



The Local Offer Hull

Annual Report – December 2017

Contents –

1. Introduction
2. Where have people visited?
3. Feedback and actions
4. Social media
5. Survey
6. Main developments
7. Areas for future development

1. Introduction

In September 2014 Hull City Council published the SEND Local Offer in accordance with the SEND Code of Practice (2014).

<https://www.gov.uk/government/publications/send-code-of-practice-0-to-25>

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.

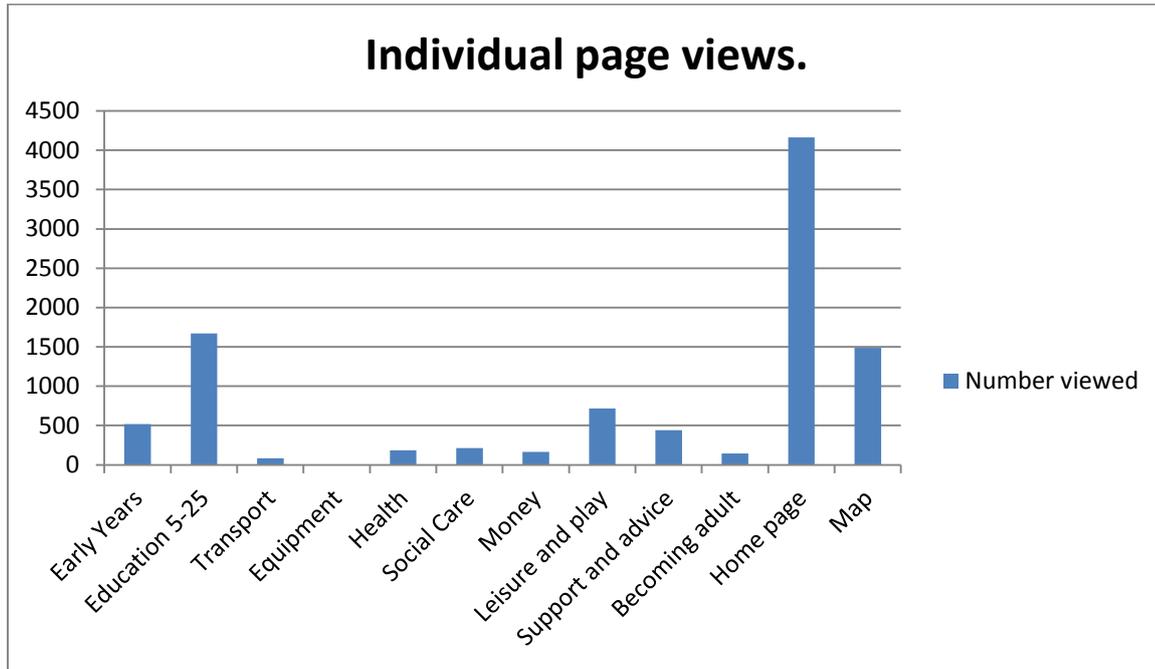
4.2 The Local Offer has two key purposes:

- 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 those with SEN and their parents, and disabled young people and those with SEN, and service providers in its development and review

4.3 The Local Offer should not simply be a directory of existing services. Its success depends as much upon full engagement with children, young people and their parents as on the information it contains. The process of developing the Local Offer will help local authorities and their health partners to improve provision.

2. Where have people visited?

Information from Google Analytics shows the number of people visiting each area of the website. The Home page (4165) and Education 5-25 (1672) being the most visited, followed by Education and Early Years. The chart below shows the areas which need further promotion including Equipment, Becoming an Adult, Health and Social Care. This also highlights the need to investigate why half of the visits to the homepage did not lead to visiting elsewhere in the website.



