



NAFIS Conference 2020

November 16th

Local Offer workshop

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Local Offers one of the key aspects of the SEND reforms...

- **Families and young people at the heart of the process**
- Education Health and Care working together
- 0-25 provision - not just from education
- Personal Budgets – offering choice and control
- **Local Offer – relevant information in one place**

Relevant information in one place - SEND Code of Practice

All local authorities were required to published by 1 September 2014 a Local Offer, **setting out in one place** information about provision they expect to be available across education, health and social care for children and young people in their area who have SEN or are disabled, including those who do not have

Education, Health and Care (EHC) plans.

The SEND Code of Practice states that 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.

It should not simply be a directory of services and the process of developing the Local Offer is intended to help local authorities and their health partners improve provision.

Source: [Council for Disabled Children – Independent Support - Factsheet #10: The Local Offer](#)

SEND Code of Practice Chapter 4 4.1/4.2/4.3/4.4 <https://www.gov.uk/government/publications/send-code-of-practice-0-to-25>



How does the FIS use the
Local Offer?

What are the challenges
and how could it be
improved?



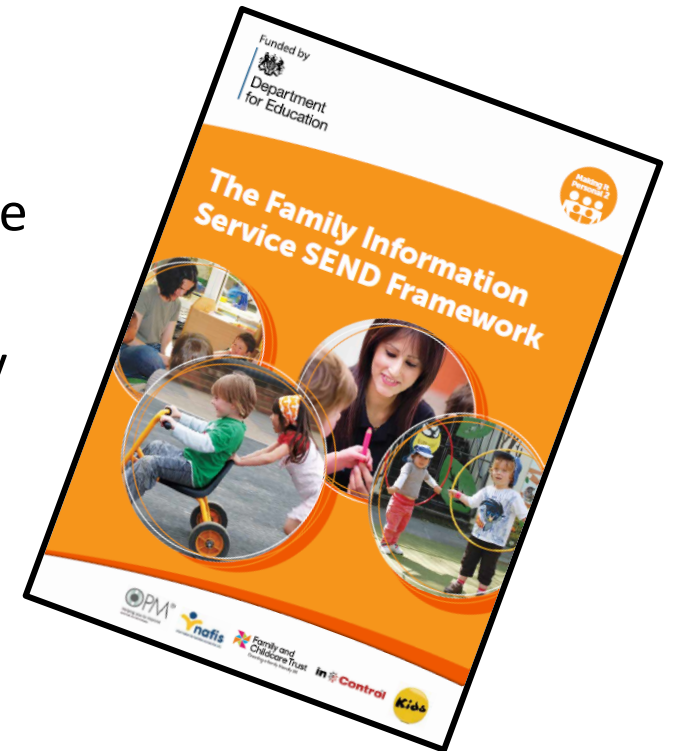
The Family Information Service SEND Framework

Due to the expectations of the previous government, most Family Information Services publish and maintain an online Family Service Directory.

The Family Service Directory is one place where families can access information about a range of childcare and other services for children aged 0-25.

Typical services include children's centres, education, health, positive activities for young people, social care and other specialist services, as well as independent providers and those offered by the voluntary and community sector.

Source: <https://councilfordisabledchildren.org.uk/help-resources/resources/making-it-personal-family-information-service-send-framework>



Childcare for all: the role of the Local Offer...

“There is considerable scope for the Local Offer to be used more effectively to help parents of children with SEND to access free early education and childcare through higher quality information and guidance, clear signposting to advice and brokerage services, comprehensive and up to date directory listings, and information for providers.”

Source: Childcare for all – The role of the Local Offer (2017)



