



## Local Offer Co-production with Young People

**2019-2020**

This is a summary of our work with children and young people in the co-production of the SEND Local Offer and our research into the development of a Local Offer specifically for young people.

### Enhancing the visuals

#### Website icons

We have been privileged to work with young people who are part of Disability Arts in Shropshire (DASH).

At the beginning of 2019 we attended a workshop with young people aged 14-18 to design and produce icons for the redesigned Local Offer website. Young people were given a list of categories and topics included in the Local Offer and asked to draw images which represented these categories.

Our web designer digitalised two of the young people's drawings during the workshop, so the young people could see what their drawing would become on the website, they were impressed, 'that is so cool'.

One of the young people mentioned they never got picked at school for a certificate, so we designed a certificate for them which we presented on the last session as a thank you for their art work.

At a Preparing for Adulthood event later in the year we met one of the young people who had created some of the imagery we used. They were delighted to see their artwork being used and excitedly showed their parents who were with them.

Here are a selection of the images created by the young people, which can now be seen on the Local Offer home page <https://shropshire.gov.uk/the-send-local-offer/>



Education



Education Health and  
Care Plan (EHCP)



Things to do



Travel and transport



Health



Preparing for  
adulthood

### Library of images

We are also working with young people from DASH to produce a library of images which can be used on the Local Offer website and also in our marketing and promotional materials. There are a few young artists not currently in education or employment and who have been identified as working on this project. They will be able to add their involvement in this project to their CV and portfolio.



### Introduction to the Local Offer film

We are also working with young people from DASH to co-produce a short film to introduce the Local Offer. The lead for this project will be Shropshire Council's corporate digital team who will be working with three young people with SEND (two of which are not in education, employment or training). The young people will be involved in the production of the film, which will also give them the opportunity to learn new skills around filming, editing, lighting, sound, adding in voice overs and subtitles.

This is a fantastic opportunity for the Local Offer, DASH and the young people – who would be able to add this piece of work to their portfolio.

The film will be subtitled, with a voice over and signed by someone with BSL, and so fully accessible and inclusive.

## **Animations and videos**

Following the production of the introductory film, we will then continue to work with DASH to commission young people to produce further films for the Local Offer. These may be on specific topics or animating personal stories we already have from young people on their journey into adulthood.

## **Research and Development**

We are committed to providing information to children and young people. We have started conversations with young people who have special educational needs and or disabilities to understand more about the information they currently access, how they access this information and exploring with them what information they might want to access in the future.

This research and the views of young people will help us to develop phase two of the Local Offer – an offer specifically for young people, dedicated to their needs. We do not want to assume that we know what this group of young people want from a Local Offer or what the offer looks like, which is why we are talking to young people directly.

## **Review Focus Group**

As part of an independent review, young people who attend a SEND youth group were asked their views on the Local Offer. The results showed that young people did not know of the term Local Offer nor could they relate to the term once it was explained. They could not explain the acronym SEND and phrases such as 'directory' did not help to explain the content within that area. There was however a positive response to segmenting content by audience type (young person or parent carer).

## **Severndale Academy**

We were fortunate to work with young people attending Severndale Academy and a group attending Futures College. There were several activities used to gather both qualitative information and quantitative data. The activities covered a range of topics including education and employment, independent living, community inclusion, and health and well-being.

## **Smile SEND Youth Group**

We held a research workshop at an evening youth group which was attended by young people aged 11-18. To gather quantitative data, we used an electronic voting system. Each participant had a key pad linked to a screen with several questions and then answered in a given time. The collated answers were displayed automatically, which gave us the opportunity

to talk to the group about the answers they gave and explore further their thoughts and feelings on each question.

### **Shrewsbury Colleges Group**

We undertook a research workshop with a group of young people aged 16-18 attending Shrewsbury College Group. This group of young people had a variety of additional needs. Again, we used an electronic voting system to gather quantitative data and spoke to the group to gather qualitative insight.

The information gathered from this research will be analysed to inform our thinking and develop a way forward.

There are additional workshops planned to gather further views of young people. We are keen to ensure that young people with a range of needs, and with a range of demographics are involved.

We will also revisit these groups to update on our progress, to share developments and encourage testing and feedback.