

The Swindon Local Offer

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Table of Contents

Local Offer Annual Report 2024.....	1
The SEND Local Offer	3
Statutory compliance.....	3
Information, advice and support services (IASS) group.....	3
Local Offer Champions.....	4
Who is the Local Offer aimed at?.....	4
What is included in the Local Offer.....	4
A new look Local Offer website	5
The SBC Web Team	6
A new design.....	6
Accessibility.....	7
Keeping the Local Offer up to date	8
SENDi and AP Strategy 2023-28.....	8
Local Offer Front Door	8
Local Offer change requests	9
Communication.....	10
SEND Local Offer Marketing and Engagement Plan	10
SEND newsletters.....	10
Local Offer in the Community.....	13
Local Offer Analytics	14
Platform analytics	14
YouTube analytics	17
The SEND Annual Survey results.....	18
Future developments.....	19
Appendices.....	20
Appendix 1	20

The SEND Local Offer

The Swindon Local Offer is constantly changing, improving and evolving to meet the needs of the children, young people, parents and carers that it serves.

This year has been no exception. The Local Offer has seen two major changes in the past 12 months. The first, and the biggest change, is that the website has moved to a new platform. The second change is that the Local Offer Big Fortnight events will no longer be taking place, having been replaced with the Local Offer in the community (see Local Offer in the community section).

The following report is a snapshot of what has been achieved in the past 12 months of the Local Offer and what will be the main development points in the next 12 months.

Statutory compliance

[The SEND Code of Practice: 0-25 years](#), specifies that every local authority has a legal duty to develop and publish a Local Offer. The Local Offer must set out, in one place, the support that they expect will be available in their area across education, health and social care to children and young people with special educational needs (SEN) and/or disabilities, including those who do not have an Education Health and Care Plan (EHCP) (SEND Code of Practice, section 4.1).

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

Section 30 of the Children and Act 2014 states that: “(a) local authority must keep its Local Offer under review and may from time to time revise it.”

Information, advice and support services (IASS) group

The Children and Families Act (2014) requires local authorities to ensure children and young people with Special Educational Needs and/or Disabilities (SEND) and their parents/carers have access to an up to date, relevant and impartial information and advice. The Local Authority work with representatives from:

- Swindon SEND Families Voice (SSFV) who are the recognised parent/carer forum in Swindon.
- STEP a registered charity providing a safe and supportive environment for children and young people aged 7-18. STEP are commissioned by Swindon Borough Council to gain the voice of children/young people with SEND for particular projects, so attend meetings with this agenda.
- Swindon SEND information, advice and support service (SIAS) who provide information, advice and support about education, health and social care for children and young people from 0-25 with SEND, as well as their parents or carers. Health Watch Swindon – whose aim

is to understand the needs, experiences and concerns of people who use health and social care services and to speak out on their behalf.

The group also seeks to contribute to ensuring that services are responsive to local needs and aspirations, by directly involving children, young people and their families with Special Educational Needs and Disabilities (SEND) alongside service providers in the development and review of practices and provisions.

Local Offer Champions

The Local Offer Champions meet quarterly to promote the Local Offer, both within the service to their service areas and externally to their service users and their families.

The purpose of the Local Offer Champions is to 'champion' (support, be an advocate for) the Swindon Local Offer. This includes;

- Making sure their teams/services understand the wealth of information, advice and service information available on the Local Offer website [Swindon Local Offer - Home](#),
- Promoting the Local Offer website content to service users including at events/conferences/meetings.
- Working with the Local Offer Development Officer to ensure the site provides accurate and up to date information whilst considering user experience.
- Using the Swindon Local Offer website and analytics (see Local Offer Analytics section) to inform commissioning of services in the Local Area. This may include feeding to the service commissioner where this is not the role of the Local Offer Champion.

Who is the Local Offer aimed at?

The Local Offer's success is built on full engagement with children, young people and their parents. Therefore, content should be aimed at all children and young people in Swindon with SEND aged 0 to 25 years old, with or without an Education, Health and Care (EHC) Plan and their parent carers. The Local Offer is also a useful resource for the professionals who work with the families of children and young people with SEND.

What is included in the Local Offer

The Local Offer website should not be simply a directory of services. It should also not be a place to put documents as 'there is nowhere else to put them'. The main menu on Swindon's SEND Local Offer website focuses on different themed menus; developed using the content requirements of the SEND Code of Practice 2014 and allowing users to browse information by topic/subject area.

