



Shropshire SEND Local Offer

Annual Report

April 2022 – March 2023

Website: www.shropshire.gov.uk/the-send-local-offer/

Email: local.offer@shropshire.gov.uk

Telephone: 0345 678 9063

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Contents

The Statutory Duty.....	3
SEND Reinspection.....	3
How have we developed the Shropshire Local Offer over the past year?	4
Social Media – Launching on Instagram	4
Parenting groups.....	4
Co-produced newsletter	4
Staff briefings.....	4
Section Updates	5
Preparing for Adulthood (PFA).....	5
Children’s Social Care.....	5
Shared experiences.....	6
Feedback from parent carers.....	6
Local Offer Feedback Survey.....	6
Partner Feedback.....	10
Information, Advice and Support Service (IASS).....	10
You said we did	11
Social Media.....	12
Website Statistics.....	15
Top 20 most visited pages on the Local Offer 2022-2023	16
What are we going to do next?.....	18
Content updates and structure.....	18
Directory Improvements.....	18
Curated List of SEND Activities and Opportunities	19
Briefing sessions.....	19
Young People’s Local Offer	19

The Statutory Duty

The SEND Code of Practice sets out the statutory duty upon local authorities to publish a Local Offer and annual report.

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.



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 young people and those with SEN and their parent carers, and service providers in its development and review.

SEND Reinspection

In November 2022, Ofsted and the Care Quality Commission (CQC) carried out a re-visit of Shropshire's SEND services. The revisit looked at how effectively Shropshire have addressed the areas in the Written Statement of Action.

Improvements were found in three out of six areas under review. However, inspectors found that more work needs to be done. The full report highlighting the inspectors' findings is [here](#).

The local area have since produce and submit an [Accelerated Progress Plan](#) (APP) which has been approved by the Department for Education and NHS England. There are three areas of work in the APP which will be updated as progress is made. These are:

- Neurodiversity (ND) Workstream
- Speech, Language and Communication Needs (SLCN) Workstream
- Education Health Care Plan Quality

Ofsted and the Care Quality Commission will be returning to Shropshire every 6 months to monitor the progress we have made.

In addition to the APP there are 5 further workstreams supporting the improvement of the SEND experience in Shropshire. These are:

- SEND and Alternative Provision
- Preparation for Adulthood
- Local Offer and Communications
- Emotional Health and Wellbeing Groups
- Joint Commissioning

Information about the three areas of the APP and the further five workstreams can be found on the [SEND Local Offer](#).

How have we developed the Shropshire Local Offer over the past year?

Social Media – Launching on Instagram

Following research into the which social media platforms were used and preferred by certain demographic groups, the SEND Local Offer added to its existing social media platforms of Facebook and Twitter, and launched an Instagram account in December 2022.

In a short time the number of followers to this account has steadily increased.



Parenting groups

We have had the opportunity of working with colleagues from the Early Help Parenting Team and have been attending the Understanding your Child with SEND groups. These have been held both face to face and virtually.

The sessions enabled us the opportunity of introducing the Local Offer and talking through the various elements and topics available. We also showed the introductory video, and spoke about our social media sites, many of those attending followed the pages there and then. We also highlighted the newsletter for parent carers of children with SEND and all participants gave their email address to sign up for the newsletter.

Attending these sessions also gave us the opportunity of gaining insight into the current information needs of parent carers, so we can make sure information is available and support them in accessing that information.

It also gave us the opportunity of gaining meaningful feedback directly from parent carers about the Local Offer, and also their views on how the Local Offer could be improved.

Co-produced newsletter

At the start of the first national lockdown in 2020, parent carers told us that they wanted information relating to the coronavirus specifically for them as a parent carer of a child with SEND. It was agreed for Shropshire Council, PACC and NHS Shropshire, Telford and Wrekin co-produce an electronic newsletter.

This newsletter has continued to be produced and is issued each half term. The contents are based on topics parent carers have told us they want information on and news and updates from services. Copies of the newsletter can be [viewed on the Local Offer](#).



Staff briefings

We were contacted by Shropshire Libraries to deliver training for library staff on the Local Offer, so they can support any customers who came into the library looking for SEND information and advice.

A half-hour briefing was set up with self-sign-up and library and Shropshire Local staff were invited to book on.

The session went very well and was well attended. Those who attended from Shropshire Local have since briefed all their staff on the Local Offer.

The plan now is to extend this briefing offer to other teams and partners, which will also focus on specific sections of the Local Offer.

Section Updates

Changes have been made to content on a regular basis. This has included information updates but also changes to the structure and layout of information, to continue to ensure it is easy to navigate.