3. Feedback and actions

Feedback is received in a variety of ways from parents/carers and young people including –

- i) website feedback form
- ii) email
- iii) social media
- iv) questionnaires in schools
- v) in person when visiting parents groups
- vi) online survey

Feedback is received about the website itself and any problems and difficulties users may experience. Website feedback is gathered and actioned when appropriate, and placed on “You said...we did” page (see appendix 2).

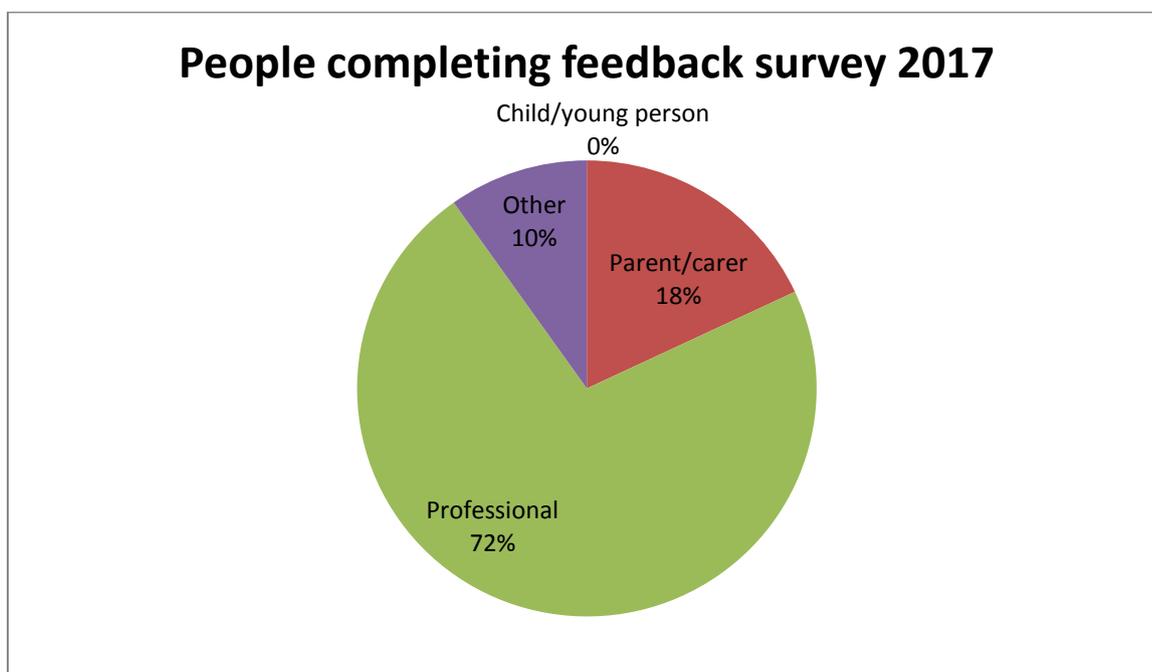
Feedback about services is also encouraged, and when received, passed on to the relevant service area to action. Feedback has been received on transport to school and swimming changing areas.

4. Social media

The local offer has had a Twitter page since February 2017 with 185 'followers', and a Facebook page since August 2017 which currently has 107 page 'likes'. Social media is used to direct people to the website and increase engagement.

5. Survey

Parents, carers and young people were invited to complete a survey over a three month period (June-August 2017). 61 people responded, however only 11 of these were parents. This confirms that there are still a lot of people who unaware of the Local Offer.