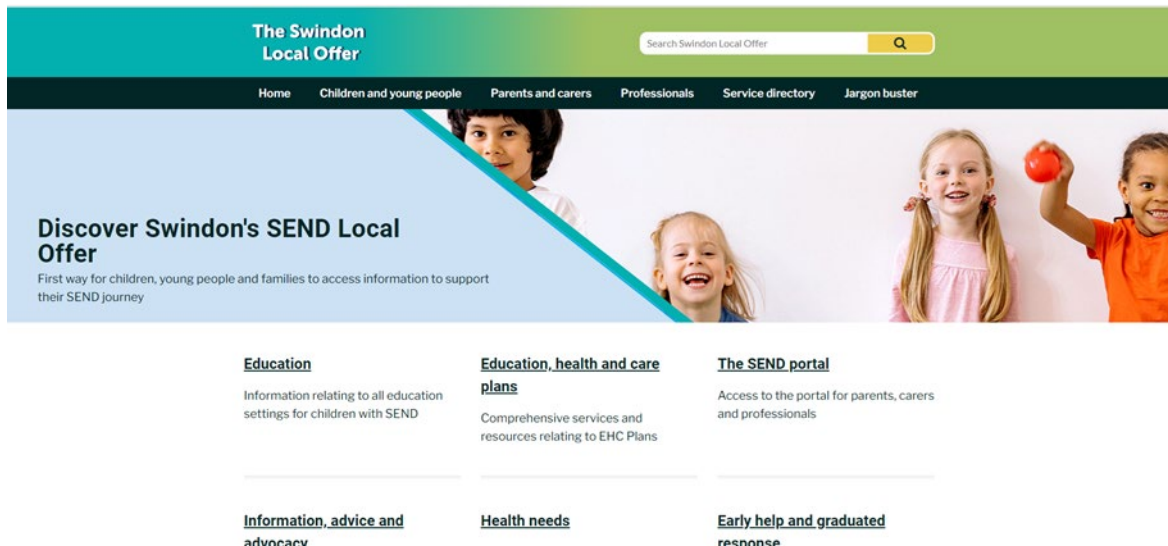


Figure 1: New Local Offer main menu

This layout makes it easier for families, who may not know what their needs are or what they are eligible for, to easily find the information they require. The themes on the Swindon SEND Local Offer are:

- Children’s Social Care
- Early interventions and the graduated response (Contact Swindon)
- Education – including post-16 education and training provision and apprenticeships, traineeships and supported internships
- Preparing for adult life – advice and information about provision to assist in preparing children and young people for adulthood
- EHC Plans – with details of how parents and young people can request an assessment and arrangements for identifying and assessing children and young people’s SEND – including arrangements for EHC needs assessments
- Information, advice and advocacy – including arrangements for resolving disagreements and for mediation, and details about making complaints
- Health needs
- Leisure and activities
- Travel assistance - arrangements for travel to and from schools, post-16 institutions and early years providers

A new look Local Offer website

In July 2022, it was identified and agreed that a new Local Offer platform was needed as the contract for the current platform was due to expire in early 2024. The previous platform was also limited in terms of design, development and accessibility.

Co-production is at the centre of SEND in Swindon and as part of the design and implementation of the new platform Young people, parent carers and professionals were asked to give their views and feedback during this project. They were asked how they received information about services and how services can be improved to help meet the needs of the audience.

A working group, made up of representatives from SEND, children's and adults services, the local Integrated Care Board (ICB), care experienced young people and Public Health were consulted about the Local Offer website, its importance and how it can be developed further. This development of the Local Offer is now being carried forward by Priority 5 of the SENDi and AP Strategy.

After considering several options, it was agreed that a sister site would be developed which would sit on the current Swindon Borough Council (SBC) platform. This meant that SBC would have more control over the development of the website and any innovations would be done more quickly and at no extra cost.

The current Local Offer platform went live on Tuesday 2nd April 2024. It is important to stress that the Local Offer has remained the same, this was merely the implementation of a new platform with which to store and share information about the Local Offer on.

The SBC Web Team

Swindon Borough Council's Web Team now carry out the design, development, structure and updating of the content on the new Local Offer platform. The Web Team also manage the main Swindon Borough Council's web pages. Although there is a different look to the Local Offer and the SBC website, the Web Team are able to bring a consistency of approach in terms of information style and improved accessibility. This means that the Local Offer now has web content experts at its disposal and enables the delivery of web pages that are easy to read and understand, free of jargon, scannable, and up to date.

A new design

The migration of the Local Offer was completed using a 'lift and shift' method. Therefore, the content and the structure of the Local Offer remained mostly untouched, apart from some new features.

There are three new sections in the main menu tool bar for children and young people, parents and carers and professionals. These menu pages include links to pages that are important to this section of the community. These menus will be reviewed regularly by representatives of the group to ensure that these menus accurately provide the pages that people need to visit.

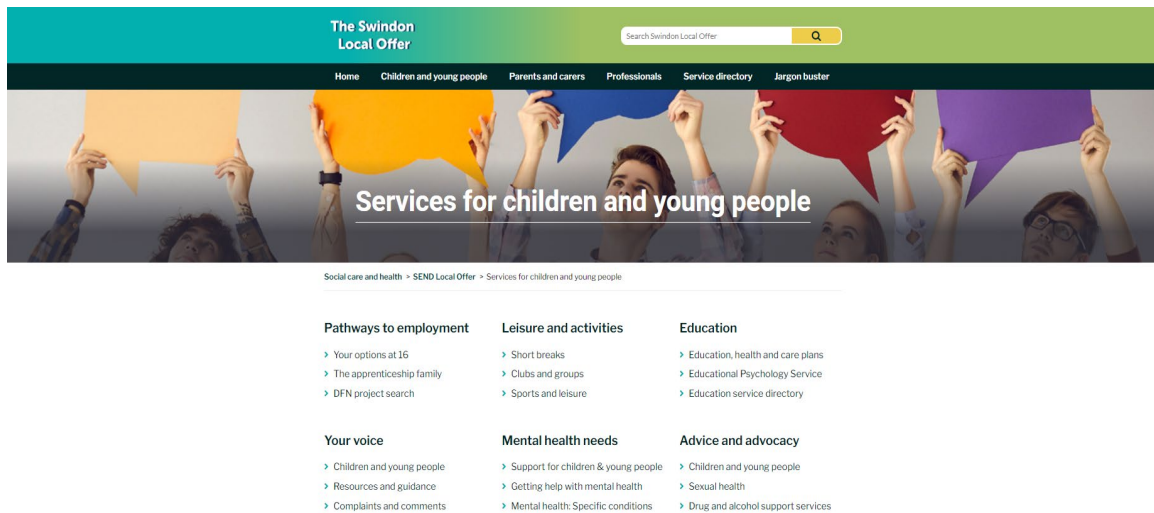


Figure 2 Menu for services for children's and young people

The service directory also has a new look, with information on services that are available for Swindon residents, both locally and nationally. This information includes what the service is, a brief summary of what is involved, how to contact them and a link to their website.

