

Enfield's Local Offer

**Annual Review
2017/2018 – 2018/19**

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Striving for excellence



REMINDER - the Local Offer should be.....

collaborative: local authorities **must** involve parents, children and young people

accessible: the Local Offer should be easy to understand

comprehensive: parents and young people should know what support is available from education, health and social care for children and young people aged 0 to 25 and how to access it. This should include universal and specialist services.

transparent: the Local Offer should be clear about how decisions are made and who is accountable and responsible for them

Annual Review On-Line Feedback

Question	2016/17	2018
Found the information they were looking for	51%	61%
Used the search button to find information	New question for 2018	79%
Found the information helpful	64%	68%
Found the language clear and understandable	79%	86%
Found the pages easy to navigate	69%	46%
Would recommend to friends and relatives	New question for 2018	82%

On-Line feedback on the Local Offer 16/17

Feedback	Response
<p>One of the main concerns is accessibility and plain English. We will continue to work with our parents and young to try to make the information clearer and easier to access.</p>	<p>We are improving the accessibility of the 'Young People' section on the Local Offer by providing an easy read option of the information. This should be available December 2019.</p>
	<p>We are comprehensively reviewing the content on the Local Offer in partnership with Our Voice parent forum. This to ensure that the content makes sense, is clear and understandable. This is ongoing.</p>

Annual Review Survey 2018/19

- The statutory annual review of the Local Offer 2018 was by way of an on-line survey sent out to parents via Our Voice, Enfield National Autistic Society (ENAS) and Schools in an attempt to elicit a better response than in previous years.
- There were 28 responses to the survey broken down as follows: 4 parent/carers, 1 young person and 23 professionals.

Tell us what you think

Annual Review Survey 2018

We also noted that we are looking to make improvements to the Local Offer, and asked respondents to state which of the following were most important to them:

- 32% - the use of social media to promote events/services for families of YP with SEND
- 71% - a calendar of events on the Local Offer website
- 54% - the use of pictures and graphics to make the website user friendly
- 11% - other suggestions including, flowcharts and step by step instructions on how to apply for transport, more user friendly forms (Word), eg, EHCP needs assessment.

Tell us what you think

Annual Review Survey 2018

Other improvements respondents would like to see included:

- More visuals and colour – it needs to be more appealing
- More user friendly for children and parents
- More interactive links

Tell us what you think

Further feedback: Our Voice conference 2019

At the Our Voice Parents Conference on 5th February 2019 there was a workshop on the Local Offer. The findings were:

- 10 parents attended the workshop. 8 had heard of the Local Offer.
- On a scale of 1 – 10, it was ranked: 8 for content, 4 for layout.
- There was feedback about some pages being too text heavy.
- It would be helpful to have the Glossary as one of the red tabs at the top.
- EHCP flow chart would be better as an interactive page on the web pages rather than as a downloadable PDF document.
- 6 parents expressed an interest in being involved in a Local Offer Focus group that would meet 2/3 times a year to review and develop the Local Offer.
- Parents said that they felt more confident in using the Local Offer following the workshop.

Local Offer Focus Group 2019

- Parents who previously expressed an interest at the Our Voice conference were invited to a focus group in May 2019.
- The purpose of the focus group was to gain views and discuss different ideas for updating the Local Offer, including design, layout and content.
- We also discussed how to further promote the Local offer. Ways to market and raise awareness of the newly refreshed Local Offer were discussed and agreed.
- It was agreed that the focus group would do an ongoing comprehensive check of the content to ensure it's relevant, clear and up to date.

Local Offer Focus Group 2019

Parents were given the opportunity to comment and give views on three alternative ways of hosting the Local Offer online. These were:

- hosting the Local Offer on MyLife, the adult social care site
- setting up a new independent micro-site
- refreshing the existing Local Offer on the Enfield Council website.

The preferred option was to refresh the Local Offer on the Council's website.

Changes and improvements to the Local Offer homepage 2019

We are currently working with the Website Design team and Our Voice parent forum to redesign the Local Offer homepage. Some of the changes include:

- Including more pictures and images on the homepage
- Add a 'spotlight' which will bring attention to upcoming events and key updates
- Twitter feed on the homepage displaying our Moving On twitter account
- Streamlining the content

We aim to have these changes implemented by December 2019

Awareness of, and Marketing the Local Offer



We continue to raise awareness about the Local Offer with families, voluntary sector and community organisations and professionals.

“Hits” to the Local Offer pages:

Jan 2017 – Aug 2017	35,394
Jan 2018 – Aug 2018	44,042
Jan 2019 – Aug 2019	64,304

Awareness of, and Marketing the Local Offer

Marketing of the newly refreshed Local Offer was discussed at the focus group and it was agreed that the following methods would be adopted:

- Parent coffee mornings at schools
- Enfield Council Facebook page
- Moving On twitter page
- Internal communications at the Council and partner agencies
- Posters and/or leaflets circulated to:
 - education settings
 - libraries
 - GP practices
- Our Voice and other relevant groups

Thank You!

We would like to extend our grateful thanks to Our Voice and everyone that has taken the time to feedback their views and opinions on the Local Offer.

Your feedback is important to us, and helps us to improve.

For more information please contact:

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