

## SEND Local Offer Annual Report 2021-22

Welcome to the SEND Local Offer Annual Report for the academic year 2021-22, which provides an overview of the work we have been doing over the last year to update and improve the SEND Local Offer.

### Achievements

- Continued to grow the use of Our SEND Local Offer Facebook, the data from September 2021 to July 2022:
  - Reach – 34,308 (an increase of 47%)
  - Visits – 7,164 (an increase of 102%)
  - New likes – 190 (a decrease of 7.8%)
- The senior practitioners attended website training provided by the Web Developers.
- The Milton Keynes Council website went under construction and the Milton Keynes SEND Local Offer was rebuilt and migrated to the new website.
- Duplicate pages and information have been removed, with the total number of pages being reduced significantly.
- The customer can reach their chosen website destination within 3 clicks.
- The SEND Local Offer team conducted feedback about the Local Offer website from professionals and parents/carers via Microsoft forms.
- Half termly SEND Local Offer meetings were held with parent representatives and external agencies for feedback and to work co-operatively.
- Regular meetings with a Health representative were held to look at the current health information available on the SEND Local Offer and how to update this.
- Planning commenced for the mapping of the new structure of the SEND Local Offer with a focus on co-production with health.
- 10 New subheadings for the SEND Local Offer were agreed in co-production with parent and carer representatives and external professionals.
- 3 focus groups for young people with SEND were held to look at the Local Offer and gather their views and feedback.
- The Young Peoples Local Offer section has been reviewed and updated following the young people's feedback with up to date and relevant information.
- An Instagram account for Milton Keynes SEND Local Offer was created following feedback from young people.
- The SEND Local Offer practitioners attended regular meetings with Health services and the developers to discuss the integration of Midos to the SEND Local Offer.
- Representatives from the SEND Team attended the SEND Information Day to speak to families and promote the Local Offer SEND Newsletter and Facebook page.
- Documents and resources on the SEND Local Offer were reviewed, updated, and made accessible.

- A Local Offer practitioner attended the Social Care and SEND National Learning Event.
- A half termly SEND Newsletter was created for parents and carers, with information being co-produced and gathered from parent and carer representatives and SENDIAS service.
- New Local Offer promotional materials were created and distributed to local family centres, libraries, SEND events, via SEND support team, and door to door with the help of some of our young people from the Walnuts school.
- New webpages were created on the Local Offer following feedback from families and professionals, for example: Removal in to Milton Keynes, transitioning from children to adult services and Young People: Your mental health and wellbeing.
- A SEND Resources page was created on the Local Offer, with new and specific headings to make the resources available easier to access.
- A SENDCO Facebook group was created to share frequently used documents for professionals to access easily.
- SEND Team information has been updated.

#### **Plans for the future**

- Continue the Local Offer Hub site discussions to ensure we can meet the needs of our young people, families, and professionals.
- Continue to develop and launch the Instagram account for young people, sharing activities and events for young people with SEND and mental health support.
- MiDos to be incorporated in to the SEND Local Offer.
- To update and review the SEND Directory and useful contacts page in co-production with families in Milton Keynes.
- Incorporate all updated health information, signposting and resources to the Local Offer under the new agreed headings.
- To create a calendar of SEND events to be available on the SEND Local Offer.
- Create a 'How to navigate the SEND Local Offer' video.

**Our vision is for the SEND Local Offer is that it will be your first port of call.**

<b>You said</b>	<b>We did</b>
Duplicate information in several places on the Local Offer	Removal of duplicate pages
Families and professionals asked for signposting during the covid period to resources / websites whilst families were home schooling	New Covid tab created with resources and supports available to families and professionals
Families requesting information regarding SEND specific activities and events during the summer holidays	An additional newsletter was created in the summer term, detailing all the events and activities available to children and families in Milton Keynes with SEND

Feedback was gathered that parents and carers wanted to access more relevant and up to date health information on the Local Offer.	New health pages are being co-produced with health representatives. The information is being discussed at Local Offer meetings with parent and carer representatives and other professionals.
Parents, carers and young people requested more images on the Local Offer.	New images were gathered, and an image was added to most of the Local Offer pages.
Sensory information was unable to be found on the Local Offer.	A new sensory page was created and updated with information about the team, as well as a sensory resources page with information from health and education professional.
Parents and carers requested for regular information around activities and events to be shared on the SEND Local Offer Facebook page.	The new practitioners dedicate time to post on Facebook at least three times a week and schedule posts for over the holiday periods.

### **Most popular areas of the Local Offer\***

#### **Page**

Education  
 EHC needs assessment  
 Information for schools and settings  
 SEND Local Offer for schools and professionals  
 SEND services  
 Children and young people with SEND in schools and settings  
 Early Years  
 SEN Team  
 Specialist Teaching Team  
 Young People's Local Offer