The Jargon Buster is now an alphabetised web page that provides explanations of terms that children, young people and parents/carers may not know and/or understand.

Accessibility

As stated above, one of the key purposes of the Local Offer is to provide accessible information. The Local Offer achieves this in the following ways:

- Ensuring that information is accessible to those with special educational needs and/or a disability
- Ensuring that information is accessible to all
- Ensuring that information is available to those who cannot gain access to the internet

Accessibility is important to ensure information can be found and read. This is done by ensuring that information is up to date and accurate, is able to be found on all main search engines in the UK and not hidden away in word or pdf documents or in complicated navigation.

Documents that are uploaded to the Local Offer website need to be checked for accessibility using the tools found on Microsoft Word, Adobe, or anywhere else used to create documents.

There are different ways that access can be gained to the information on the services and advice available for Swindon residents, not just by accessing the website.

Professionals from education, health and social care will use the Local Offer website as a source to provide the information needed.

Swindon Borough Council Customer Services Team, the Initial Contact Team, Contact Swindon and Libraries staff have all received training to use the Local Offer so they can provide residents information over the phone or face to face.

Keeping the Local Offer up to date

In order to ensure that young people, parents/carers and professionals have confidence that the information on the Local Offer is up to date, information needs to be reviewed regularly, co-produced and page owners need to take shared responsibility for their information. The Local Offer website is dependent on page owners, services, partners and Swindon residents to feedback on whether information is correct and up to date by emailing the Local Offer inbox at the localoffer@swindon.gov.uk.

SENDi and AP Strategy 2023-28

The Special Educational Needs and Disability (SEND), Inclusion and Alternative Provision Strategy (SENDi & AP Strategy) outlines Swindon's vision for SEND, Inclusion and Alternative Provision over the next 5 years, and outlines the identified priorities that will be worked towards. The continued development of the Local Offer happens with children, young people with SEND and their families in mind so they can access information and advice as easily as possible. This is further strengthened by a regular audit to ensure that information is relevant, accessible and up to date.

The Local Offer is linked with many facets of the strategy. Priority Five in the strategy is 'We will make sure that accurate and accessible information is readily available to children, young people and their families, including transparency around key decisions'. The co-production and delivery of a new platform that enables this was a key deliverable within this priority.

Local Offer Front Door

The Local Offer receive requests, both internal or external, via emails to localoffer@swindon.gov.uk. These requests could be for change requests, email enquiries around SEND Newsletters and queries about information and support.

The front door is a great way to make sure that queries and requests go to the right service in a timely manner.

Statistics for the new Local Offer front door will be collected quarterly to monitor and report on how many requests are received and completed on time. These statistics are also recorded to flag if/when there may be capacity issues caused primarily by now only having one member of staff recording requests received and keeping the Local Offer website updated.

The statistics below show that the Local Offer front door has had a consistent level of traffic for the first three months, averaging around 24 emails per month. However, it will be interesting to see how this fluctuates over a 12-month span so busier and quieter times can be identified. Other requests received included queries about SEND services, SEND Newsletter requests and communication around various Local Offer meetings.

Month	Total number of contacts	Number of change requests	Rag rated RED – complete within 10	Rag rated AMBER – complete within 20	Rag rated GREEN – complete within 30	Rag rated Blue – complete within 40
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	received to the inbox		working days	working days	working days	working days
April	21	8	4	3	1	0
May	25	12	10	2	0	0
June	29	5	3	0	1	1
Total	61	25	17	5	2	1

The data above shows that the majority (68%) of Local Offer change request forms received are for urgent changes (to be completed within 10 working days). Where possible, it would support IT resources better for the majority to be non-urgent (to be completed within 30 working days). However, so far IT have managed to complete all requests on time, but this needs to be regularly reviewed moving forwards to ensure IT have sufficient resource to continue to meet these targets.

Local Offer change requests

The process for change requests has changed slightly since last year's Local Offer Annual Report. From the 1st April 2024, all change requests are sent to the Local Offer inbox (email address above) and not the SEND Service inbox. The Local Offer Development Officer follows the following quality assurance process for Local Offer change requests:

- Logging change requests - Add change request to the Local Offer Front Door log when it arrives.
- Assessing the request – Is the information provided readable? Is the information jargon-free? Is the information free from long sentences and complicated language? Are there any accompanying documents with the request and if so do they meet accessibility criteria (see accessibility section)?
- Arranging a meeting with the person requesting changes – Looking at the design of the page(s), discussing any readability and accessibility issues. Provide help with any changes that are needed and/or request that information is redrafted and sent back through the process.
- Triage the change request form - When information is ready to go on the website ensure the RAG(B) rating fits the change request (red 10 days from receiving request to completion, amber 20 days, green 30 days, and blue 40 days+).
- Send change request to the Web Team – Put the information in a format that enables the web team to quickly and efficiently identify where all the changes are and what is needed to be achieved for the successful completion of each request in a timely manner.
- Change request completed – Ensure that the requester is ok with the changes made and then log change request when completed.

