

SEND Local Offer Website

Co-production meeting with
Just Say Parent Carer Open Forum

Date: 27th September 2023

Venue: Daggers Football Club, Dagenham

Time: 11.25am – 12.15pm

Customer Experience Team:

Paul Blake, Digital Content Designer

Omolola Isaacs, User Experience Researcher

SEND Statutory Service:

Gigi Kwong, Family Coproduction Lead

one borough; one community; no one left behind

**Barking &
Dagenham**

Introduction

Background

The Local Offer Microsite is an important resource for parents, carers and young persons with special educational needs. It serves as a hub of information, guidance, and support. Recent co-production meeting on 7th September 2023 with Just Say Parent Carer Forum Steering Group have however revealed some challenges with the microsites and opportunities for improvements.

Purpose

The purpose of this report is to share key challenges, valuable insights and suggestions gathered from users of the microsite and provide actionable recommendations to create a more user centric platform.

Key Findings

Design - First impression

Users have expressed that the Local Offer Microsite homepage is text heavy and can be overwhelming. This also doesn't allow them to easily scan the page for information.

LBBDD Local Offer Homepage



[Home](#) / [Children, young people and families](#) / [Local offer](#) / [About our local offer](#)

About our local offer

Barking and Dagenham's SEND Local Offer is for You – children and young people with special educational needs (SEN) or disabilities and their families

Our Local Offer is a one place information about provision we expect to be available across education, health and social care for children and young people in Barking and Dagenham who have SEN or are disabled.

If you do not have access to the internet, visit your local children's centre where they will be able to help you access the internet. Your child's school may also be able to help you with internet access. If you would rather speak to someone, please contact Barking & Dagenham Carer's Hub on 020 8593 4422 or carers@carerscentre.org.uk

Partnership and Coproduction

- Our Vision: One borough, One community. No one left behind.

We believe in the potential of Barking and Dagenham people. Our priority is to support residents to prosper from good education, skills development, and secure employment. We apply our principles of partnership and coproduction to support our work.

Our Local Offer is developed in close discussion with parents and carers as part of the desire of agencies within the area to work together in partnership. Working together in true partnership with parent carers and other interested agencies to improve support available is referred to as co-production.

We want to improve the website and welcome feedback. They may be on how easy it is to access, the content and anything which is missing.

Just Say Parent Carer Forum

In our area Just Say Parents Carer Forum (JSPCF) is the Department for Education recognised Parent Carer Forum. Anyone living in Barking and Dagenham who has a child or young person aged 0-25 years with a special educational need (SEND) and/or disability can join for free. Please visit <https://www.justsayforum.online/>

Information, Advice and Support – Barking and Dagenham Carers' Hub

Barking and Dagenham Carer's Hub provides support and guidance for parent carers and young people with Special Educational Needs. They can provide free advocacy, support and information. Please contact by telephone 020 8593 4422 or by email carers@carerscentre.org.uk

You may find the following documents for more information:

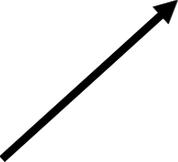
- [Changes to SEND support \(easy read guide for parents\)](#) - Mencap.org
- [Changes to SEND support \(easy read guide for children and young people\)](#) - Mencap.org
- [SEND guide for parents and carers](#) - Gov.uk

Key Findings

Missing mentioning statutory requirement about the Local Offer

Parents | Carers want to add The Local Offer is the statutory duty on local authorities.

[SEND Code of Practice January 2015.pdf \(publishing.service.gov.uk\)](#)



4 The Local Offer

What this chapter covers

This chapter explains the statutory duties on local authorities to develop and publish a Local Offer setting out the support they expect to be available for local children and young people with special educational needs (SEN) or disabilities. It covers:

Regulations

The Special Educational Needs and Disability Regulations 2014 (Part 4)

