



Leeds Local Offer

You said: We did
Annual Report 2015

Executive summary

The Leeds Local Offer website was launched on the 1st September 2014 as a new way to find useful services for children and young people from 0-25 with Special Educational Needs or Disabilities (SEND). The Leeds Local Offer also provides an entry point for families to give their feedback on the quality, accessibility and usefulness of both information and the actual services that are provided in Leeds by Leeds City Council, Health, some private organisations, charities, faith and community groups and other third sector partners.

Background

The Leeds Local Offer

The Children and Families Act 2014 came into force on the 1st September 2014 to reform services and information provided to children, young people and their families who have SEND. The reforms make sure education, health and social care services work together to support children and young people with SEN and disabilities to achieve their full potential by:

Personalising services for families so that they have choice and more control with the resources that are available

Making sure children and young people with SEND and their families have more of a say about the services they access and about how services are developed locally

Providing better information for families about services in their area through a 'Local Offer' website

Co-production

The Leeds Local Offer is and continues to be co-produced directly in line with the code of practice. More than 30 engagement activities were held that involved groups of parents, partners and young people. EPIC Leeds was also included from the beginning to ensure the parents and carers of children and young people with SEND were represented and that their needs and views were heard and understood.

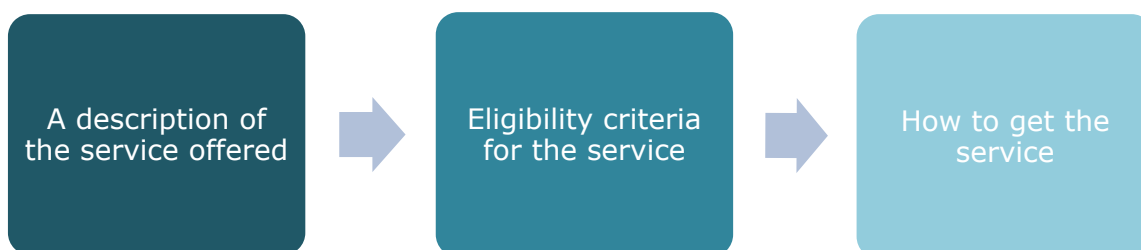
The Leeds Local Offer search engine

The Leeds Local Offer search engine (<http://leedslocaloffer.org.uk>) is hosted externally to the Leeds City Council website. It works by providing links to specific web pages that are held within another organisations' website. Each organisation keeps responsibility for updating their own information on their own website. Every separate web page that is available to view in the Leeds Local Offer has been labelled so that it will appear under specific directory headings or will be returned when key words are used in a search e.g. Scope, autism, short breaks.

The Leeds Local Offer search engine is fully accessible from both desk top computers and mobile devices i.e. smart phones.

The Leeds City Council (LCC) website

The LCC website contains information and services provided by LCC including children social work services, adult social care and complex needs. For the launch of the Leeds Local Offer many Children's Services were re-drafted to provide the following content:



Additional information was provided on how the authority were responding to the SEND Reforms and describing what the LCC service offer is for parents, carers, children and young people (aged 0-25) with SEND. These new and revised web pages were grouped together under a main heading of the Leeds Local Offer on the LCC website <http://www.leeds.gov.uk/localoffer>

Similar work was undertaken with partner teams in health services and the third sector to improve access to information and services for SEND.

These specific partners' webpages were linked into the externally hosted Leeds Local Offer search engine along with pertinent LCC web pages. The SEND code of practice: 0 to 25 years provided statutory guidance as to the content to be included in the Leeds Local Offer

The SEND code of practice can be found at:

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/398815/SEND_Code_of_Practice_January_2015.pdf

Where a family or young person is not able to access the Leeds Local Offer, the Leeds SEND Information Advice Support Service (SENDIASS) are placed to provide help and advice. They are able to provide guidance on how to access and search the Leeds local Offer; they can search content for the enquirer and will send information through the post to the enquirer

SENDIASS can be contacted through the Helpline on 0113 3951200 or emailed via: education.pps@leeds.gov.uk

The Leeds Local Offer provides an entry point for families and young people to provide their feedback on both content and accessibility of the Leeds Local Offer search engine but also feedback on local services and gaps in provision

Families are invited to tell us what they think using the web page Leeds Local Offer feedback: You said, we did at:

<http://www.leeds.gov.uk/residents/Pages/feedback.aspx>

What the data tells us so far

LCC web site – Complex Needs service web pages

Baseline measurements of how visitors were using the LCC Complex Needs web service webpages were taken before the Leeds Local Offer was launched. On average we received 2072 unique page views each month with visitors spending on average 93 seconds looking at our LCC Complex Needs service web pages.

As expected, for the month of September 2014 the number of unique page views made to our LCC Complex Needs service web pages, more than doubled in number



bpteam@leeds.gov.uk - Complex Needs Service, Children's Services



(from an average of 2072 to 4724 unique page views - 128%). However, the average length of time that visitors were spending looking at our LCC Complex Needs service web pages increased to 100 seconds.

This amount of extra traffic dropped month on month for the remainder of 2014 as the SEND Reforms became 'business as usual'. Analysing the 'traffic' to these same web pages for the first third of 2015 (Jan to the end of April) shows that on average there are 2588 unique page views per month. This is an average increase of 516 (25%) unique page views per month compared to the levels of traffic seen before the implementation of the Leeds Local Offer. The average amount of time spend looking at our LCC Complex Needs service web pages has remained steady at an average of 102 seconds per visit.