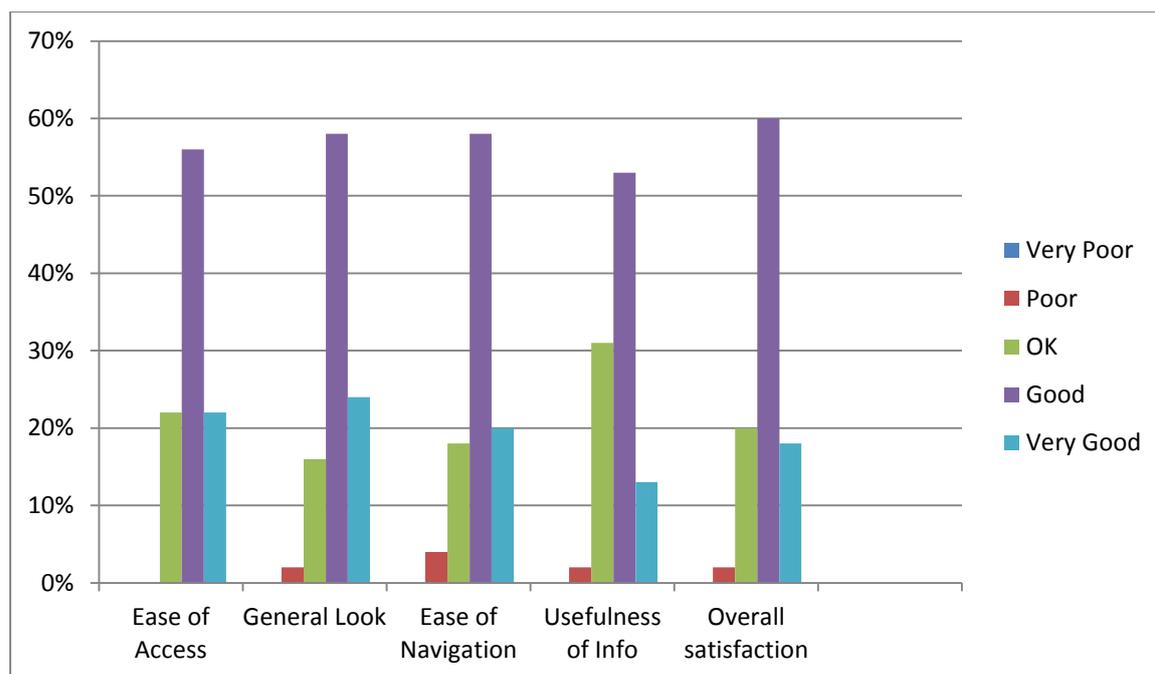


Of the 44 professionals who completed the survey just over 50% promoted the local offer (school and health professionals) highlighting a need to engage with more professionals, who are necessary to support and promote the local offer to make it successful. The results also highlights the need engage more parents and young people with future surveys.

Early years and education were the most visited areas of the website (69% in total) with News, Events and Consultations and Leisure and Play being the next most popular.

Feedback received via the survey suggested some changes to the layout of the website which are being implemented, for example Children’s Centre information has been updated and work is underway to add photographs to different services.

This chart shows results of how people rate the different aspects of the website. 82% of people completing the survey liked the general look and feel of the website with 78% being satisfied overall. No respondents chose ‘very poor’ for any of the questions.



See full survey results (Appendix 3)

6. Main developments

The Local Offer Information Officer was appointed on 1st August. Since that time a number of major developments have been made including -

- i) Creation of Facebook and Twitter pages
- ii) Complete overhaul of the website, new design and content
- iii) Relaunch of the website
- iv) Creation of quarterly newsletters with subscriber list (as of 3/10/2017 - 310 parents and 285 professionals).
- v) Engagement with parents and young people via their existing groups
- vi) Opportunities to give feedback developed and promoted
- vii) Briefings to a wide range of stakeholders encouraging them to promote the website and keep their information up to date, including Health, SENCo’s and Parent’s Forum.
- viii) Action plans written for the promotion and content management of the website.

- ix) Addition of Browse Aloud web reader for partially sighted, those who struggle to read and those with English as an additional language.
- x) Development of a workable search function

7. Areas for development

- i) Ensure feedback informs future planning and share this development on 'You said...we did' page of the website
- ii) Improve consultation with parents, carers and young people. Identify further forums which will provide opportunities for feedback.
- iii) Produce A-Z for internal staff and train customer service staff so they can direct people who contact them to the website.
- iv) Purchase new marketing materials to help promote the website.
- v) Further develop social media to gain more followers and subsequently more website visits.
- vi) Create a marketing plan to include promotion at staff meetings for Education (SENCOs) Health (SEND board, GPs) and Social Care. Also voluntary sector services, leisure and play service providers and parents/young people.