We have a Local Offer content tracker which documents pages, content owners and when a review of the information is required (every 6 months) however some content owners will contact us as and when the content needs updating.

Preparing for Adulthood (PFA)

The PFA section underwent a review as part of the routine assessment of content on the Local Offer. There were a number of concerns raised and work has begun on addressing those. Points included

- Difficulty in navigating information and headings not being a good indicator of content
- Related information was scattered across a number of pages
- Too many links take the user out of the Local Offer site.
- A number of links were dead (these were immediately fixed)
- Many pages were very text heavy and presented as 'concertina' effect. Text needed splitting into sub-pages.
- Some of the text was in complex, professional language.

As a result of this review a proposal for a clearer navigation structure based on the PFA strategy was suggested.

All the content was pulled out of the current site and re-distributed into the proposed structure in a mock-up of the site to test if the navigation was improved. This exercise also highlighted significant gaps in information provision.

Before going further, we called a meeting of co-production partners and potential page owners to look at the proposed structure and suggest changes. Some changes to wording were suggested, which have been taken on board.

We are now at the stage where content owner of each section/page will co-produce the new/updated content with relevant stakeholders.

Children's Social Care

Work began in 2022/23 to review the Children's Social Care information available on the Local Offer. This area of work is a key priority for the Designated Social Care Officer. This work has included revising the existing content and identifying new areas of information, some of which have been identified by parent carers and professionals from within the local area SEND system as current gaps.

To further progress the review a series of Task and Finish Groups have been set up to take place during quarters one and two of 2023/24 to cover a range of information topics and will be led by the Designated Social Care Officer with support and involvement from key staff from across Children's Social Care and Safeguarding, the voluntary and community sector including PACC and IASS, health and the Local Offer Development Officer.

The information content will be co-produced with parent carers to ensure it is understandable and relevant to the SEND community. The aspiration is for the review to be completed by October 2023.

The next areas we want to review and develop further are:

- Emotional Wellbeing and Mental Health
- Early help

Content updates are shared through social media and comments and feedback encouraged.

Shared experiences

We have processes in place to capture views on the SEND Local Offer, but we also wanted to introduce processes which can capture the experiences of families using SEND services, as detailed in the Code of Practice:

'Where appropriate, local authorities should also feed back comments to commissioners of services and the services themselves, including those in neighbouring local authorities. Comments should be used to inform commissioning decisions and decisions about the specific nature and type of provision that local families want.'

We receive comments through the Local Offer's social media accounts, and these are shared with the service who are encouraged to provide a response. We have also developed a [short survey](#) which is available on the Local Offer to capture parent carers experiences of SEND services.

Feedback from parent carers

A key area of development for the Local Offer this year was to ensure we continually captured feedback from users about the Local Offer. The feedback we receive helps to fix urgent issues, but also helps us to plan future developments.

We now have a variety of channels through which to gather feedback and have a system for recording that feedback. We have developed a specific feedback form, which we share regularly with parent carers and have also shared with partners to share. We also update a 'You Said, We Did' section on the Local Offer to show how we are responding to feedback and comments.

Local Offer Feedback Survey

We are keen to use the views of parent carers and practitioners on what they think of the SEND local offer website and we promote a feedback survey on the Local Offer website and through social media. The survey results help us understand if the information on the website is accessible, what users like and dislike, and if there are any gaps that need addressing.

In 2022-2023 we received 26 completed questionnaires. Two of these responses were from practitioners, one preferred not to say and 23 were from parent carers of a child with SEND.

How did you hear about the Local Offer?



