

# **Sheffield Local Offer Annual Report**

## **1 September 2022 - 31 August 2023**

### **Introduction**

Welcome to Sheffield City Council Local Offer Report 2022-23. This report will provide an update on what we have achieved between September 2022 and August 2023, feedback we have received, our response to this feedback and our plans for the future.

The key purpose of the Local Offer is to:

- Provide clear, comprehensive, accessible and up-to-date information about the available provision and how to access it, and
- 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

The development, maintenance and updating of the site is managed by the Local Authority. A Communication and Engagement Officer (Local Offer) role was created in July 2022 to specifically work on the Local Offer.

The Local Offer Website is part of the council's 'Sheffield Directory' which also provides information on Sheffield's care, health and education services, events and activities in one place. In February 2023, the website migrated to a new platform and is now managed by a company called [PPL](#). This has given the site a new look. Being on this new platform is helping us to make the site:

- More accessible.
- More user friendly.

### **Structure and Usability**

A Sheffield Directory Working Group was established in January 2023. Its aim is to support the continual improvement of the Sheffield Directory website and promote it to the residents of Sheffield. This group includes colleagues to represent the different areas of the Sheffield Directory which are:

- Adults
- Children and Families
- Local Offer (0-25 SEND)

To make sure the site was user friendly and easily accessible, we have worked on:

- Improving search-ability by correcting keywords and categorisation of listings. Work is ongoing to improve the filters and category names.
- Identifying missing providers and encouraging and supporting them to create listings.

- Reviewing existing listings to check they are up to date.
- Reviewing school listings and checking links to their Local Offer information were included.
- Reducing the reading age of advice pages.
- Securing the use of ReachDeck toolbar. An in-built application on the website that helps with accessibility to the site. More information can be found by [clicking here](#). This is due to go live in October 2023.

## **Content**

A new Local Offer content diary has been created to flag when advice pages are due for review. There are currently 150+ advice pages that are on a 2-year review cycle. A message has been placed on the Local Offer homepage with the Local Offer e-mail address for site users to contact. This is for if they see something that isn't quite right or they don't find what they are looking for.

Using the content diary, we have worked with teams across education, health and care, South Yorkshire Integrated Care Board, the Sheffield Parent Carer Forum and youth groups to improve how existing content. We have also worked with them to create new information.

## **Improvements made to existing advice content**

The following information was reviewed and improved:

- Short breaks statement
- Education, Health and Care plan advice and information
- Annual Health Checks for young people with a learning disability
- Alternative Provision
- Preparing for Adulthood Transitions guide
- Apprenticeships, Traineeships and Supported Internships
- About the Local Offer
- Sheffield's Local Offer
- Accessing Sheffield's Local Offer
- College transport for those over 16
- Finding and keeping a job
- How to complain
- Post 16 education options
- Sheffield's Inclusion Strategy
- Staying safe when out and about
- Community and Friendships
- Tell us what you think
- Advice on Autism
- Independent Travel Training
- Public Transport – Travel passes
- Help with sleep problems
- Mental Capacity Act

NB: The structure and look of all pages were amended following the migration to the new website.

### **New advice content created**

The following new information was created:

- Masking in school
- Holiday activities and clubs
- Accessible taxis
- Learning to Drive
- Links to other Local Authority Local Offers
- What do some of the terms and words mean
- Useful links to other services and organisations
- Cost of living
- Support for LGBTQ+ young people in Sheffield
- SEND Newsletter
- Hidden disabilities
- Sheffield Children's Foundation Trust Information Resource Library
- Disability Confident employer
- Sheffield Libraries - including what's on
- Starting your own business
- SEND the Basics training

The following links were created to signpost from the Local Offer sections:

- This May Help
- Healthier Together (NHS)
- Relationships and sex
- Support for young people not in education, employment or training
- Door 43
- Epic Friends
- Kooth
- MIND Sheffield
- Missing People
- Sheffield Flourish
- Talk to Frank
- Winston's Wish
- What is Disability Living Allowance (DLA) for children under 16
- Videos in English, العربية, Polski and Soomaalida introducing Disability Living Allowance (DLA ) for children under 16
- Personal Independence Payment (PIP) for those aged 16 and over
- Tips on completing the Disability Living Allowance form
- Buttle UK
- Being safe when online
- Employment is for everyone
- Mental Health matters
- Opening a bank account

