

Sheffield Local Offer Annual Report

1 September 2021 - 31 August 2022

Introduction

Welcome to Sheffield City Council Local Offer Report 2021-22. This report will provide an update on what we have achieved between September 2021 and August 2022, 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

Until 31 July 2022, the Local Authority commissioned the Sheffield Parent Carer Forum (SPCF) to work with us to:

- Improve, update, and maintain the Sheffield Local Offer website
- Ensure that the Local Offer provides a high-quality experience, which meets user requirements
- Ensure the Local offer is in alignment with statutory duties/responsibilities
- Ensure the Local offer provides an effective communication tool.

NB: The Participation, Engagement and Consultation commission contract (which the Sheffield Parent Carer Forum currently holds) is due to go out to tender in 2023. The parameters in which support is given to the Local Offer website will change. The development, maintenance and updating of the site now sits within the Local Authority (as of August 2022).

Structure and Usability

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.

To ensure that the site was user friendly and easily accessible, Parent Carer Forum focussed on:

- Improving search-ability by correcting keywords and categorisation of listings, and suggesting changes to filters and category names.
- Identifying missing providers and encouraging and supporting them to create listings
- Reviewing school listings and providing support to help schools access their listings to ensure their SEND information was up to date on the Local Offer and link to the SEND information reports on their school websites

Content

Sheffield Parent Carer forum continued to review and identify missing content aligned with statutory requirements. They liaised with council and health service managers to co-produce or review information and make approved information available online for young people and their families.

Improvements

The following information was reviewed and improved:

- Annual Health Checks for young people with a learning disability
- Childcare funding for children with SEND
- Choosing a school for your child with special educational needs and/or disabilities
- Different types of school placement
- Disability Access Fund Information
- How to access Council education and social care services
- School admissions of children with special educational needs and disabilities
- Special Schools in Sheffield

- The EHC needs assessment process
- Working with advocates in relation to children and young people with Special Educational Needs & Disabilities

Feedback and Engagement

In July 2022, surveys were issued to children/young people and their families to further understand the improvements required to the Local Offer website. This work was carried out in conjunction with the Community Youth Service team.

Feedback we have received will be fundamental to improving the platform, ensuring that it is user friendly and provides easily accessible information and advice for children and young with special educational needs and disability and their parents.

Main areas for improvement:

- 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.

Other feedback from parents

Feedback and questions from parents about local SEND provision collated by SPCF and SSENDIAS are listed in the “You said, we did” report for February 2021 - March 2022 ([link to the report](#)). The questions will be used to further develop the information on the Local Offer.

The online survey on the Local Offer website was completed by 7 people during this period. The results reflect the findings in our July 2022 surveys.

Engagement Activities

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

Activity	Impact
Keep in Touch Meetings between SPCF, SENDIAS, Sheffield City Council and South Yorkshire ICB	Process in place to gain views and feedback from parent carers – you said we did, bi-annual feedback report tabled at Inclusion Improvement Board and available on the Local Offer Website.
Bi-monthly Meeting with Director of People Services	Continued engagement between parent support groups and the Local Authority (LA).
Providing advice and information	SENDIAS and SPCF provide children and young people and their parents with information about the Local Offer and general support available around SEND provision and services. SPCF continue to be a key link for the LA to share information with parents through the SPCF website and social media.
SPCF representation and collaborative partnership	SPCF represent the voice of parents at strategic boards/meetings within the People's Portfolio. SPCF provided feedback on the Strengthening Inclusion Strategy/Programme and contributed to monitoring the progress of outcomes specified under each key theme. Developing and improving the Local Offer Website.

Sheffield Directory Hits

2022/23		
Quarter	Overall Sheffield Directory	Local Offer
Q1 (Apr-Jun)	170,617	5,160
Q2 (Jul-Sept)	180,305	6,686
Q3 (Oct-Dec)		
Q4 (Jan-Mar)		

2021/22		
Quarter	Overall Sheffield Directory	Local Offer
Q1 (Apr-Jun)	167,024	5,288
Q2 (Jul-Sept)	188,612	5,273

Q3 (Oct-Dec)	169,849	5,061
Q4 (Jan-Mar)	187,952	6,627

2020/21		
Quarter	Overall Sheffield Directory	Local Offer
Q1 (Apr-Jun)	109,347	4,386
Q2 (Jul-Sept)	153,401	4,334
Q3 (Oct-Dec)	133,330	5,443
Q4 (Jan-Mar)	154,463	5,641

2019/20		
Quarter	Overall Sheffield Directory	Local Offer
Q1 (Apr-Jun)	212,093	4,519
Q2 Jul-Sept)	214,525	5,316
Q3 (Oct-Dec)	193,723	5,321
Q4 (Jan-Mar)	200,297	5,458

2018/19		
Quarter	Overall Sheffield Directory	Local Offer
Q1 (Apr-Jun)	201,280	3,902
Q2 Jul-Sept)	197,170	4,662
Q3 (Oct-Dec)	192,855	5,107
Q4 (Jan-Mar)	216,079	5,666

This demonstrates, over 2021 and 2022, the number of hits on both the Sheffield Directory and Local Offer website has increased since the drop experienced during the Covid-19 pandemic (2020 – 2021 period).

Future Developments

Development work on the Sheffield Directory is in progress to migrate to a new web platform to address improvements identified. This will be in place by December 2022.

A Communications and Engagement Officer was recruited to in July 2022. The officer is working to transfer all advice and content into the new web platform. They are working in close partnership with the Sheffield Directory Migration Project team to deliver the new web platform.

Feedback received through youth and family surveys, the online feedback form, reports from SPCF and SSENDIAS and SEND Advisory Group (a new group set up in November 2022 by Community Youth Services for young people aged 13-25) will inform future developments of the Local Offer.