In the absence of the Local Offer Development Officer their line manager has full access to the Local Offer email inbox in order to carry out the above process. Along with the Web Team now being able to carry out any immediate changes on the Local Offer website, the risk of any single point of failure has now been mitigated.

Communication

SEND Local Offer Marketing and Engagement Plan

The Marketing and Engagement Plan for the Swindon Local Offer was first published in 2021. Its purpose is to meet the requirements of the Children and Families Act 2014 in conjunction with key partners including Swindon SEND Families Voice (the local Parent Carer Forum), the local Integrated Care Board, and STEP, who promote participation of children and young people in areas affecting their lives, by setting out a plan of how the SEND Service will communicate to the public information and services that are available to them.

You can view the 2023/24 Local Offer Marketing and Engagement Plan on the [What does co-producing the Local Offer Mean?](#) page on the Local Offer.

SEND newsletters

The following newsletters are produced weekly and monthly and aim to provide easy access to key information and updates for families of children and young people with SEND and the professionals that work with them. The SEND newsletters go to approximately 1,342 recipients, professionals, parents/carers, services and education settings (473 recipients of the SEND News Splash and 869 recipients of the SEND Family News Splash). This is slightly down on last year's figures of 1,444 recipients in 2023 (477 recipients of the SEND News Splash each week and 967 recipients of the SEND Families News Splash each month). The SEND News Splash page on the Local Offer was visited 173 times between April and June 2024, the SEND Families News Splash was visited 91 times and the Summer Activities News Splash was only visited 25 times. Some school websites are also attaching SEND newsletters to their pages under their SEND section, either linking to the page on the Local Offer or adding each individual pdf to their website (see Peatmoor Community Primary School SEND page as an example: [Peatmoor Community Primary School - SEND News Splash](#)). However, as SEND Newsletters can be accessed via different means (as highlighted above) and sent direct to parents/carers, services and educational settings, it is expected that the number of visits to the Local Offer webpages would be lower. The mailing list numbers are also lower this year due to the various ways that the news letters can now be accessed.

In terms of measuring the impact of the SEND Newsletters, the SEND Annual Survey results section below show that parents/carers use the Families News Splash as one of their main sources of SEND information. This shows that communication aimed directly at parents/carers is positively received. For professionals the SEND News Splash is an important source of information.

SEND News Splash

The SEND News Splash newsletter, which is published every Monday, is aimed at young people, parents/carers, and the professionals that work with them. The purpose of the SEND News Splash is to provide topical, relevant and up-to-date information to parents/carers of children and young people with SEND and the practitioners that work with them. The News Splash contains information

and updates from services and news on upcoming events. The newsletter also provides information on any relevant diversity days with links to the Local Offer. The updated list of diversity days are now available in the Local Offer Marketing and Engagement Plan which you can find on the Local Offer page, What does co-producing the Local Offer mean?

This year the 200th issue of the SEND News Splash newsletter was published (below).



Figure 3 SEND News Splash page, 200th special edition

SEND Families News Splash

The SEND Families News Splash is a monthly newsletter that provides parents/carers with information, signposting them to the Local Offer website and services available to them in Swindon where appropriate. It does not, where possible, repeat the content published in the weekly News Splash; rather it provides more targeted information specifically for parents/carers of children and young people with SEND.

To be added to the mailing list for the Families News Splash, visit the Swindon Borough Council webpage:

https://www.swindon.gov.uk/info/20029/people_and_communities/701/sign_up_for_our_e-newsletters



Figure 4 SEND Families News Splash front cover

SEND Summer News Splash

The annual Summer Activities News Splash was launched in July 2020 and its fourth edition was sent out in July 2023. The aim of the newsletter is to provide information on outdoor, indoor and online activities for children and young people in Swindon over summer.



Figure 5 Two pages from the Swindon SEND Summer Activities Programme 2023



Figure 6 Two pages from the Swindon SEND Summer Activities Programme 2023

Local Offer in the Community

Public events are important in promoting the Local Offer, to inform people of what it is, who it's for and how they can access it. It is also key to provide families/carers of children and young people with Special Educational Needs and Disabilities between 0-25 years old, and the professionals that work with them, the opportunity to feedback on any issues that they have experienced accessing the information, advice and services that they need to help families in their SEND Journey.

At the Local Offer Big Fortnight 2022 event, there was a low uptake in attendance by members of the public, compared to the high number of hours services put in to plan and attend the events. Therefore, it was agreed that a better use of resources would be to increase the presence of the information about Local Offer at local community events. This is in line with the corporate priority of ensuring information is accessible to local residents where they live.

In order to promote the Swindon Local Offer, merchandise has been designed and developed to give out to the public and to professionals. This merchandise highlights what the Local Offer is, how to access it and how to contact us. This merchandise includes postcards, tote bags, mugs, scented candles, stress balls, tissues, pencil cases, rulers, notepads, trolley tokens, and fidget spinners that are also highlighters.