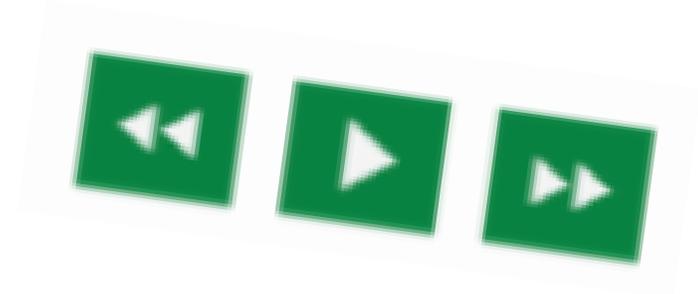
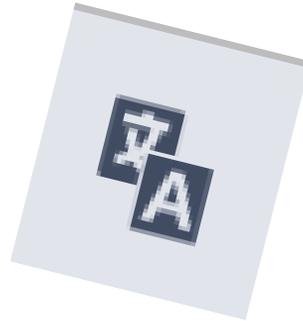
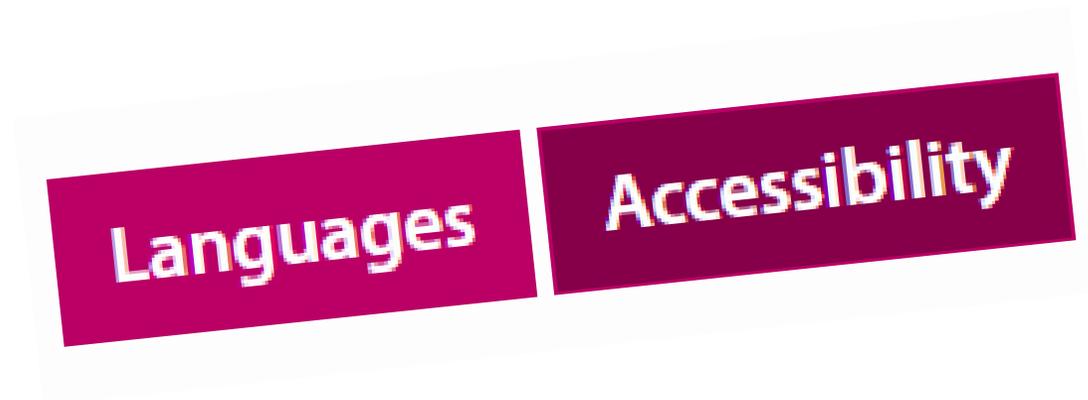
What is the Local Offer?

- 4.1 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 do not have Education, Health and Care (EHC) plans. In setting out what they 'expect to be available', local authorities should include provision which they believe will actually be available.

Key Findings

Accessibility

- The current site lacks accessibility features like changing text size, colours and enabling screen readers. This limits usability.
- Language options are needed so non-English speakers can access information.



Key Findings

Content

- Users advised contents on the microsite has not been tailored to the different SEND age group (it shows from ages **0-5** and **5-25**). And would want to see info for different ages further broken down.
- **Information is outdated** and can be insufficient. It needs expanding, in the simplest form and void of professional lingos which are mostly only understood by **SEND professionals**.

A screenshot of a microsite interface. It is divided into two main sections: '0 to 5 years' and '5 to 25 years'. Each section contains a 'Local Offer' card with a title, a description, and a red chevron icon on the right side. The '0 to 5 years' section has a title 'Local Offer: Early Years for ages 0-5' and a description 'For Children aged 0-5 with special educational needs (SEN) or who are disabled (SEND)'. The '5 to 25 years' section has a title 'Local Offer: Education for ages 5 to 25' and a description 'Barking and Dagenham Council and its educational partners are ambitious for all children and young people, but especially for those with SEND.'