Vicki Pellatt

18 December 2017

Appendix 1 – Google Analytics – 1 August 2016 – 11 August 2017



Page	Page Views	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rate	% Exit
	25,483 % of Total: 100.00% (25,483)	14,952 % of Total: 100.00% (14,952)	00:00:49 Avg for View: 00:00:49 (0.00%)	3,601 % of Total: 100.00% (3,601)	49.07% Avg for View: 49.07% (0.00%)	14.13% Avg for View: 14.13% (0.00%)
1. /s4s/WherelLive/Council?pageld=3018&lockLA=True	2,932 (11.51%)	2,007 (13.42%)	00:00:56	1,906 (52.93%)	34.21%	31.55%
2. /s4s/WherelLive/Council?pageld=3021	1,563 (6.13%)	778 (5.20%)	00:00:34	32 (0.89%)	25.00%	5.76%
3. /s4s/WherelLive/Council?pageld=3018	1,396 (5.48%)	577 (3.86%)	00:01:00	130 (3.61%)	42.31%	12.68%
4. /s4s/WherelLive/Council?pageld=3016	774 (3.04%)	604 (4.04%)	00:01:34	61 (1.69%)	42.62%	23.13%
5. /s4s/WherelLive/Council?pageld=3025	772 (3.03%)	344 (2.30%)	00:00:19	14 (0.39%)	35.71%	4.27%
6. /s4s/WherelLive/Council?pageld=3023	538 (2.11%)	284 (1.90%)	00:00:26	29 (0.81%)	13.79%	4.83%
7. /s4s/WherelLive/Council?pageld=3020	456 (1.79%)	299 (2.00%)	00:00:45	9 (0.25%)	55.56%	8.77%
8. /s4s/WherelLive/Council?pageld=3089	407 (1.60%)	208 (1.39%)	00:00:25	3 (0.08%)	66.67%	5.41%
9. /s4s/WherelLive/Council?pageld=3048&Search=&Attribute=0E9EB848-1803-4425-9A20-A6BA00DACAC6,0DFCE8AB-4339-4DF0-A1F8-A6BA00D9F294,	385 (1.51%)	142 (0.95%)	00:00:24	6 (0.17%)	83.33%	4.16%
10. /s4s/WherelLive/Council?pageld=3120	333 (1.31%)	146 (0.98%)	00:00:09	3 (0.08%)	33.33%	1.20%