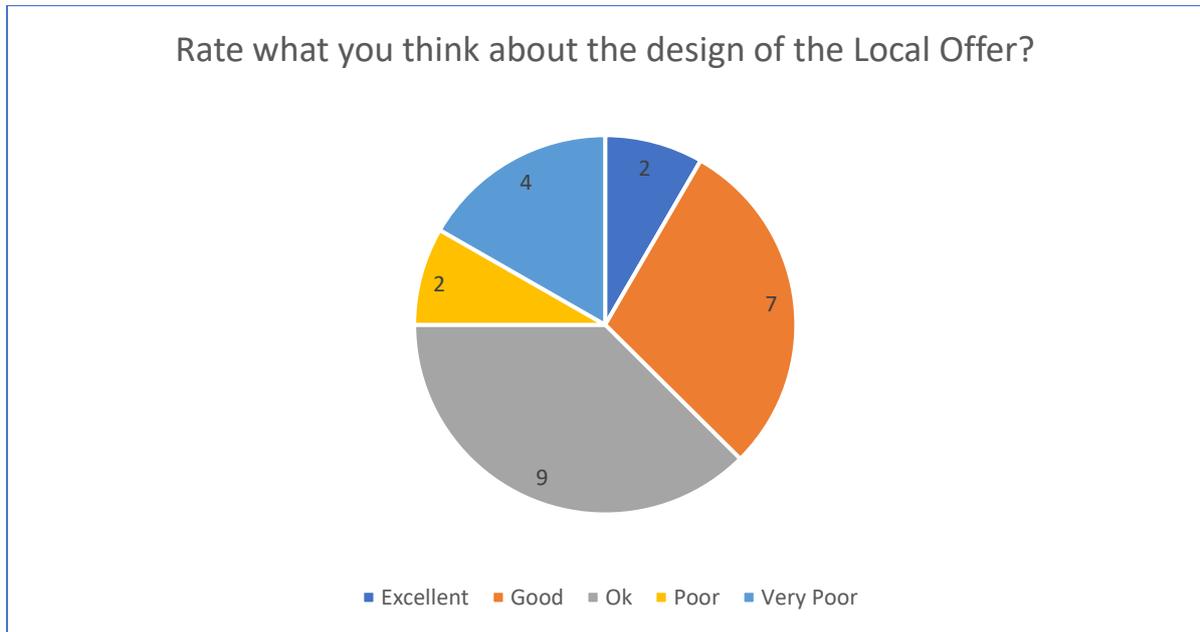
What information were you looking for?

We received a number of comments about what information users were looking for, which included

- I was looking for information re EHCP
- Complaints about a school
- Alternative school provision if mainstream school is not working
- All of it
- All In, schools and things to do.
- Half term activities
- General information of services offered.
- Ofsted inspection report
- Looking for help for Dyslexic assessing
- Transport, Education, things to do. Neurodevelopmental pathway.
- School bus
- Guidance for applications and support available
- Activities for SEN children. Newsletter
- Local activities
- Education, mental health, diagnosis pathway, activities.
- Opportunities for families during half term (February)

As you can see a number of parent carers were looking for information on activities and things to do, various topics related to schools and education. This is really useful information and will be added into a development action plan.

How would you rate the design of the Local Offer?



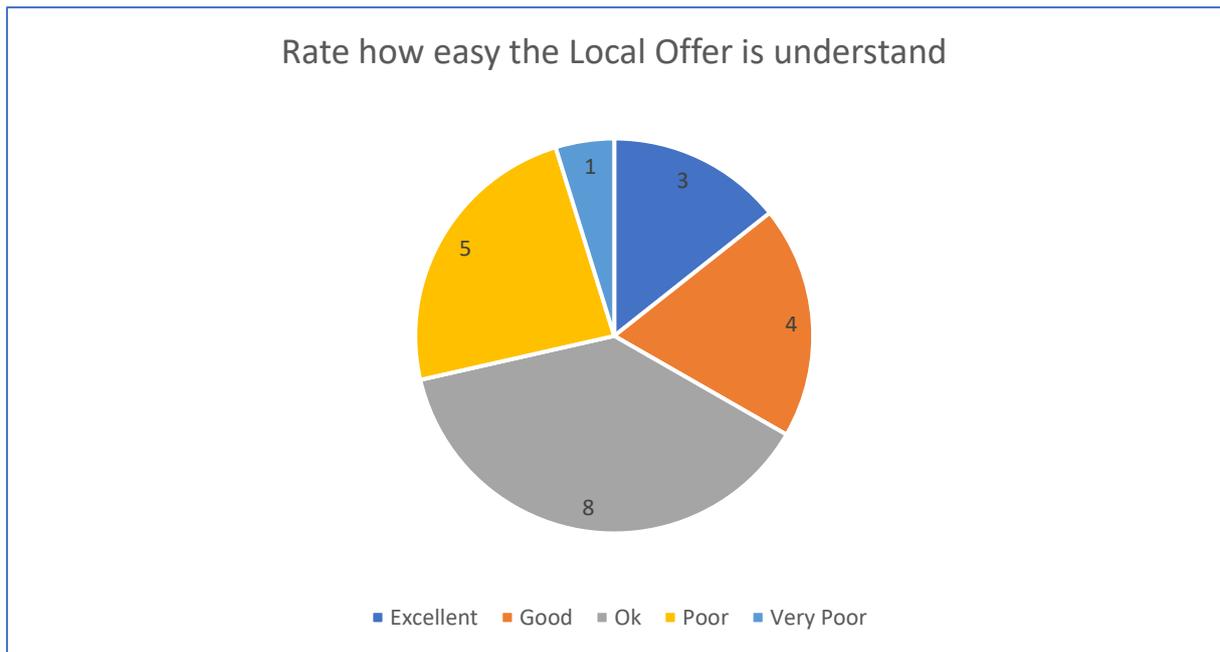
The majority of respondents thought the design of the Local Offer was Good or OK