As mentioned above, in line with the corporate priority of ensuring information is accessible to local residents where they live, the Local Offer Development Officer attended more events in the community this year, going to events where children and young people and parents/carers would be attending, rather than just professionals. The aim is to extend the reach of the Local Offer and promote services to people who may not be aware of the Local Offer or able to access websites. The Local Offer Development Officer attended community events in libraries, an open day in an education setting, and a careers fair and promoted the services available for children and young people with SEND and their families. Events, like the SEND Conference, Teacher's Conference and SEND Employer Forum were opportunities to network with services including health, education and social care. A full list of community events attended can be found in Appendix A at the end of this report.

Merchandise

As well as attending events with the Local Offer Development Officer, the Local Offer banners and merchandise are available to services to promote with their service users and customers. A Local Offer banner and postcards were taken to Central Library for attendees to utilize. Postcards were also taken to Swindon Hub to display in their information and advice section. Packs were made up for new staff and visitors to the SEND service and to well-being warriors. An EHCP Coordinator took 13 Local Offer goodie packs to a Year 11 moving on event at Paternoster School for pupils from Swindon with SEND and Swindon SEND Families Voice took 230 postcards to make up packs for parents/carers of children with SEND starting school in Reception Year.

If you would like any Local Offer merchandise for your event or to display for people to take, please email the Local Offer at localoffer@swindon.gov.uk.

Local Offer Analytics

Platform analytics

Along with the change in platform, the Local Offer now is able to access analytics from Siteimprove, which provides insight into how long users are spending interacting with a particular page or journey on the site.

Unfortunately, because the new site has only been in operation since the 2nd April 2024 and due to the issues with getting analytics from the previous platform for the previous year, analytics about the site only exist for three months.

The analytics give information on customer behaviour from April 2024 to June 2024.

Over this period the site was visited by 51,243 users. Of those, 50,762,613 were new unique visitors, which makes sense as it is a new platform.

Of those who visited the site, 35,103 people accessed the website via their desktop and 16,140 visited the website on a mobile device. This is a significant difference to last year's *Google Analytics* figures where mobile devices were used more than desktops.

The top 5 most visited menus are:

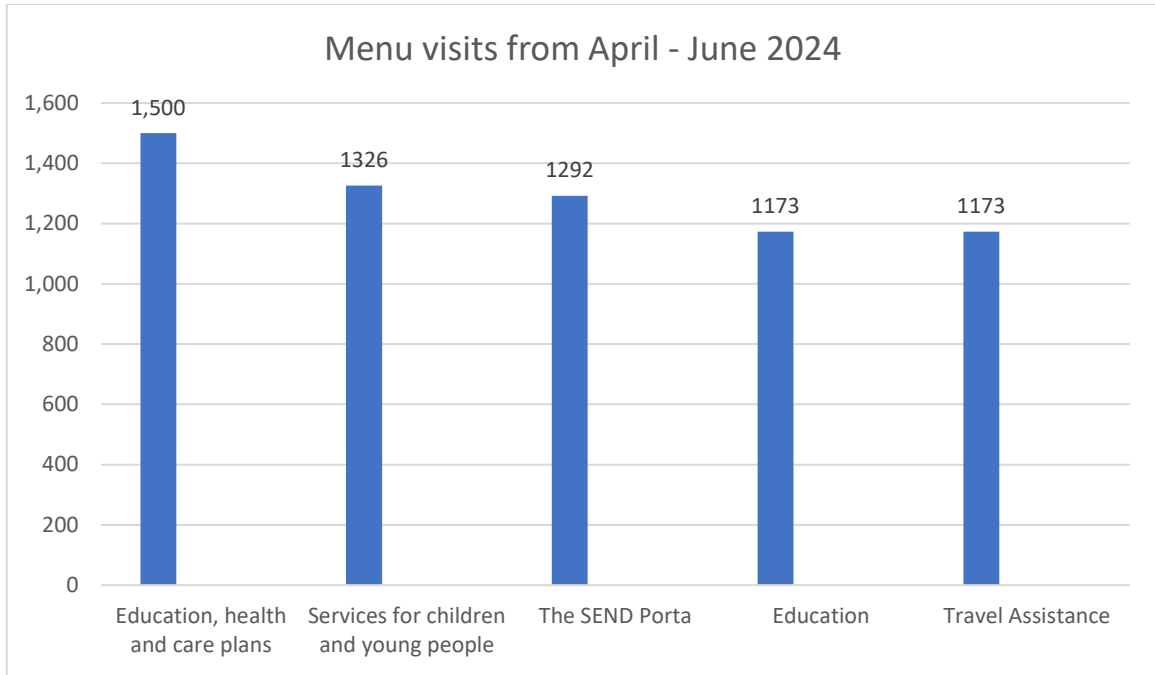


Table 1: Amount of times visitors to the Local Offer visited a menu page from April-June 2024

This shows that the most visited menu is about the process of Education, Health and Care Plans (EHCPs).