0 to 5 years

Local Offer: Early Years for ages 0-5

For Children aged 0-5 with special educational needs (SEN) or who are disabled (SEND) >

5 to 25 years

Local Offer: Education for ages 5 to 25

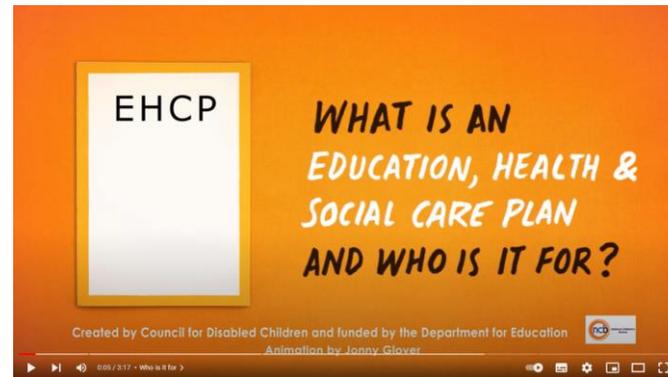
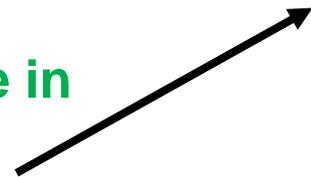
Barking and Dagenham Council and its educational partners are ambitious for all children and young people, but especially for those with SEND. >

Key Findings

Visual Design

- Users have feedback that site aesthetics are boring and plain. Colours, photos, videos are needed to liven up the design and draw them in.
- Ages could have own coloured sections for better navigation and associations

Information and message in
Video form



Key Findings

Interactivity

- Users want a calendar of SEND events in the borough
- E-suggestion box sought for service improvement ideas
- Live chat or easier phone contact desired for queries

E-suggestion box or survey form



Let us know what you think of the website

Complete our feedback form for the Beta website

Please give us feedback on our website. Use this short form to help us make it better.

What page were you looking at?

Required

Was anything missing? (Required)

- Yes
 No

Was anything wrong? (Required)

- Yes
 No

Tell us more

Required

Barking and Dagenham SEND Local Offer Website Survey

- 20 August 2023 - 20 September 2023
- Total: 16 responses (14 : from over 25, 2 from : ages 12-25)
- Qualitative feedback for questions:
 - *What would make it easier to find the information you need on the Local Offer?*
 - *If there were two things that you could change about or add to the Local Offer website, what would they be and why?*
 - *Do you have any other comments about the website or the Local offer?*

What would make it easier to find the information you need on the Local Offer?

- *More accessible and easier format as I find that the current format doesn't work*
- *Colour columns for ages*
- *I like the search tab*
- *Maybe a drop down box on the home page with headings on - other language support on the home page*
- *The website could be laid out better. e.g -.bullet points, pictures, images, diagrams, more colorful, more hyperlinks and less words on each page shown.*

If there were two things that you could change about or add to the Local Offer website, what would they be and why?

- *the wayfinding pathway - allow it to be more flexible as its difficult to find what you want at times Ensuring all information is easily accessible*
- *Having a basket to collect information I have already found. Having a calendar so I can clearly see upcoming events.*
- *A completely new look - it is a very harsh website to view aesthetically*
- *More information about clubs/activities and which needs they cater for. Clearer sign posting as to where parents can get help*

If there were two things that you could change about or add to the Local Offer website, what would they be and why?

- *1) Up to date information 2) Actually getting the offer that is states*
- *Not sure yet, I need more time to use it and see what need improving*
- *It needs to be less corporate and more family friendly - colour, photos and an area for CYP to look at - include young people not just parents*
- *Input from local young disabled residents. Refer back to question 5.*
- *More interactive communication, such as video clips, voice recording transcripts.*

Do you have any other comments about the website or the Local offer?

- *Most parents I work with have never found the local offer helpful as they find it difficult to understand and take things from it due to its lack of accessibility I think the directory pathway needs improving to allow parents to find what they want. I think due to the ,multicultural nature of the borough - the website needs to be accessible in other languages as at the moment a few of the parents I have worked with - their translation doesn't work with the software the website is on*
- *Needs to be updated regularly*
- *Not yet, so far so good*
- *It needs to improve, for example it is not mobile friendly. The local offer is new to us and we can't comment as of yet but will comment soon.*

Recommendations

- Add SEND Code of Practice statutory requirement in relation to Local Offer
- Incorporate accessibility features like text size adjustment, colour themes.
- Segment content strategy for tailored info by age group
- Add SEND glossary of terms. Maintain plain language.
- Infuse visual interest through photos/videos of SEND individuals and colourful section themes.
- Build a calendar of relevant SEND events.
- Implement a suggestion box with moderation to collect ideas.
- Explore the possibility of live chatbot for instant assistance (depending on available resources).