Rate how easy the Local Offer is to use



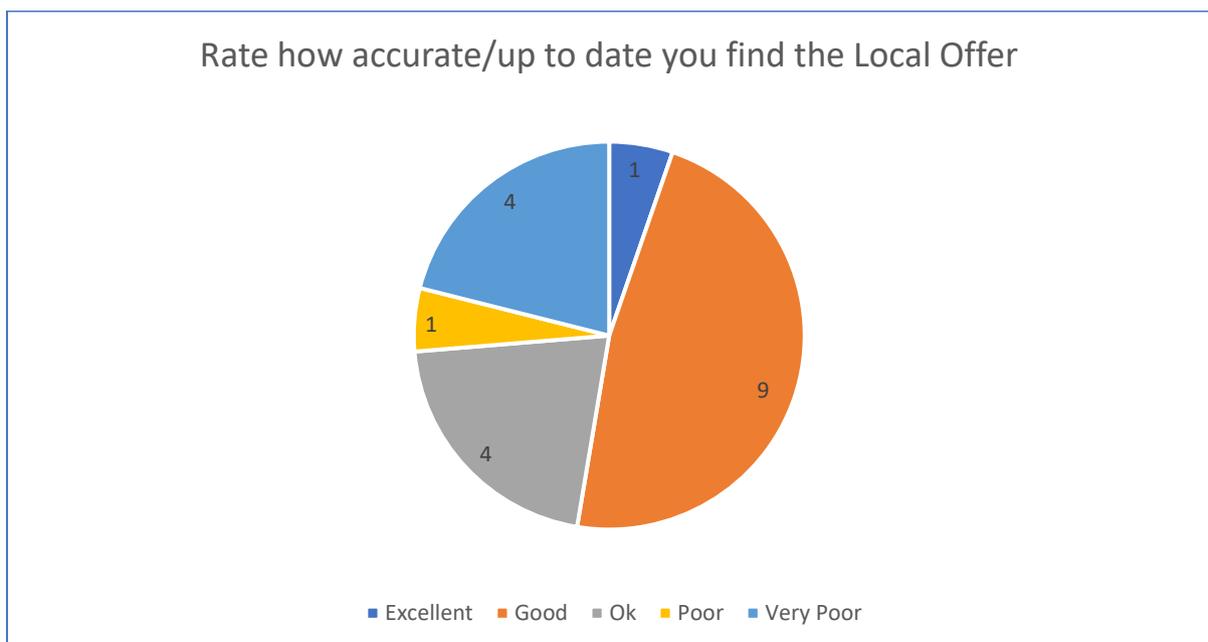
The majority of respondents rated the Local Offer Good or OK in terms of easy to use.

Rate how easy the Local Offer is to understand



The majority of respondents rated the Local Offer as OK in terms of understanding the information. There were a number of respondents who thought the Local Offer was poor in terms of understanding information. This is a useful insight for us, as it helps remind us that the information on the Local Offers needs to be clearly written and written with parent carers in mind.

Rate how accurate/up to date you find this Local Offer



The majority of respondents thought the Local Offer was accurate and up to date.

How could the Local Offer website be improved?

- *With a brief explanation of what the Local Offer is at the top of the front page of the site. The title is very ambiguous and doesn't make it obvious to people what it's for.*
- *Ensure all up to date information for services available.*
- *Put links to websites, not just provide setting name, an example would be educational setting's, no links to actual website found.*
- *Just ensuring the information is being kept up to date*
- *Links that are added should be working. Overall the website is good, time has been spent to update it and make it more user friendly.*
- *Less text and more visually appealing*
- *Make it less wordy. There are paragraphs and paragraphs of information that are basically saying the same thing. It would be better to keep it short and sweet and relevant.*
- *Further information on service's that are not at full capacity, providing real factual information about long waiting time's, many services only online or via telephone.*
- *There is very little information on ADHD and pathways.*
- *There's very little practical advice for parents*

The data and comments received from these surveys are regularly reviewed and improvements made. One of the main areas of focus based on the ratings above, is ensuring that information is easy to find. We will be undertaking usability testing and also enhancing metadata and tagging to ensure that searching returns expected results.

