counties sites for information.

Parents and carers will like the improved look of the Local Offer. The content is clear, more prominent, and succinct. I am pleased that the videos of young people we developed over a year ago are being kept and included in the preparing for adulthood section. This was something young people requested when we last engaged with them on the Local Offer between 2018 and 2019. Navigation has improved greatly with ease of access and clear signposting to information, as well as the ability to go back to previous pages.

Emotional wellbeing information is very clear and helpful with universal services highlighted and ways in which children, young people and their families can help themselves.

Short Breaks – Has the All About Me Booklet been reviewed in the last year?

Easy to look at. Clear. Lots of white space with some splashes of colour in photos. Good that it's clearly part of LCC website. Like the logo

Page looks inviting, well set out, colourful and professional.

Clear font, easy to read. Website loads quickly when you navigate around the buttons, no drag or delay.

Love the logo, really inclusive, bright and easy to know what it is.

Everything works so much better than it did before – WELL DONE!

It looks much more professional and is easier on the eye. We liked seeing Ask SALL on the front page. The quick links are a good idea too.

Easy to find Children's Centre information

Liked the link to childcare Liked the fact that services are separate and that the link to them is easy to find.

Good range of information about the health visiting service.

Really enjoyed watching the videos, would be good to have more of these relating to different age groups.

Not working so well	Response / Action	Status
If you google Lincolnshire Local Offer, the top 2 results take you to the old Local Offer site. No-one would know there is a newer version.	No longer the case. The top two pages are What is the Local Offer? and the SEND Local Offer homepage. You may not get the same results if you have the previous search cached in your browser.	Resolved
Put in search preparing for adulthood, as this is what a lot of parents want. Page 3 supported employment, was the first thing I felt was appropriate, link does not work.	Fix has been applied.	Resolved
Directory of services is confusing and overwhelming. It's too easy to get lost in the information.	A range of hotel style filters have been added to enable easier searching. Feedback from families through Lincs Parent Carer Forum has been very positive.	Resolved
Would there be any way when there are lists of links to show which ones are for SEND services? This would save trawling through ones that are not appropriate?	Option to add a disability symbol by those services for SEND to be considered when FSD directory brought over to the main site. New filters added to enable easier searching.	Further consideration required pending review of Family Services Directory
So what is there for children without an EHCP with SEND for transitions?	The new inclusion toolkit now available through the Local Offer identifies a range of strategies and services for children at all levels of need.	Resolved
Should home page be clear on banner that it is a resource for professionals too? This is identified under section What is Local Offer after clicking through two pages but is not immediately obvious. (Aware that Ask SALL is on home page although may miss on mobile site if do not scroll down).	Professional pages and resources now clearly identified.	Resolved
Good that pages are accessible however saw it on homepage first which works differently before noted further accessibility buttons on next pages. Also first one when used it does not navigate back to SEND home page but LCC home page.	We're aiming for true accessibility, in which case, there should be no need for accessibility buttons and add-ons. The site is compliant with the WCAG AA 2.1 standards required by law and is compatible with all assistive technologies outlined in our accessibility statement. You will still find some accessibility buttons here, but they are historic and no longer	No Further Action

	necessary. As for the 'homepage', this is still a section of the main LCC site.	
Need wider universal services to support families of children and young people. There is a gap in information on adult care processes for families of young people preparing for adulthood	Preparing for adulthood section updated. Family services directory includes a wide range of services. Now the move to the new IT platform has been completed work will continue to take place to expand and improve the content and information within the Local Offer.	Resolved In development
First three items here: https://www.lincolnshire.gov.uk/views-feedback are Liaise, Lincs Parent Carer Forum, and annual reports which are nothing to do with feedback.	Content moved to new section as appropriate.	Resolved
Wellbeing button is being used as the title for services such as short breaks. Wellbeing suggests mental health and self-care opposed to those services that are listed following this- I am not sure a parent would look there for the services listed, I couldn't find them so kept clicking on the different buttons.	Now the move to the new IT platform has been completed work will continue to take place to expand and improve the content and information within the Local Offer.	In development
It would be useful to have more video content which explains very clearly what the Local Offer is and how young people can use it.	Lincs Young Voices are developing more video clips discussing what to expect at various stages of statutory process.	In development
There is a link to Liaise on the front page and also within the 'Your Views' section, however if you search 'Liaise' in the search bar it does not come up.	Fix has been applied.	Resolved
Link to the Early Help TAC website from the Early Help page does not work.	Fix has been applied.	Resolved
BOSS page – the link underneath the reference to the Ladder of Intervention is not a hyperlink and cannot be accessed.	Fix has been applied.	Resolved
First Tier Tribunal page – the link to the Right to Appeal information does not work.	Fix has been applied.	Resolved
The link to SEST from the locality SEND and Specialist Teachers Team pages does not work.	Fix has been applied.	Resolved

Community Nurse for Children with Learning Disabilities – the address given on the page is incorrect as they are now based at St Francis school rather than Lincoln Hospital	Fix has been applied.	Resolved
Early Years and Childcare Support for providers information is there but does not give you guidance on how you would access this support.	Now the move to the new IT platform has been completed work will continue to take place to expand and improve the content and information within the Local Offer. Early Years Team are currently reviewing this information.	In development