Actions and Next Steps

- Prototype – design a new user centric microsite taking feedback into consideration.
- Usability testing will be conducted once initial design is ready – proposed date 5 December 2023.

Our prototype solution:



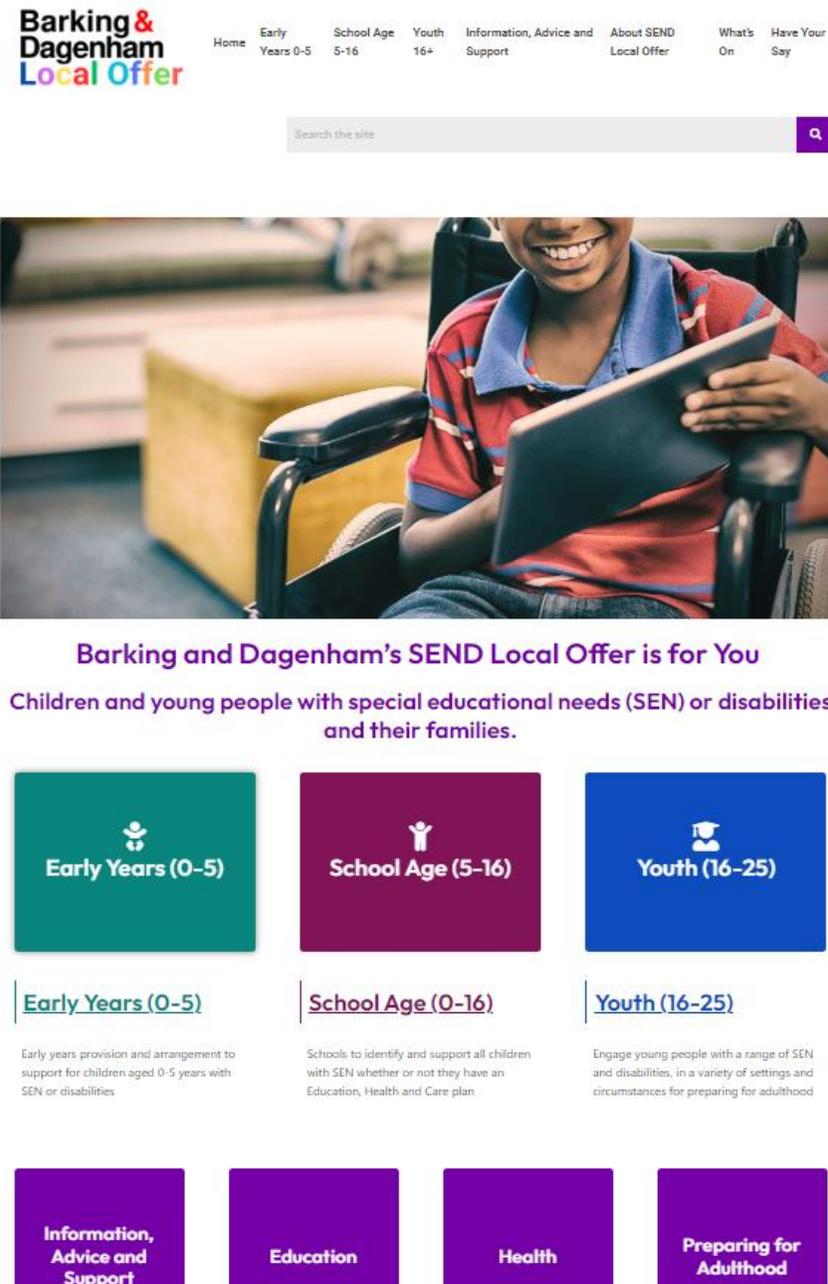
- Home
- Early Years 0-5
- School Age 5-16
- Youth 16+
- Information, Advice and Support
- About SEND Local Offer
- What's On
- Have Your Say

Search the site



The Home Page

- Colourful
- Clear Layout and easy to navigate
- Engaging
- Use of photos and videos throughout of SEND individuals



Barking & Dagenham Local Offer

Home Early Years 0-5 School Age 5-16 Youth 16+ Information, Advice and Support About SEND Local Offer What's On Have Your Say

Search the site



Barking and Dagenham's SEND Local Offer is for You
Children and young people with special educational needs (SEN) or disabilities and their families.