- National Development Team for inclusion (NDTi)
- Sexual health Sheffield – Youth Clinic
- Sheffield Mental Health Guide
- Universal credit
- Young minds
- Dyslexia
- Start in South Yorkshire
- Kidscape – Help with Bullying
- Sheffield Progress
- Moving to adult care
- South Yorkshire NHS Job Opportunities and Apprenticeships
- Apply for a blue badge
- Sheffield City Council Accessibility information for disabled people
- Changing places disabled toilets and RADAR keys

## **Feedback and Engagement**

In July 2022, we were told the following need to be improved by families and young people:

- Promotion of the Local Offer website and who it is for.
- Not easy to find information on the website.
- Information difficult to understand.
- Would like to see more visuals and videos.
- Talking text.
- Text broken down into smaller paragraphs.
- Use clear, simple language.

From this the following has happened in the 12 months since:

- Local Offer website promoted using:
  - Posters and leaflets sent to schools, colleges, nurseries, family centres, GP surgeries
  - Regular posts on the SEND Facebook Group. This group was set up in March 2023 and now has over 1,600 members with membership growing each week.
  - Signposting links in the SEND Newsletter and SEND Bulletin
  - Regular mail out insert in letters from the SEND Statutory Assessment and Review Service
  - Joining school parent/carers coffee meetings
  - Attending events
- All new and reviewed text information is put through the Hemmingway Editor. This is a web based application that helps to reduce reading age, break down paragraphs, keep language simple and make information easier to understand.
- More visuals and videos are being included where possible.
- ReachDeck toolbar has been agreed and will be implemented in October 2023. This has screen reader ability.

The new website has the ability for users to rate and give feedback on pages using a “smiley face” function.

Feedback on this page



This is some of the feedback we have received and what we have done as a result (where applicable):

- Good information that is set out and easy to read.
- Love the clarity of explanations.
- The local offer is improving! Good news.
- We need the actual EHC form to fill out please but it's not on here to complete and email back. **The form has since been added.**
- EHC plan advice pages not very well laid out especially for SEN people. **These pages have now been reviewed with the reading age reduced and layout amended.**
- Need more info from health and social care around transition provision/services - linking with adult care. **Information is now included in the improved Preparing for Adulthood Transitions Guide.**

We have an open survey that is linked on the Local Offer homepage for users to submit any further feedback. This has also been promoted on the Sheffield SEND Facebook group, at events and at parent/carer school coffee meetings. We have had two responses whereby neither could find the information that they were looking for:

- No summer clubs for SEN child of 4 years. **This information has been passed across to the SNIPS service.**
- Details of parenting courses for parents of children with ADHD and ASD and also for any workshops for the children themselves. **A link to the Council's positive parenting page for courses on offer from the Family Hubs has been added to the Help with Caring section of the Local Offer.**