11.	/s4s/WhereLive/Council?pagelid=3049&Search=&Attribute=80BCBC85-6CE9-4027-AA5A-A6BA00DACAC6,	270 (1.06%)	145 (0.97%)	00:00:41	3 (0.08%)	66.67%	4.81%
12.	/s4s/EventsAdministration/Events	269 (1.06%)	55 (0.37%)	00:00:24	0 (0.00%)	0.00%	0.74%
13.	/s4s/WhereLive/Council?pagelid=3216	256 (1.00%)	108 (0.72%)	00:00:34	9 (0.25%)	44.44%	5.86%
14.	/s4s/WhereLive/Council?pagelid=2863	255 (1.00%)	148 (0.99%)	00:01:00	29 (0.81%)	48.28%	16.08%
15.	/s4s/WhereLive/Council?pagelid=3116	233 (0.91%)	157 (1.05%)	00:00:51	9 (0.25%)	33.33%	18.88%
16.	/s4s/WhereLive/Council?pagelid=2988	193 (0.76%)	100 (0.67%)	00:01:42	41 (1.14%)	51.22%	29.02%
17.	/s4s/WhereLive/Council?pagelid=3048&Search=&Attribute=0E9EB848-1803-4425-9A20-A6BA00DACAC6,0DFCE8AB-4339-4DF0-A1F8-A6BA00D9F294,&Page=2	193 (0.76%)	74 (0.49%)	00:00:31	4 (0.11%)	50.00%	9.33%
18.	/s4s/Administration	191 (0.75%)	82 (0.55%)	00:01:16	7 (0.19%)	14.29%	5.76%
19.	/s4s/WhereLive/Council?pagelid=3027&Search=&Attribute=AC9C4F48-C0B3-4E23-8BB1-A6CD00EDFE0E,05C358AA-1E61-420C-BA08-A6FD00D23652,	187 (0.73%)	116 (0.78%)	00:00:28	1 (0.03%)	0.00%	2.67%
20.	/s4s/WhereLive/Council?pagelid=3167	177 (0.69%)	104 (0.70%)	00:00:09	0 (0.00%)	0.00%	2.26%
21.	/s4s/CmsContexts/Index/b3c65e8b-00ec-449c-9ecf-6a7ca4293953	167 (0.66%)	54 (0.36%)	00:00:29	0 (0.00%)	0.00%	0.00%
22.	/s4s/WhereLive/Council?pagelid=3088	164 (0.64%)	75 (0.50%)	00:00:18	3 (0.08%)	33.33%	2.44%
23.	/s4s/WhereLive/Council?pagelid=3186	158 (0.62%)	79 (0.53%)	00:01:33	13 (0.36%)	53.85%	18.35%
24.	/s4s/WhereLive/Council?pagelid=3026	146 (0.57%)	79 (0.53%)	00:00:19	3 (0.08%)	33.33%	3.42%
25.	/s4s/WhereLive/Council?pagelid=2995	142 (0.56%)	73 (0.49%)	00:02:07	9 (0.25%)	44.44%	18.31%
26.	/s4s/WhereLive/Council?pagelid=3048&Search=&Attribute=0E9EB848-1803-4425-9A20-A6BA00DACAC6,179018B1-0A2E-4723-9671-A6BA00D9F294,	139 (0.55%)	52 (0.35%)	00:00:18	4 (0.11%)	75.00%	5.76%
27.	/s4s/WhereLive/Council?pagelid=2933&Search=&Attribute=34A8C649-049F-41B0-AB9C-A6BA00DACAC6,A0202D90-B717-4484-AFFD-A6B200ECA643,	135 (0.53%)	79 (0.53%)	00:01:27	5 (0.14%)	40.00%	22.96%
28.	/s4s/WhereLive/Council?pagelid=3087	134 (0.53%)	79 (0.53%)	00:00:07	1 (0.03%)	0.00%	2.99%
29.	/s4s/WhereLive/Council?pagelid=3024	130 (0.51%)	102 (0.68%)	00:02:08	20 (0.56%)	65.00%	30.00%