In terms of most visited pages on the Local Offer, the top 5 are:

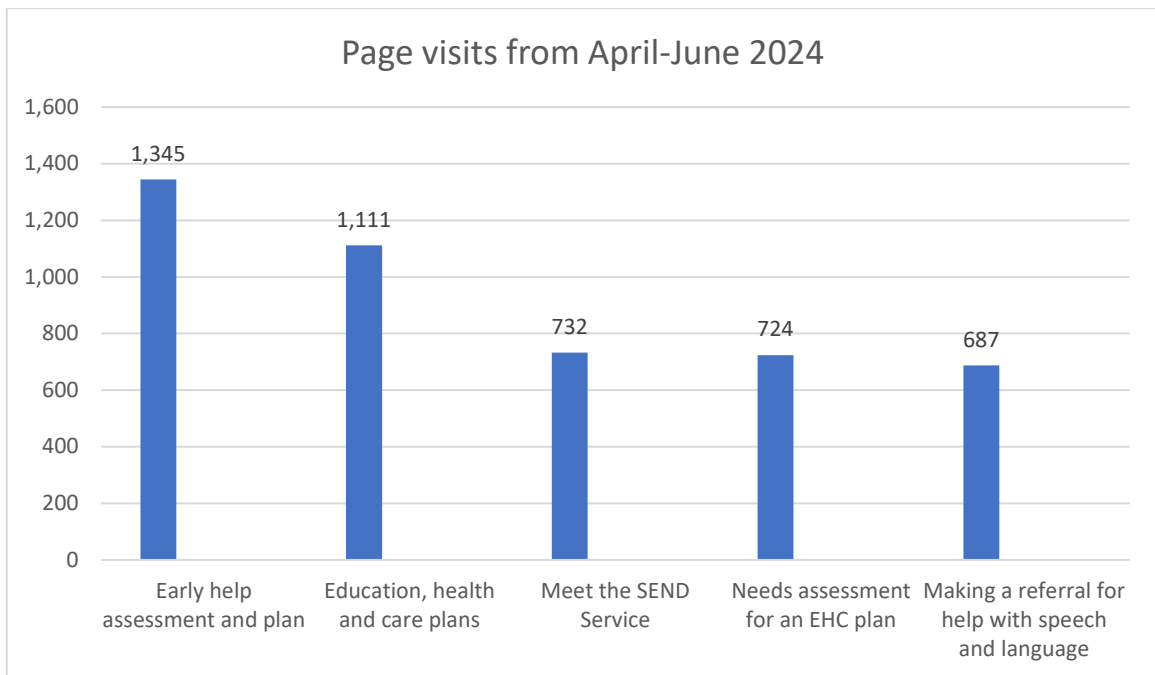


Table 2: Amount of times users to the Local Offer visited a page

This shows that 4 out of 5 of the most visited pages are about getting support or help at various levels for children and young people.

What can be seen in terms of the theme of these pages is that they request that the visitor perform an action. For example, to make a referral or apply for assistance. This theme can also be seen when

looking at behaviour maps for specific pages. A good example is the education health and care plans page as it is the most visited menu and one of the most popular pages on the Local Offer (see page below). This is the first time how many people accessed the downloads and which ones are not being accessed could be seen. It can then be determined how useful visitors are finding some documents compared to others.

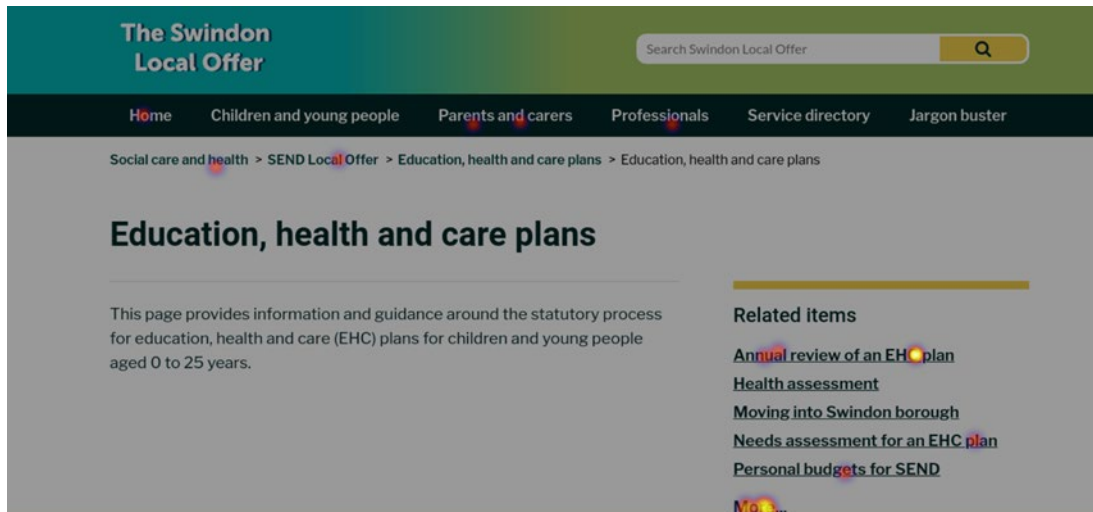


Figure 7 Page one of the heat map of the education, health and care plan page

annual review gathers the information discussed at interim meetings to contribute to the EHC plan and measures progress made towards the agreed outcomes.

[Education, health and care plan – example document](#) (PDF)

See also:

- [Applying for an EHC plan](#) (PDF)
- [EHC plan flowchart](#) (PDF)

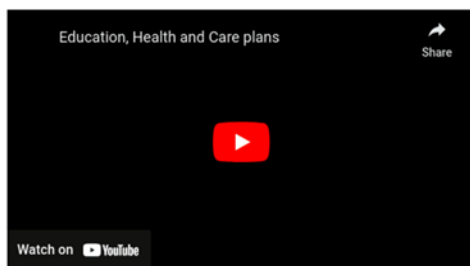


Figure 8 Page two of the heat map of the education, health and care plan page

- [EHC plan Easy Read](#) (PDF)

EHC plan and annual review short surveys

We need your feedback on our delivery of services to plan ahead for SEND.