## Engagement Activities

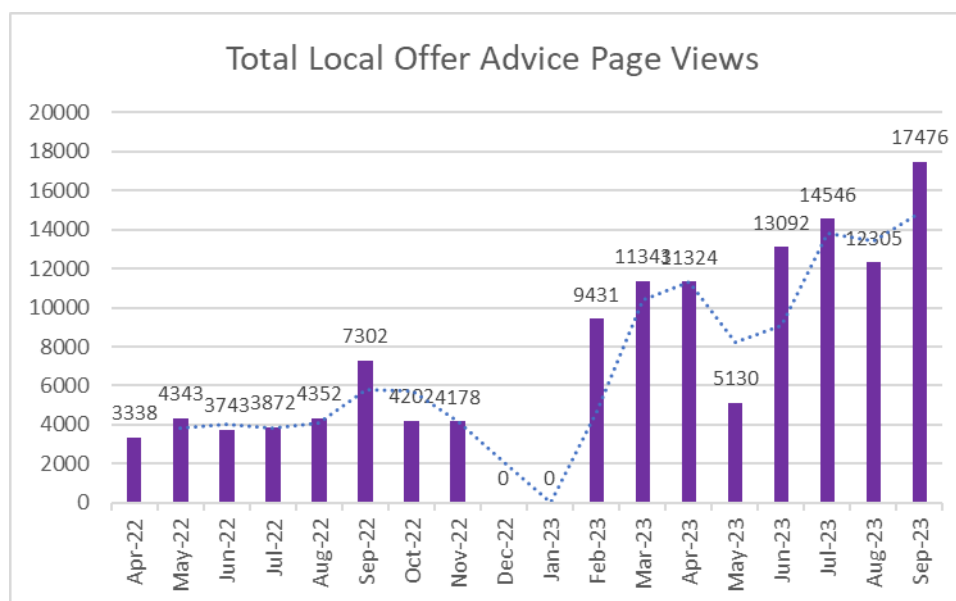
Below are examples of some of the engagement activities that have taken place over the last 12 months.

Activity	Impact
Parent/Carer school coffee meetings	This has resulted in new advice pages being created such as Accessible Taxis. They have been a good platform for parents/carers to advise if they need any issues escalating with the SEND Services in Sheffield City Council. 7 schools visited during the Summer Term 2023.
SENDing Voices	This is a group made up of young people with additional needs. We have been able to consult

	with them on the structure of the Local Offer website and content on advice pages including the Transition Guide. Their recommendations have been used in how the Local Offer webpages are structured.
STAMP (Chilypep)	This is a youth group who's membership includes those who have suffered with their social, emotional and mental health. They have provided feedback on the structure of the site which has been incorporated. They have given feedback on the "Support for LGBTQ+ young people in Sheffield" page which has helped shape the content.
Post 16 Pop Surgeries and Coffee mornings	Promoting the Local Offer website, in particular the Transition into Adulthood section
Events	Parent Carer Forum Preparing for Adulthood Information Day Preparing for Adulthood training days SENCO Briefing SEND Employment Forum Celebrating Diversity

### **Sheffield Directory Hits**

In August 2023, Google Analytics moved to version 4. This is what we use to look at our web hits. Due to this, we do not have accurate figures for the Sheffield Directory as a whole for 2023. Local Offer web hits have been tracked monthly using the old version and new version of Google Analytics.



2023		
Quarter	Overall Sheffield Directory	Local Offer
Q1 (Jan-Mar)	No data available	20,774
Q2 (Apr-Jun)	No data available	29,547 *May data incomplete
Q3 (Jul-Sep)	No data available	44,327
Q4 (Oct-Dec)		

2022		
Quarter	Overall Sheffield Directory	Local Offer
Q1 (Jan-Mar)	187,952	6,627
Q2 (Apr-Jun)	170,617	5,160
Q3 (Jul-Sep)	180,305	6,686
Q4 (Oct-Dec)	No data available due to website migration	No data available due to website migration

2021		
Quarter	Overall Sheffield Directory	Local Offer
Q1 (Jan-Mar)	154,463	5,641
Q2 (Apr-Jun)	167,024	5,288
Q3 (Jul-Sep)	188,612	5,273
Q4 (Oct-Dec)	169,849	5,061

This shows that since the migration in February 2023 to the new website, the number of hits on the Local Offer website has started to increase.

## Future Developments

We are waiting for the State of Sheffield and You Said, We Did report findings to filter through to understand any actions that may be required.

Health information is currently being reviewed on how it will be displayed and linked across to the NHS websites in Sheffield.

We are looking to create dedicated areas on the Local Offer webpages for:

- A Professionals Zone (a places where resources can be stored and information relating to various projects being undertaken across the city)
- The Autism Social and Communication Team
- The 0-5 SEND Service
- The Educational Psychology Service
- The Hearing and Vision Impaired Services

We will continue to work through our content diary to improve the existing information.