Partner Feedback

Information, Advice and Support Service (IASS)

IASS has been represented on the Local Offer development group since its inception in 2014, because we value what the Local Offer provides and its potential.

IASS ask all new clients how they have heard of the service. We can report that the number of clients who have found out about us through the Local Offer has increased over the last year. The information regarding IASS has been recently updated and improved on the Local Offer which is likely to have had a positive impact on the number of Shropshire families finding out about us.

Both the IASS and Local Offer Facebook pages have become better established over the last year. We are able to work collaboratively by tagging and sharing relevant information to each other which also helps to promote both services. It is evident from the continuing rise of followers and increased engagement on our Facebook page that families benefit from receiving information this way.

The Local Offer newsletter is a fantastic publication which is issued on a consistent and regular basis with up to date, relevant information for Shropshire Families. IASS will continue to contribute to the newsletter and promote it on our Facebook page.

IASS continue to signpost all families that contact us to the Local Offer. Information regarding the Local Offer is also included in our email signature.

Becki Sheldon

IASS Officer

You said we did

You said: Put links to websites, not just provide setting name, an example would be educational setting's, no links to actual website found.

We did: We went through every educational establishment listed and linked to their website [Nurseries, schools, colleges and specialist provision | Shropshire Council](#)

You said: The links I looked at on schools for the 'SEN' reports don't work.

We did: Schools often change links to policies. We check and update these links every 6 months. This check has recently taken place and a number of links updated. [Nurseries, schools, colleges and specialist provision | Shropshire Council](#)

You said: More SEN activities and asking local places to put SEN sessions on at reasonable times

We did: A research project is ongoing to identify more SEN activities in Shropshire.

You said: We need a brief explanation of what the Local Offer is at the top of the front page of the site. The title is very ambiguous and doesn't make it obvious to people what it's for.

We did: We have written some wording that explains what the Shropshire SEND Local Offer is all about. When our website moves to a new system later in 2023 this wording will be added to the front page.

You said: Just ensuring the information is being kept up to date!

We did: We have a rolling programme of six monthly review of all our pages.

You said: More information on where to get funding and support for a PA or 1:1 support for children to access activities where providers can't meet their needs.

We did: The funding pages on the SEND Local Offer are currently undergoing a 'Task and Finish' process to quickly update the funding information, particularly for Personal Budgets and Direct Payments

You said: I appreciate receiving your SEND newsletter and it has so much useful information on it. However, we struggle with sending it out to relevant SEND parents as the email is too big to forward it on. It does not copy easily into a word document either as it loses all the images.

We did: Sent a link to the newsletter page on the local offer so it could be emailed out instead.

You said: I'm looking for a form to apply for Disability Access Fund (DAF) for a child attending our day nursery.

We did: A review of the Early Years pages was undertaken and information on childcare funding updated to include Disability Access Fund.

You said: How can a school use pupil premium, I can't find anything on the Local Offer?

We did: There was only one sentence on the local offer regarding pupil premium. We published a new page to give parents all the information. <https://shropshire.gov.uk/the-send-local-offer/education/how-is-sen-funded-in-schools/pupil-premium/>