- [SEND short surveys](#)

Links

- [Annual review of an education, health and care plan](#)
- [Person-centred planning resources](#)
- [Planning Live events](#)
- [Universal banding descriptors](#) (PDF)
- [Identifying special educational needs \(SEN\)](#)
- [Early help assessment and plan](#)
- [Health assessment](#)
- [Children's social care](#)
- [SIAS - Swindon SEND information, advice and support service](#)
- [DfE guide for parents](#)

Figure 9 Page three of the heat map of the education, health and care plan page

The most clicked download on this page can be seen to be:

1. Applying for an EHC plan (15 clicks)
2. EHC plan flowchart (6 clicks)
3. Related documents section (6 clicks)
4. Universal branding descriptions (5 clicks)
5. Education and health and care plan – example document (5 clicks)

Downloadable documents, such as the letter to parents/carers from Edward Timpson MP, Good practice guide and detention and training order protocol June 2018, failed to receive any visits between April-June 2024. This could mean that the title isn't informative or descriptive enough so the user knows what the document is and want to click on it, not visible enough so the user can see it or maybe the download is out of date. These factors can now be used to analyse whether the download is kept or amended depending on its relevancy and need to still be on the website.

YouTube analytics

Compared to the previous year (from 1st May 2022 to 30th April 2023), the YouTube analytics this year (from 1st June 2023 to 31st May 2024) shows a decline in video views. Compared to last year, video views have gone down by 400 views (from 2.4K to 2K), watch time has gone down by nearly 12 hours (35 hours down to 23.1 hours) and new subscribers to the channel have also gone down by 18 (35 new subscribers last year to 17 this year). The lack of growth of the channel could be due to the lack of new content and reduced promotion of videos on the current SEND communication channels. To get more views of a video there not only needs to be more output but the video's needs to be regularly posted on a popular social media site. One possible recommendation is the setting up of a Local Offer Facebook page in order to better promote videos as well as news and the promotion of services on the Local Offer (see Further Developments for more information).

The top 10 most videos compared to last year's views are as follows:

Name of video	From 1st May 2022 to 30th April 2023	From 1st June 2023 to 31st May 2024

Sign for raisins	199	380
Sign for biscuit	48	267
Cygnets – parental support programme	445	167
Sign for break/broken	72	157
Sign for tidy up	381	111
Sign for wash hands	23	62
Sign for toilet	10	61
Traded offer for the ATCL	NEW	59
Sunflower lanyard scheme	72	56
Intro to the EPS	83	55

Table 3: Most common YouTube videos viewed from 01/06/2023 - 31/05/2024 compared to previous year.

The SEND Annual Survey results

The annual survey was carried out between Monday, 25 September 2023 and closed on Friday, 15 December 2023. The survey was completed by young people, parents/carers, practitioners/professionals who engage with Swindon SEND services or work with those that do. 217 responses were received; 115 from parents/carers, 67 practitioners/professionals and 35 young people.

The main talking points in this year's survey are:

- 71% of young people find the information they need about services and support for them through their parents/carers, which is down 16.2% from the 2022 survey. 22% through teachers/teaching assistants and 14% find the information themselves.
- 34% of those young people who look for services themselves do it through online/internet searches. Through the Local Offer's new platform users are more able to find pages through internet searches more than ever before.
- 69% of parents/carers (an 11.5% increase from last year) state that they receive information about services available through Swindon SEND Families Voice. 50.9% state that they receive their information through the Families SEND News Splash (up 7.5% from last year's survey)
- 85.5% of parents/carers are likely to access social media channels to find out about SEND Services. 83.6% are more likely to access Swindon Send Families Voice, 71.8% through services already being accessed and 58.2% are likely to access the Local Offer, which is the same figure as in the 2022 survey.
- 82% of professionals receive information about services available for SEND through colleagues/team network, 68.7% through the weekly SEND News Splash (down 8.3% on last year) and 58.2% through the Local Offer (down 21% on last year).
- 92.3% of professionals are more likely to access training sessions/events/presentations to find out about services for SEND, 89.2% through services already being accessed and 83.1% are more likely to find out about services via the Local Offer (again down by 4.4% on last year).

This information tells us that children and young people, parents/carers and professionals want to be able to find information on SEND Services as quickly and as conveniently as possible. Accessing information directly aimed at them or by doing an online search which takes them to

the information they are looking for as quickly as possible will increase a positive public opinion on SEND services. The new Local Offer site now has different sections on the home page, including for children/young people and parents/carers which should increase ease of searches. The Local Offer website also allows for more online searches on popular web search platforms to successfully land on requested pages. Future development of a Local Offer Facebook page will also allow residents and professionals to get more information on services, quickly and efficiently (See Further Developments section).

To find out more on the SEND Survey 2023 please visit [The Swindon Local Offer - The Annual SEND Survey 2023](#) page.

Future developments

The Swindon SEND Local Offer is developed and reviewed in partnership with children and young people, parents/carers and local services, including early years settings, schools, colleges, health and social care agencies. The Local Offer should be constantly developed and promoted in order for it to continue to be the 'go to' site for SEND in Swindon.