Early Years (0-5)	School Age (5-16)	Youth (16-25)
Early Years (0-5) Early years provision and arrangement to support for children aged 0-5 years with SEN or disabilities	School Age (0-16) Schools to identify and support all children with SEN whether or not they have an Education, Health and Care plan	Youth (16-25) Engage young people with a range of SEN and disabilities, in a variety of settings and circumstances for preparing for adulthood

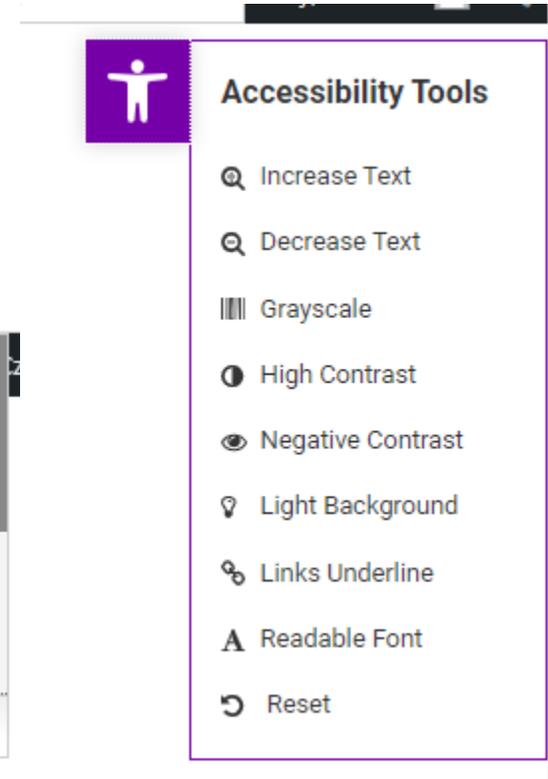
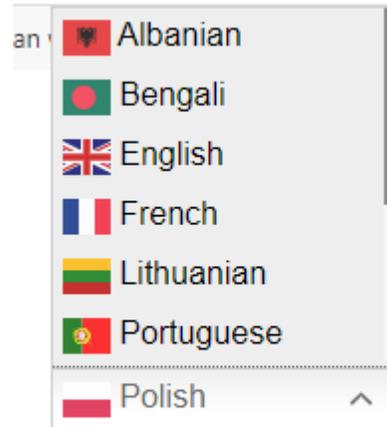
Information, Advice and Support Education Health Preparing for Adulthood



Health

Accessibility

- Users can easily change the site's language to their needs.
- Currently has the top ten spoken languages in the borough but can add as many as needed.
- Accessibility tools selectable by the user to enhance their experience.
- Use of photos and videos



Dom Wczesne lata 0-5 Wiek szkolny 5-16 lat Młodzież 16+ Informacje, porady i wsparcie Informacje o WYŚLIJ ofertę lokalną Co się dzieje Wypowiedz się

Content segmented by colour



Early Years (0-5)

Early years provision and arrangement to support for children aged 0-5 years with SEN or disabilities

School Age (0-16)

Schools to identify and support all children with SEN whether or not they have an Education, Health and Care plan

Youth (16-25)

Engage young people with a range of SEN and disabilities, in a variety of settings and circumstances for preparing for adulthood



Health Services

Health services for under 5s with special education needs or who are disabled

Audiology

The consultant-led audiology service provides assessment and management of hearing and balance in people aged up to 19. The service uses a range of tests to facilitate the rehabilitation of children with a hearing impairment and fit digital hearing aids. It also provides a comprehensive balance service.