31.	/s4s/WherelLive/Council?pagelD=3046&Search=&Attribute=173D2664-33F8-4347-84B3-A6CD00EDFE0E,721D651B-856C-41B9-9B24-A6B100F9A169,4fd6f3db-3aad-4c92-aba9-a72f00ee9f28,e0786a53-e50d-47ab-a7b1-a72f00ee9f28,98c43d1b-5a24-4de3-b3c5-a72f00ee9f28	120 (0.47%)	65 (0.43%)	00:00:44	0 (0.00%)	0.00%	1.67%
32.	/s4s/WherelLive/Council?pagelD=779	106 (0.42%)	71 (0.47%)	00:00:18	4 (0.11%)	0.00%	3.77%
33.	/s4s/Errors/Unknown?aspxerrorpath=/s4s/EventAdministrationDetails/Index/700	105 (0.41%)	29 (0.19%)	00:00:12	0 (0.00%)	0.00%	0.95%
34.	/s4s/WherelLive/Council?pagelD=3168&Search=&Attribute=34a8c649-049f-41b0-ab9c-a6ba00dacac6,9f8ba847-3a61-461c-af8c-a6b100f9a169,	101 (0.40%)	69 (0.46%)	00:00:47	1 (0.03%)	0.00%	3.96%
35.	/s4s/WherelLive/Council?pagelD=3121&Search=&Attribute=173D2664-33F8-4347-84B3-A6CD00EDFE0E,9b438ec6-922c-4f54-9947-a72f00ba92d3,f9f98cdd-52e9-4be4-8be3-a72f00ba92d3,A868F5B5-F946-4365-AB2E-A70700B2380B,	99 (0.39%)	57 (0.38%)	00:00:26	0 (0.00%)	0.00%	5.05%
36.	/s4s/CmsContexts/Summary	94 (0.37%)	52 (0.35%)	00:00:09	1 (0.03%)	0.00%	1.06%
37.	/s4s/WherelLive/Council?pagelD=2864	94 (0.37%)	57 (0.38%)	00:00:38	1 (0.03%)	0.00%	3.19%
38.	/s4s/Auth?ReturnUrl=/s4s/Administration	84 (0.33%)	59 (0.39%)	00:01:15	43 (1.19%)	4.65%	3.57%
39.	/s4s/WherelLive/Council?pagelD=3029	83 (0.33%)	43 (0.29%)	00:00:15	0 (0.00%)	0.00%	4.82%
40.	/s4s/WherelLive/Council?pagelD=2865	82 (0.32%)	58 (0.39%)	00:02:32	9 (0.25%)	55.56%	25.61%
41.	/s4s/WherelLive/Council?pagelD=3290	82 (0.32%)	45 (0.30%)	00:00:15	1 (0.03%)	0.00%	0.00%
42.	/s4s/WherelLive/Council?pagelD=2983	80 (0.31%)	63 (0.42%)	00:01:32	2 (0.06%)	50.00%	20.00%
43.	/s4s/WherelLive/Council?pagelD=3046&Search=&Attribute=721d651b-856c-41b9-9b24-a6b100f9a169,173D2664-33F8-4347-84B3-A6CD00EDFE0E,98c43d1b-5a24-4de3-b3c5-a72f00ee9f28,82ed708b-eb43-4a07-b5bd-a6c600bd37f8	80 (0.31%)	30 (0.20%)	00:01:01	0 (0.00%)	0.00%	6.25%
44.	/s4s/WherelLive/Council?pagelD=3293	79 (0.31%)	54 (0.36%)	00:01:51	10 (0.28%)	60.00%	17.72%
45.	/s4s/WherelLive/Council?pagelD=2986	77 (0.30%)	46 (0.31%)	00:01:09	11 (0.31%)	90.91%	23.38%
46.	/s4s/WherelLive/Council?pagelD=3048&Search=&Attribute=0E9EB848-1803-4425-9A20-A6BA00DACAC6,5086C7D4-F43F-4D84-A48E-A6BA00D9F294,	77 (0.30%)	36 (0.24%)	00:00:23	2 (0.06%)	100.00%	6.49%
47.	/s4s/WherelLive/Council?pagelD=3046&Search=&Attribute=d7c32700-ef68-4b11-a736-a72f00ee9f28,	75 (0.29%)	31 (0.21%)	00:00:10	3 (0.08%)	0.00%	6.67%
48.	/s4s/WherelLive/Council?pagelD=3049&Search=&Attribute=80BCBC85-6CE9-4027-AA5A-A6BA00DACAC6,&Page=2	75 (0.29%)	49 (0.33%)	00:00:45	0 (0.00%)	0.00%	5.33%
49.	/s4s/WherelLive/Council?pagelD=3002	73 (0.29%)	48 (0.32%)	00:00:53	5 (0.14%)	60.00%	13.70%
50.	/s4s/WherelLive/Council?pagelD=3100	71 (0.28%)	56 (0.37%)	00:02:33	13 (0.36%)	61.54%	39.44%

Appendix 2 - You saidwe did

You said

"Text should be Arial font 14"

"You asked if logo's could be added to support services to help you identify them easier"

"You shared concerns about changing facilities in hull swimming pools."