- Now the Local Offer has been migrated to a new platform, work continues to improve the site's readability, navigation and accessibility. Feedback received from Swindon SEND Families Voice has resulted in all menu's being made alphabetical for easier access to the information available. The Local Offer will continue to work with partners and encourage feedback from all visitors in order to get as much development ideas to improve the site in a reasonable and thought out way.
- Through attendance at community events, strengthening contacts and training services, the Local Offer aims to ensure that it can reach people with the information and advice who are unable to access the internet.
- The Young Person's Champion role is a new role within Swindon's SEND Service. It has been set up as part of the Change Programme Partnership (CPP) to provide a voice for young people to ensure that they are aware of the services and information available to them and that those services are benefitting them. The Local Offer will have a Young Person's Champion who will help to increase visibility of the services and information available for young people with SEND through social media and other communications to young people and parents/carers.
- The addition of a young person's champion could help facilitate the implementation of a Swindon Local Offer Facebook page. Sharing the workload with two members of staff will help with the workload and updating the pages regularly. This could give more flexibility in sharing website content through social media and engaging new service users in the Swindon area. Feedback on services could be requested in more innovative ways without resorting to adding more surveys to the exhaustive list that already exists. Also, uploading videos on YouTube and sharing them on a popular social media site as Facebook will, not only, increase the view count but the exposure on the Facebook page will encourage other SEND services to follow suit and produce more videos for the YouTube site.

Appendices

Appendix 1

Over the last 12 months the Local Offer stand has been at various events promoting the services and information available to young people, parents/carers and professionals. These include:

Interactive story time - West Swindon Library, 15th August 2023, 15:00-16:30

The event was to support children with SEND to engage with the Summer Reading Challenge. Swindon Libraries, with support from Swindon Stories, ran a free, SEND-specific Interactive Story Time event for children with SEND and their families. Every attendee received a Local Offer goodie bag including Local Offer merchandise.

City of Sanctuary Family Session - Swindon Central Library, 24th August 2023, 10:00-13:00

An event for families who are new to Swindon with pre-school children to get to meet other families in a similar position. The event included games, arts and crafts and story time. Each attendee received a Local Offer goodie bag including Local Offer merchandise.

Crowdy's Open Day - New College, 5th September 2023, all day

An open day for parents/carers and students enrolling at the new sixth form facility at New College to have a look around and also visit stalls with information on services and advice aimed at young people.

Branches – Shaw Ridge Primary School, 14th September 2023 and The Meadow, 9th November 2023, 10:00-12:30

Organised by Swindon SEND Families Voice, this monthly event is attended by parents/carers and services. The Local Offer Development Officer attended in September and November 2023 to promote the Local Offer website and hand out merchandise.

EOTAS Careers fair - Swindon Town Football Club, 16th November 2023, all day

The careers fair was attended by Year 10 and 11 students from EOTAS Oakfield, Fernbrook and Riverside colleges, in addition to other local schools including special schools. It was estimated that over 150 students attended throughout the day. The aim of the event was for these students to talk to and meet employers and find out more about careers available to them, including information and advice available at the Local Offer stall.

Carers Rights Day - Swindon Town Football Club, 24th November 2023, all day

Parents/carers who are supporting a child under 18 years with SEND attended the event for advice, information and updates on support available for parents/carers in Swindon. The theme of the event was that identifying and registering as a carer can open up opportunities for further support. The Local Offer Development Officer also attended providing information and advice to these families.

SBC's Christmas and Spring event - Swindon Borough Council, Watt Tyler West, 13th December 2023 and 22nd May 2024, 12:00-14:00

A SBC internal event showcasing local businesses and internal services and a host of stalls and some entertainment in the WTW/WTE Lobby from 12 – 2pm. At the event there were a good selection of stalls, some returning from Christmas and also have Glam-O-Rose Cup Cakes Ice Cream Van on site. Young People from Churchward School provided entertainment in the form of a choir in December and a live band in May.

My Future event - New College, 1st February 2024, all day

The event was for young people aged 14+ with additional needs as they prepare for adult life, their parents, carers and professionals who support them.

The aim of the event was to make attendees aware of the range of support available to young people with additional needs who may need extra and sometimes specialist support to help them to prepare for adulthood.

Swindon SEND Employer Forum - Shaw Ridge Leisure Park, 13th March 2024, 09:30-14:30

The event is a platform for individuals to connect and communicate about the challenges and opportunities related to inclusive employment. Through this forum, attendees aim to foster a supportive and inclusive environment for sharing resources, discussing best practices, and advocating for the advancement of supported employment opportunities. The event includes talks from groups of interns celebrating their achievements, and workshops around creating a plan about building a more inclusive service. The Local Offer Development Officer provided a Local Offer goodie bag to all the interns who were at the event as well as the professionals at the event.

SEND Leaders Conference – STEAM Museum, Tuesday 18th June 2024, all day

The third annual Conference for SEND Leaders brought together key speakers along with practical workshop sessions around the theme of aspirations – the key to success. A marketplace featuring organisations and key services was available during the day for attendees to visit and talk to stall holders.

Conference for Headteachers and Education Leaders – STEAM Museum, Wednesday 3rd July 2024, all day

Following on from the SEND Leader’s Conference (above), this conference is entitled “Raising Aspirations”. Also like the SEND Leaders Conference there were opportunities during the day for delegates to visit a “marketplace” to view stands and talk to a range of organisations, that work with schools.