For information, please see: [Audiology \(NELFT NHS Foundation Trust\)](#)

Barking & Dagenham 0-19 Universal Children's Services

Health Services

A list of health services for children 5-16 years with SEND

Audiology

The consultant-led audiology service provides assessment and management of hearing and balance in people aged up to 19. The service uses a range of tests to facilitate the rehabilitation of children with a hearing impairment and fit digital hearing aids. It also provides a comprehensive balance service.

For information, please see: [Audiology- Barking, Havering \(NELFT NHS Foundation Trust\)](#)

Barking & Dagenham 0-19 Universal Children's Services

The Barking and Dagenham 0-19 Children's Universal service delivers the Healthy Child Programme (HCP). The HCP is a health care programme that is offered to families/ carers with children from antenatal to 19 years of age.

For information, please see: [Barking and Dagenham 0-19 Universal Children's Services \(NELFT NHS Foundation Trust\)](#)

Calendar of upcoming events added

Upcoming Events

Local Offer Website Go Live Date

Date: December 5, 2023

All-day event



Engaging content using images and colour

Charities and Local Organisations



Autism Little Learners

A great website for resources, stories and ideas for children with Autism



Carers of Barking and Dagenham

They provide advice, information and support for people who care. Whether you are a parent or child, husband or wife, partner, close relative or friend we are here to provide help when you need it.



DABD

Helps support the development of individuals (primarily with impairment, but not exclusively) by the provision of facilities and opportunities to enable greater economic, social, educational and physical mobility through personal development.



Just Say Parents Forum

The Just Say Barking and Dagenham Parent Carer Forum is for parents and carers of disabled children and young people and those with SEND.



Mencap

Our vision is a world where people with a learning disability are valued equally, listened to and included.



Scope

The disability equality charity in England and Wales provides practical information and emotional support when it's most needed and campaign relentlessly to create a fairer society.



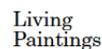
The Community Medical Paediatric Service

It is available to children and young people where there are concerns about a child's health, development or educational progress.



Learning 4 Kids

You will find lots of fun and simple ideas to do with your children that promote creative play and learning. The website has a range of easy simple edible recipes.



SEND Local and National Support

Communication and Interaction

Autism (Autistic Spectrum Disorders/Conditions – ASD/ASC)

Cognition and Learning

Social, Emotional and Mental Health Difficulties

Deafness and Visual Impairment

Deafness

Visual Impairment

A child of compulsory school age or a young person has a learning difficulty or disability if they:

- have a significantly greater difficulty in learning than the majority of others of the same age.
- have a disability which prevents or hinders him or her from making use of facilities of a kind generally provided for others of the same age in mainstream schools or mainstream post-16 institutions.

Communication and Interaction

Autism (Autistic Spectrum Disorders/Conditions – ASD/ASC)

Autism is a lifelong developmental disorder that affects how a person communicates with and relates to other people. It also affects how they make sense of the world around them. There is no medical cure but developing and consistently implementing strategies improves educational and life outcomes.

It is a spectrum condition. This means that, while all people with autism share certain difficulties, their condition will affect them in different ways. Some people with autism are able to live relatively independent lives but others may have accompanying learning disabilities and need a lifetime of specialist support. People with autism may also experience over – or under sensitivity to sound, touch, tastes, smells, light or colours.

ASC is a neurological rather than psychological condition. People with ASC have a different brain structure from neuro-typical people. Their behaviours are the result of their neurological condition.

School support

- you or your child's educational setting's SENCO or inclusion manager; the setting may seek advice from the education inclusion team or the educational psychology service.

Online form to take comments and suggestions (this button will link to a form on the public website)

Have Your Say



Contact us with any comments or suggestions you have

[Click here to complete our online form](#)

Some recommendations and suggestions that will be looked at once the website is completed:

- Possible integration of an AI chatbot to answer parent's questions and guide them to the correct areas / contacts.
- Parents would like to be able to bookmark information so they can come back to it at a later date.
- Content read aloud tool to make the site more accessible to visually impaired users.
- Also, the site's logo is only temporary, in October Gigi in the Local Offer team is getting young SEND children in the borough to design one for the site.