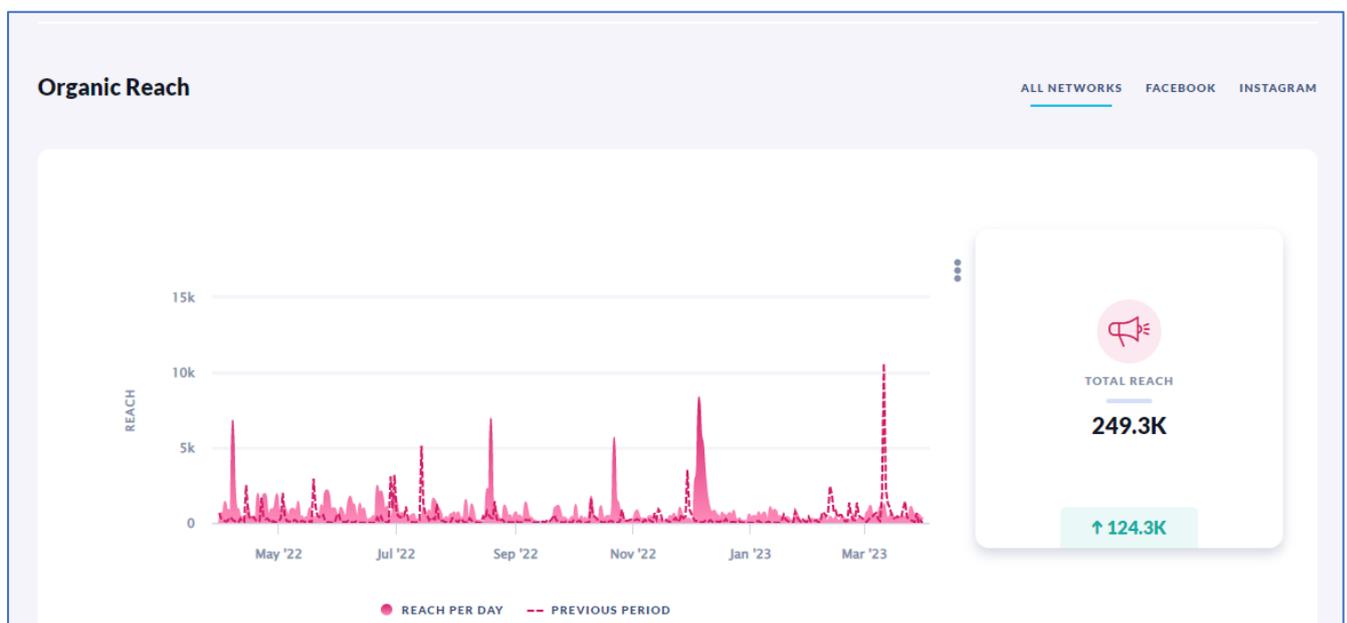
Social Media

Our use of social media had continued to be a success, with an increase in the number of followers, engagement with our audience, and the reach of our posts, which shows that parent carers welcome information being delivered through this particular channel.

As of 31st March 2023, the Local Offer has a total of 1762 **followers** on social media, which is an increase of 512 on the previous year.

- Facebook = 1446
- Twitter = 231
- Instagram = 85

Our account **reach**, which is the number of times our content has been seen by different people on Facebook and Instagram (Twitter doesn't measure this) was **249,342**. This is an increase of **124,342** on the previous year.

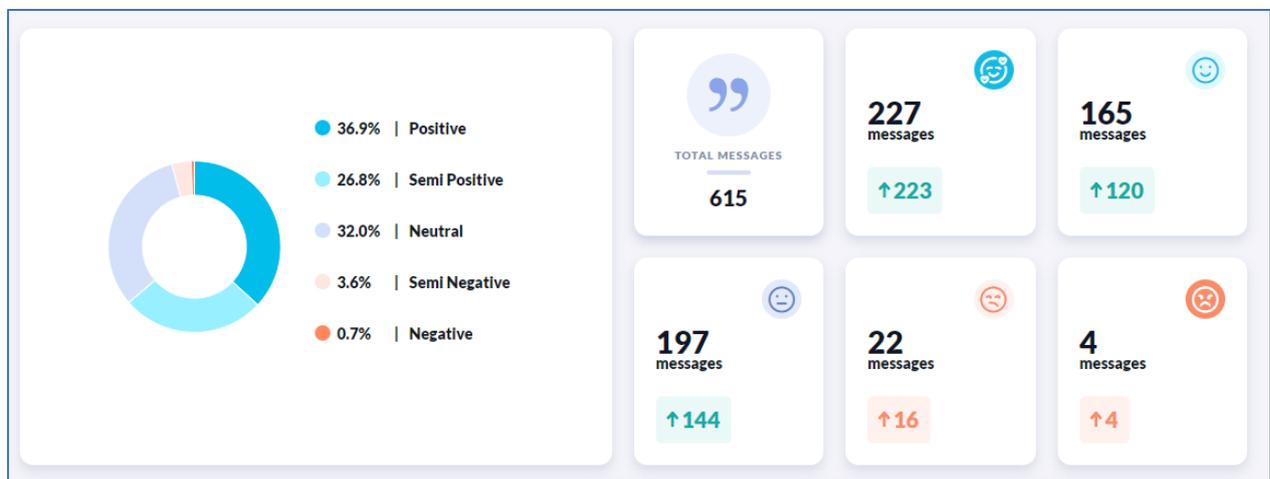


We have written and published 569 posts and shared many more from partner accounts. The number we have created is an increase of 238 on the previous year.

Post engagement, which includes people liking, commenting, clicking on links etc has increased over the last year. Hootsuite state that “most social media marketing experts agree that a good engagement rate is between 1% and 5%. Our engagement rate for Twitter is **3.56%** and Facebook is **1.93%**. These figures could be a little misleading, because there are fewer followers on Twitter each click or like counts for more percentage wise.

Our links have been clicked on **3687** times this is an increase of **1943** or **52%** from the previous year.

