

Trafford case study

Putting the Family Information Service at the heart of the local offer development and delivery.

In Trafford, the Family Information Service lead on the development of the local offer. The local offer was built on the Trafford Service Directory using the existing infrastructure of this service and the Family Information Service were funded to develop and maintain the local offer. The local offer has two key elements:

1 Service directory listings

This includes local authority, health and commissioned services; a range of provisions from the voluntary and community sector and privately operated services. Service providers log in to manage their listings with moderation from Family Information Service. Monthly system generated reminders ask users to check their information is up to date.

2 Advice and guidance pages

Local offer advice and guidance can be accessed through nine key categories of information. A total of 25 pages, guide users to relevant guidance documents, sets of records on the service directory and external sites.

www.trafford.gov.uk/localoffer

Providing information on the local offer to families without internet access continues to be a challenge but has been addressed by using the range of existing Family Information Service channels including telephone helpline, social media, face-to-face and targeted outreach. Examples of communication methods utilised to raise awareness of the local offer include:

- ▶ **Publications:** The Family Information Service has produced a number of publications including, countdown newsletters for all stakeholders, local offer leaflets disseminated between schools, GP surgeries and with all correspondence related to Education Health Care assessments.
- ▶ **Social media:** The Family Information Service has made vital links with service providers, organisations and parents through Facebook and Twitter; the Parent's Voice forum has been held as a webinar with live Twitter feed and updates on the local offer are communicated via social media.
- ▶ **Face-to-face:** The Family Information Service continues to provide targeted outreach to families; drop in sessions facilitated by FIS; presentations provided on the Local Offer at local support groups and other local forums.
- ▶ **Trafford SEND Week 2015:** This took place in March and included a social media campaign to raise awareness of the local offer; a stakeholder information day, workshops and a range of promotions with specialist activity prizes and gift vouchers.
- ▶ **Local offer training:** Family Information Service delivers training workshops to a range of professionals who work with families to raise awareness of the local offer and ensure they effectively promote and demonstrate it to families they work with.

Key to the whole process of publishing the local offer online has been multi-agency and stakeholder co-production. Parents, carers, young people and professionals have been engaged in developing the local offer in a number of different ways including workshops, drop in sessions, Let's Talk SEND conference, stakeholder update events and Family Information Service outreach work at local support groups and in schools. This work really shaped the local offer and many key changes have been implemented which were a direct result of this work.

Family Information Service also works with providers to get their services listed on the Trafford Service Directory with clear information about accessibility, eligibility criteria and referral processes.