Some of these unique page views will have been triggered by either navigation through the structure of the LCC website, via a Google search or by using the link within the Leeds Local Offer search engine.

Leeds Local Offer search engine

We have used Google Analytics to measure the take up of the Leeds Local Offer search engine. Analysis of the traffic between January 1st and 27th July 2015 shows increasing numbers of new and returning visitors. For this period there were 1,795 UK based visits to the search engine with 48% of these sessions being made by returning users. An average session in the search engine is seven minutes long with UK based users accessing 11 different pages during their visit.

Feedback

Information about how to submit feedback about the Leeds Local Offer is described on the 'Leeds Local Offer feedback: You said, we did' web page. The feedback can be sent using the 'Contact us' form or by writing into us at the address provided.

Ad hoc feedback has been provided by individual professionals working within Children's Services and the LCC Contact Centre. Feedback has also been gathered during demonstrations of the Leeds Local Offer search engine to:

Parent groups

School settings
Childrens Centres

Professionals who work directly with families, children and young people including

SENDIASS
Child Health and Disability social workers
Scope in Leeds
Sensory impairment teachers
SEN inclusion teams
New SENCo training

What families said about our Leeds City Council web pages?

Families want to know who they have to talk to get the service and who is responsible?

The words Local Offer don't mean anything and do not relate to SEND

Reference names /number on forms do not tell you what the form is for

Key messages can be contradictory especially where we talk about statutory timelines but say we can actually do it quicker

Once a service is set up - families would like to know how the service is managed and delivered, what can they change, when does it end?

Information is not easy to find unless you know what you are looking for

What families said about the Leeds Local Offer search engine?

The content provided through the search engine included specific information about SEND but also returned some irrelevant information. Initially the search engine was set up so that it could provide content from several platforms including Wikipedia, YELP, Meetup and Facebook. A 'blacklisting' approach was used to determine what content was available to view. Irrelevant webpages could be 'blacklisted' and blocked from appearing if it was felt that the content could be inaccurate or unhelpful. Because of the breath of material available on the wider internet it became difficult to manage the content in this way.

What we did in response

The platforms for Wikipedia, YELP, Meetup and Facebook were switched off so that only the web pages actively added into the search engine by the Complex Needs service would be available to view. Over 1300 web pages have been added into the Leeds Local Offer search engine so far and more are added every month.

What professionals, the DfE and our partners said?

Positives

Mainstream school offer is very clear

General transport and school transport links very good

Short Breaks information quick and easy to find

Areas for development

It is confusing to have two points of entry into the Leeds Local Offer - the LCC web pages and the search engine. Better to have one home page

The access button to the Leeds Local Offer search engine does not stand out sufficiently on LCC web pages

Some search returns are not specific enough e.g. school websites only

Information about transition into adulthood and the role of a SENCo

Access Strategy was hidden due to tagging

Unexplained abbreviations and acronyms

Site needs to return more specific information when using the Directory search

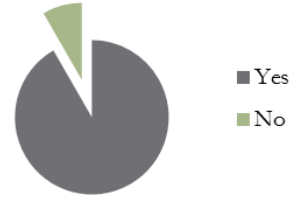
EPIC Leeds held a SEND Info & Fun Day on 27 June 2015. They asked families about the Leeds Local Offer. These are the results from the questionnaire:



Are you aware of the Leeds Local Offer?



Have you used the Leeds Local Offer?



If not aware or used before would you like more information?

What

we did in response

To improve awareness of the Leeds Local Offer and to direct families and professionals to one single point of entry into the Leeds Local Offer business cards are currently being produced that direct users to the search engine url

<http://leedslocaloffer.org.uk/> as this is the single website that contains the complete Leeds Local Offer of services and information from all types of providers in Leeds including Leeds City Council.

A review of the Complex Needs webpages within the LCC website is currently underway and will focus on improving content and accessibility so that families can more easily find the help that they want when searching services and information provided by Leeds City Council.

Planned for 2015 / 2016

'Whitelisting' functionality is expected to be available shortly. This would enable specific web pages to be made available from Wikipedia, Twitter and Facebook in the search engine. Whilst continuing to provide the ability to exclude inaccurate, dubious or purely business Facebook pages. Many parental support groups and voluntary sector organisations use social media sites to actively communicate with families and young people with SEND especially for localised support

Further promotion of the Leeds Local Offer will be undertaken so that more families can:

Benefit from the support and service information that is contained within the search engine

Provide feedback on current services and influence how SEND provision for children and young people can be delivered in the future

There will be continued focus on providing good quality and helpful content, improving the search experience with better tagging and the development of the Directory structure within the search engine

There are several areas of content that we are looking to improve and expand for young people including:

Working with our neighbouring local authorities in West Yorkshire to develop web based information specifically for young people with hearing impairment. This will include video content and simplifying written English on web pages in co-production with young people

LCC are helping to develop a new web site resource called Mindmate.

The site provides information for young people about emotional and mental health services and how best to get the support that is right for them. A link to Mindmate has been added to the Leeds Local Offer search engine

The offer of services for those children and young people with social, emotional and mental health needs (SEMH)