Out of the **615** comments we received last year on our social media posts **96%** were positive, semi-positive or neutral



Our top three posts for the year by the **number of clicks** were:

<p>View post</p> <p>sendlocaloffershropshire f 22 Jul 2022 13:14</p> <p>Take a look at the SEND Green Paper response from the children and young people at Severndale Academy in Shropshire. We think the video they have created is fantastic! It i...</p>	<p>3</p> <p>7</p> <p>0</p> <p>127</p>	<p>959</p> <p>1K</p> <p>13.28</p>	<p>1</p> <p>127</p> <p>CLICKS</p>
<p>View post</p> <p>sendlocaloffershropshire f 02 Dec 2022 12:14</p> <p>Dobbies Garden Centre in Shrewsbury are running a Quiet Santa's Grotto experience for children with additional needs on Friday 9...</p> 	<p>28</p> <p>238</p> <p>14</p> <p>111</p>	<p>29K</p> <p>32.3K</p> <p>1.21</p>	<p>2</p> <p>111</p> <p>CLICKS</p>
<p>View post</p> <p>sendlocaloffershropshire f 19 Jul 2022 15:11</p> <p>There are a range of scheduled activities to support children and young people with special educational needs and disabilities over the summ...</p> 	<p>6</p> <p>17</p> <p>3</p> <p>103</p>	<p>3.5K</p> <p>4K</p> <p>3.19</p>	<p>3</p> <p>103</p> <p>CLICKS</p>

Our top three posts for the year by the reach were:

<p>View post</p> <p>sendlocaloffershropshire f 02 Dec 2022 12:14</p> <p>Dobbies Garden Centre in Shrewsbury are running a Quiet Santa's Grotto experience for children with additional needs on Friday 9...</p> 	<p>28</p> <p>238</p> <p>14</p> <p>111</p>	<p>29K</p> <p>32.3K</p> <p>1.21</p>	<p>1</p> <p>29K</p> <p>REACH</p>
<p>View post</p> <p>sendlocaloffershropshire f 16 Aug 2022 21:30</p> <p>Does your child struggle with sleep? The Parenting Team are holding some free Sleep Tight Workshops to offer Shropshire parents advice...</p> 	<p>7</p> <p>44</p> <p>2</p> <p>39</p>	<p>11.8K</p> <p>12.8K</p> <p>0.72</p>	<p>2</p> <p>11.8K</p> <p>REACH</p>
<p>View post</p> <p>sendlocaloffershropshire f 04 Apr 2022 14:17</p> <p>NEWSLETTER: Shropshire Council, Shropshire Parent and Carer Council (PACC) and the Clinical Commissioning Group (CCG) joint...</p> 	<p>3</p> <p>27</p> <p>0</p> <p>67</p>	<p>8.8K</p> <p>9.5K</p> <p>1.02</p>	<p>3</p> <p>8.8K</p> <p>REACH</p>

Website Statistics

We use a system called Site Improve for website analytics, this provides useful information on page hits, devices visitors are using and the source route for visitors.

This table compares website data to the previous year, and the increase or decrease in figures. As this table shows there has been a significant increase across all areas.

	Page visits	Page views	Unique visitors	Returning visitors
1 st April 2022 to 31 st March 2023	39,745	80,669	27,603	1,704
1 st April 2021 to 31 st March 2022	14,192	36,786	6,955	1,052
Increase/decrease	Increase of 25,553	Increase of 43,883	Increase of 20,648	Increase of 652

Page visits

A visit is defined as a series of page requests from the same uniquely identified visitor with a time of no more than 30 minutes between each page request.

Page views

A page view is a count of how many times a page has been viewed on a website or the chosen group within the chosen period of time. All page views are counted no matter how many times a user has visited the website in the chosen period of time.

Unique visitors

The total number of unique visitors during the selected period.

Returning visitors

A returning visitor is a user that has visited our website prior to the selected period and is now returning.

This graph shows the number of visits compared to the previous year. This shows a particular spike during December 2022, where the number of visits was 8,352 compared to December 2021 when this was 868 visits.



