

Sheffield Local Offer Annual Report 1 September 2023 - 31 August 2024

Introduction

Welcome to Sheffield City Council Local Offer Report 2023-24. This report will provide an update on what we have achieved between September 2023 and August 2024, 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.

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.

- More accessible.
- More user friendly.

Structure and Usability

A Sheffield Directory Working Group was established in January 2023. It's 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
- Re-categorised listings and made the category list simpler.
- Identifying missing providers and encouraging and supporting them to create listings.
- Reviewing existing listings to check they are up to date.

- Secured the use of ReciteMe which became live in June 2024. This is an in-built application on the website that helps with accessibility to the site. More information can be found by [clicking here](#).
- Continuing to publish information on advice pages with a reduced reading age.
- Progressing with an events diary.
- Developing new interactive pages for Family Hubs.

Content

A Local Offer content diary is used 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 is 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 our 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:

- Support within school if your child may have special educational needs:
- Anxiety and emotionally based school avoidance
- Mainstream Education and young people with Education, Health and Care plans
- Children who cannot attend school because of health needs
- Funding for special educational needs in mainstream schools
- How to access Health services
- Apprenticeships, Traineeships and Supported Internships
- Sensory rooms in Sheffield
- School transport for children with special educational needs
- Help with Housing - Buying a home
- Help with Housing - Homelessness
- Help with Housing - Renting your home
- Safeguarding for Children and Young People with Special Educational Needs and Disabilities (SEND)
- Education, training and employment support for young people released from custody
- Alternative Provision

New advice content created

The following new information was created:

- Children's Continuing Care

- Mainstream Education and young people with Education, Health and Care plans
- Want to give a compliment
- Area SEND (special educational needs and disabilities) Ofsted and Care Quality Commission (CQC) inspections

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

- Door 43
- Learning for Life - Relationships and Sexual Education Resources
- Moving to adult care
- Sheffield All Age Autism Strategy
- National Digital Inclusion Network - free services that give people access to refurbished devices, free data and digital skills training
- Sheffield Family Hub and Sheffield Parenting Hub - discussion groups, seminars and parenting programmes

SEND Information Event

In July 2024, we arranged a twilight SEND Information Event for parent, carers and young people. We had services come along and have a stall from the following organisations and services:

- Sheffield Parent Carer Forum
- Inclusion and Attendance
- Sheffield SENDIAS
- SAYIT
- Sheaf Training
- Sheffield College
- Social Care - Prep For Adulthood Team
- Autism Team
- SENDSARS
- Hearing and Vision Support Service
- Sheffield ADHD Project
- The Corner
- Travel Training/Transport
- DWP
- Community Youth Services
- Educational Psychology Service
- MENCAP
- Family Centres

Over 30 parent/carers and young people attended. On an exit poll, 100% of those asked said they had got the information they were looking for. 83% said they would return to future events. At future events, attendees would like to see:

- Ryegate
- NHS services

- More personalised sessions

Feedback we received:

- Like them (info events) to be a regular feature. Was really useful being able to speak to services under one roof rather than firing emails off and waiting for a reply.
- I thought there was an excellent range of services.

Feedback and Engagement

In the State of Sheffield 2023 report, it highlighted the following from it's parent/carer respondents:

- Whilst the improved feedback on the local offer website is encouraging, there is still a long way to go to turn the site into the central information point it was intended to be. A marketing campaign is needed to raise awareness amongst parents and professionals.

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

- Local Offer website promoted using:
 - Posters and leaflets re-sent to internal Council services, schools, colleges, nurseries, family centres, GP surgeries/Health
 - Regular posts on the SEND Facebook Group. This group was set up in March 2023 and now has over 3,300 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/carer coffee meetings
 - Attending events

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

Feedback on this page



115 people left a rating. 57% clicked on the green face and 42% on the red face. This is some of the feedback we have received and what we have done as a result (where applicable):

- I was able to find information about all of the services on one page therefore less time consuming.
- Ease of access is amazing
- Great page, easy to navigate
- Interesting read. Thanks for the further reading recommendation too.

- Covers a wide area of needs.

Any feedback left through this function, we have actioned and detailed on the [Feedback received](#) page under You Said We Did.

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 haven't had any responses through this route.

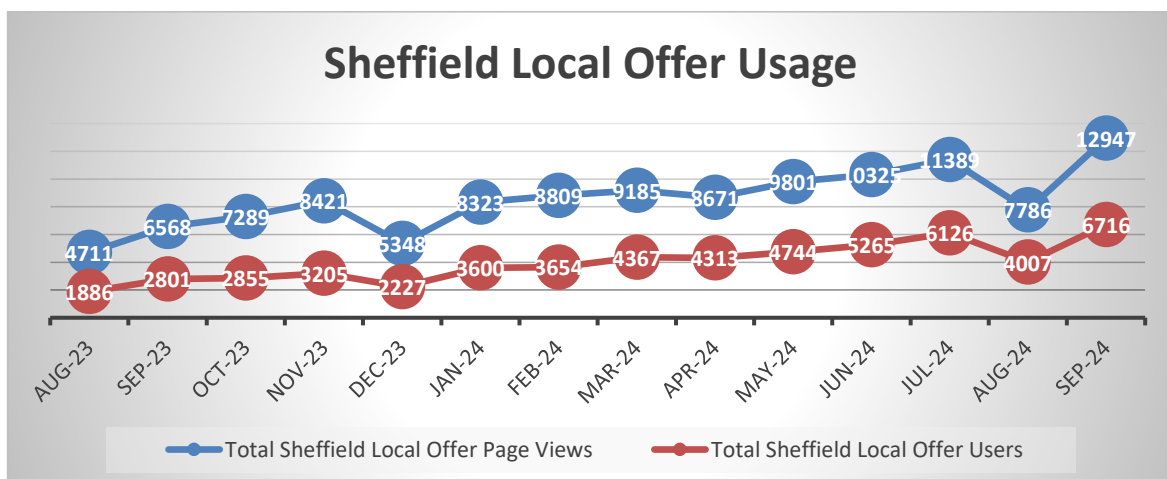
Engagement Activities

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	Promotion of Local Offer webpages.
Events	Sheffield Parent Carer Forum event – promotion of Local Offer webpages. Post 16 Information events – families and young people able to access the right information tailored to their individual needs.
Parent/Carer telephone calls	Accounts of parent/carers in the tribunal process to help inform future change.
SEND Youth Take Over day	3 young people experienced the Sheffield SEND Service which led to 2 work experience placements.
Post 16 Student Engagement	Visits to every Specialist Post-16 setting to get young person voice to learn about the transition experience and aspirations for adulthood to shape future planning.

Sheffield Directory Hits

In August 2023, Google Analytics moved to version 4. This is what we use to look at the web hits and users.



Future Developments

We want to consult with parent/carers and young people to look at how the site is structured to see where improvements can be made.

A design refresh of the Sheffield Directory that will include a fresh new colour palette.

Interactive advice pages (currently in development with Family Centres trialling first).

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