"Can we have information on bus passes, where and how to obtain them, it's confusing"

"I would like pictures of people in wheelchairs"

"Please add NRS wheelchair repair services"

We did

The font size can be increased using the accessibility buttons top right of the screen.

Logos have been added, some are outstanding and we are working on these.

Feedback was shared with Hull Culture and Leisure who provided a list of changing facilities available to you and your children [here](#)

Information has been added on bus passes [here](#) and links to the relevant Hull City Council web page

During consultation this was only highlighted by one person, should more people request pictures we shall look at adding them.

Information on this service added to relevant section.

More examples can be found on the website [here](#).

Appendix 3

Local Offer: Website Feedback Survey

Interim Results: 5th September 2017

Total Responses: 61

<https://www.snapsurveys.com/wh/s.asp?k=149684228599>

Q. Which of the following best describes you?

I am a child / young person with SEN or a disability	-	-
I am a family member / carer of a child / young person with SEN or a disability	11	18%
I am a professional who works with children / young people with SEN or a disability and / or their families	44	72%
Other	6	10%

Other: Nursery office worker, Sports development officer, Early help worker, Registered childminder, Authority officer, Interested member of public

For Professionals:

Q. Do you / your organisation currently publicise the Local Offer website?

Yes	22	54%
No	10	24%
Don't Know	9	22%

If yes, how do you currently publicise the Local Offer website?

- Discuss with early years professionals and parents.
- On our website.
- Via Facebook.
- It is linked to on our website, within the SEND information section, and we're adding it to our front page.
- On school website.
- Our school website.
- Link through the school website and through posters displayed throughout the school.
- On the settings website.
- Within my school SEN policy, published on our academy website.
- On the school website.
- School website.
- Website and posters.
- Discuss with parents, share via SEN information on website.
- On our website, display posters and leaflets are available. Information to parents on induction.
- Word of mouth to families. Hand out leaflets.
- By informing the parents we work with about it.
- Refer to it verbally when working with families and professionals.
- In our SEN Policy, SEN Report, Parental Q&A, Governors report.
- Leaflets/ e-mail/ telephone.

- Leaflets.
- Through all meetings where appropriate.

Q. How often do you usually visit the Local Offer website?

Daily	-	-
Weekly	1	2%
Several times a month	5	8%
Once a month	13	21%
Very rarely	21	34%
I have only visited once	6	10%
I have never used the Local Offer website	15	25%

For Those Who Have Used:

Q. How did you first hear about the Local Offer website?

Council website	7	15%
Childrens centre	3	7%
GP / health professional	2	4%
School / education professional	21	46%
Social worker	-	-
VCS organisation / charity	3	7%
Search engine	1	2%
Social media	3	7%
Friend / family	-	-
Other	10	22%
Don't know / can't remember	2	4%

Other: Colleague, Email, Email from colleague, Hull parent forum, Involved in initial planning stages, Officer sits within Early Years team, SEN conference, SEND health link meetings, SEND link group at Brunswick House, Work-school

Q. Which of the following areas of the Local Offer website do you regularly use?

Where I Live: Early Years 0 - 5	13	28%
Where I Live: Education and Training 5 - 25	18	39%
Where I Live: Becoming An Adult	2	4%
Where I Live: Health and Wellbeing	8	17%
Where I Live: Equipment	5	11%
Where I Live: Transport	5	11%
Where I Live: Leisure and Play	9	20%
Where I Live: Social Care	6	13%
Where I Live: Support and Advice	8	17%
Where I Live: Money	1	2%
Newsletter	7	15%
News, Events, Training and Consultations	10	22%
Don't Know / None of These	4	9%

Q. What are the main reasons you visit the Local Offer website?

To look for products and services in the local area	14	30%
To look for groups or activities in the local area	12	26%
To find information and advice	27	59%
I generally just browse	17	37%

How would you rate the following aspects of the Local Offer website?