Top 20 most visited pages on the Local Offer 2022-2023

	Page	Link	Page Views	Page Visits
1	The SEND local offer homepage	https://www.shropshire.gov.uk/the-send-local-offer/	6,284	3,886
2	Education	https://www.shropshire.gov.uk/the-send-local-offer/education/	2,112	1,373
3	Education, health and care plan (EHCP)	https://www.shropshire.gov.uk/the-send-local-offer/education/how-is-sen-funded-in-schools/education-health-and-care-plan-ehcp/	2,051	1,424
4	Shropshire SEND reinspection - have your say	https://www.shropshire.gov.uk/the-send-local-offer/news/send-reinspection-have-your-say/	1,930	1,659
5	Travel and Transport	https://www.shropshire.gov.uk/the-send-local-offer/travel-and-transport/	1,704	1,219

6	Contact the SEN Team	https://www.shropshire.gov.uk/the-send-local-offer/education/education-services/special-educational-needs-sen-team/contact-the-sen-team/	1,408	1,198
7	Beam	https://www.shropshire.gov.uk/the-send-local-offer/mental-and-emotional-health-and-wellbeing-service/beam/	1,276	1,107
8	How do I apply for an education health and care needs assessment (ECHNA)?	https://www.shropshire.gov.uk/the-send-local-offer/education/how-is-sen-funded-in-schools/education-health-and-care-plan-ehcp/how-do-i-apply-for-an-education-health-and-care-needs-assessment-echna/	1,098	780
9	How do I apply for an education health and care needs assessment (ECHNA)? – Parent Carer section	https://www.shropshire.gov.uk/the-send-local-offer/education/how-is-sen-funded-in-schools/education-health-and-care-plan-ehcp/how-do-i-apply-for-an-education-health-and-care-needs-assessment-echna/parentcarer/	1,001	669
10	Information, Advice and Support Service (IASS)	https://www.shropshire.gov.uk/the-send-local-offer/family-support/information-advice-and-support-service-iass/	906	658
11	Travel and Transport – Apply	https://www.shropshire.gov.uk/the-send-local-offer/travel-and-transport/apply/	893	722
12	Safeguarding	https://www.shropshire.gov.uk/the-send-local-offer/social-care/childrens-social-care/safeguarding/	609	505
13	All In Programme	https://www.shropshire.gov.uk/the-send-local-offer/social-care/childrens-social-care/short-breaks-for-disabled-children/all-in-programme/	566	476
14	Specialist Schools and Provision	https://www.shropshire.gov.uk/the-send-local-offer/education/nurseries-schools-colleges-and-specialist-provision/specialist-schools-and-provision/	562	474
15	Shropshire Carers Support Team	https://www.shropshire.gov.uk/the-send-local-offer/family-support/shropshire-carers-support-team/	549	455
16	Early Years	https://www.shropshire.gov.uk/the-send-local-offer/early-years/	549	317
17	Preparing for Adulthood	https://www.shropshire.gov.uk/the-send-local-offer/preparing-for-adulthood/	525	290

18	Members of the SEN Team	https://www.shropshire.gov.uk/the-send-local-offer/education/education-services/special-educational-needs-sen-team/members-of-the-sen-team/	507	449
19	How do I apply for an education health and care needs assessment (ECHNA)? – Education Settings section	https://www.shropshire.gov.uk/the-send-local-offer/education/how-is-sen-funded-in-schools/education-health-and-care-plan-ehcp/how-do-i-apply-for-an-education-health-and-care-needs-assessment-echna/educational-setting/	477	390
20	Early Help	https://www.shropshire.gov.uk/the-send-local-offer/early-help/	473	290

What are we going to do next?

Content updates and structure

There are several key sections which need to be reviewed and updated, which includes both content and structure. The two key areas for development in 2023-2024 are

- Emotional Wellbeing and Mental Health
- Early Help

The emotional wellbeing and mental health hasn't been reviewed for some time, primarily because it has been difficult to identify partners to help with this.

The Early help section will also be updated to reflect changes to the early help offer to children, young people and families.

Work has already started on the children's social care and preparing for adulthood sections, and we want to be able to implement these changes by April 2024.

We will continue to work with colleagues and partners in fulfilling their responsibility for providing and maintaining the information statutorily required and which parent carers have told us they want.

Directory Improvements

The SEND Local Offer also has a directory element which lists services and support, along with things to do and places to go, for children and young people and their families. We want to review the Local Offer directory to ensure that there are no gaps in information, and that the information is easy to find by category or filtering.

Curated List of SEND Activities and Opportunities

We want to be able to provide parent carers with comprehensive information about activities and opportunities which are available for children and young people with SEND. We will spend time researching opportunities and building relationships with activity providers.

Briefing sessions

We want to be put on a series of briefings for parent carers to enhance their understand of the Local Offer and what it can offer. These sessions will be interactive and give parent carers the opportunity to ask questions about information they are looking for. We will also deliver a series of briefing sessions for partners, so they can feel more confident in sharing information about the Local Offer to Parent carers.

Young People's Local Offer

Progress in developing a Local Offer specifically for young people has been hindered this year by capacity issues and staff absence.

We have begun writing content and will continue working with young people to co-produce their Local Offer.