	Very Poor	Poor	OK	Good	Very Good
Ease of accessing the website	-	-	22%	56%	22%
General look and feel	-	2%	16%	58%	24%
Ease of finding way round the site	-	4%	18%	58%	20%
Ease of finding the information you need	-	9%	31%	51%	9%
Usefulness of the information provided	-	2%	31%	53%	13%
Overall satisfaction with the site	-	2%	20%	60%	18%

Q. Is there anything missing from the Local Offer website that you would like to see included?

- A distinction between local sports clubs and information hubs would be useful (or labelling of what the alphabetised names offer to save someone having to look through everything) - e.g. the active Humber site has a 'find a club' facility. People using the site would seem likely to be looking for specific activities or events, so making it clear what linked sites are offering rather than just their name would be very useful in helping meet people's needs, making it easier for them to find what they're looking for. Also, a forthcoming events page (regularly updated) would be very useful to highlight holiday activities for instance.
- I feel it could be more parent and child friendly
- I was unable to find services if I misspelled their names, it would be good if this could be addressed as people often change spellings without realising. Couldn't find the language unit at all! Each individual service page would look good with a logo or photo to cheer them up. Overall it's still not very attractive to look at, the home page needs more colour and friendlier images. A provision map for each age range would be a good visual
- I would like to add some information and links on continence
- It is very well put together and pleasing to the eye. Not a myriad of information that confuses. Lincoln could learn from this!
- More information on the schools own offer- maybe a link to the website
- We have spoken about the key workers and they have been moved from the KIDS area, but I can't find them now. Also the children's centre info is out of date (i.e. Bricknell is still on there) and its not linked to the Hull CC site
- When you look at the nurseries it doesn't give you any information about their offer for all the settings so how can I make a good judgment about what setting to choose. Also OFSTED ratings are not available either. Some don't have their website address on so I can't check their offer on their site.

All Respondents:

Q. How likely are you to use the Local Offer website in the future?

Very unlikely	2	3%
Unlikely	15	25%
Neither	11	15%
Likely	15	25%
Very likely	17	28%

Q. If you said unlikely / very unlikely, why is this and where would you go for information and support?

- I have never been told what the 'local offer' is, so would not have been looking here
- It's not something I have ever heard of before so would be unlikely to think to use it - I would use other professionals for help/support

Q. Do you have any further comments about the Local Offer website?

- I know there are things on the website that don't yield anything from the search function
- I like the idea of a newsletter to registered users promoting activity and raising the profile of the site to encourage more organisations to post information and spread the word!
- I will make sure that there is a link to the Local Offer on the college website.
- I will use this for information on transition to adulthood and to find out what's on.
- If I search for a service and it's not there, there should be a link to search for similarly named services across the site. As it's not supposed to be just a directory, I shouldn't have to go to the A-Z every time I'm looking for something.
- In the advice and support section, it would be useful for it to be sectioned off so that people wanting specific advice (e.g. about advice regarding school support) could find it quickly. There is clearly a lot of information on the site but, due to the alphabetisation, it appears that people would maybe have to go through the whole list to find the right service for them! If people already knew the name of the service/group in the list, surely they'd just visit their website?
- Love the way it's developing recently
- No I just hope other professionals and organisations will ensure the information is kept up to date
- The new set up is a lot better
- Using the search engine doesn't always get you the info you're looking for.
- Very comprehensive
- Well done. Now please go sort Lincolns out!

Business Intelligence Team

Business.intelligence@hullcc.gov.uk

01482 61 (3465)