Improving information on childcare for children with SEND

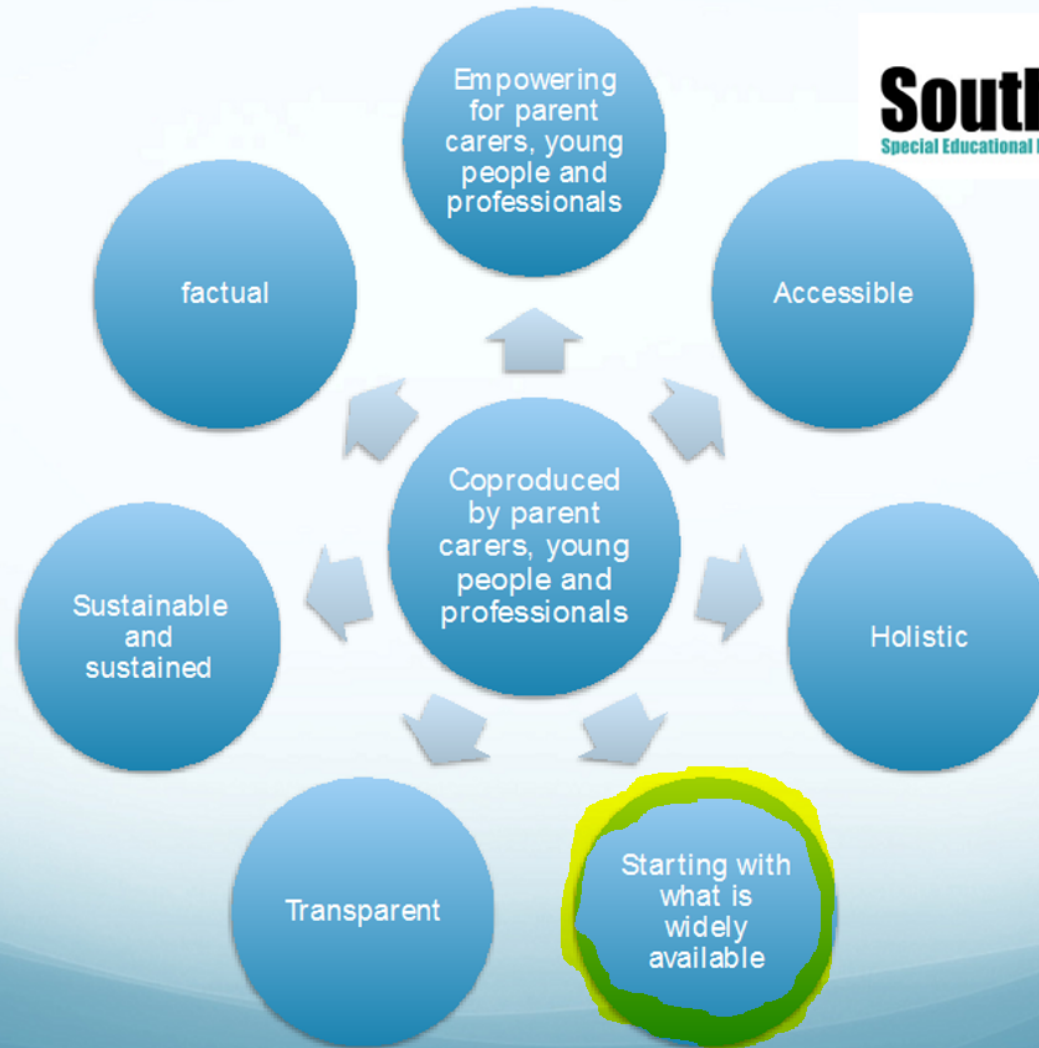
Key points raised by parent carers:

- They are often time poor and sleep deprived, meaning that it is even more important that information is easy to find and understand
- They will often have significant concerns about leaving their child as result of more complex care and health needs
- They want to be able to access a lot of information about childcare settings, particularly around experience and skills in working with SEND, in order to know whether they are likely to be meet their child's needs
- Location and accessibility of settings are particularly important, for example, how easy it is to park nearby

Information that parents want:

- The skills and experience of staff working with children with SEND and levels of qualifications
- The provider's most recent Ofsted reports
- Feedback from other parents - is their child likely to get the level of care indicated to parents?
- The size of the setting
- If parents are able to observe the care being given
- can children receive therapies at the setting
- Can children stay with one key worker
- The accessibility of the setting
- Is there accessible parking nearby
- Is the setting is easy to get to and within practical travelling distance from home
- What additional financial resources may be available to access or pay for the childcare





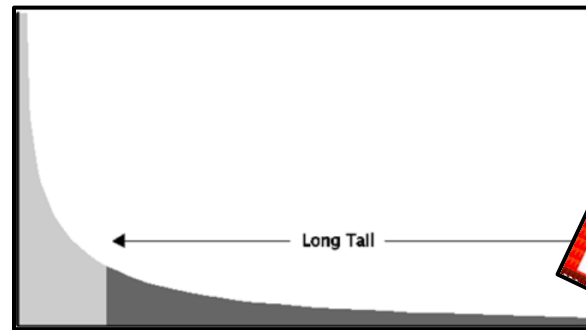
How can we get this right when the remit is potentially so vast?

- *Every Web site has a small set of tasks that deliver a huge amount of value. These are the top tasks and they exist in what I call the Long Neck.*
- *Every Web site has a large range of tiny tasks. Carefully managed, these tasks have the potential to deliver value, but they also have real potential to destroy value by getting in the way of the top tasks.*
- *Manage the top tasks, not the content or the technology. Focus relentlessly on helping your customers complete the top tasks as quickly and easily as possible.*

Source: <https://gerrymcgovern.com/books/the-strangers-long-neck/read-the-first-chapter/>

“Continuously improve your top tasks.

The Long Neck is made up of a small set of top tasks and it’s important to manage them through a process of continuous improvement. To manage, you need to measure, and what you measure is your customers’ ability to complete these tasks.”

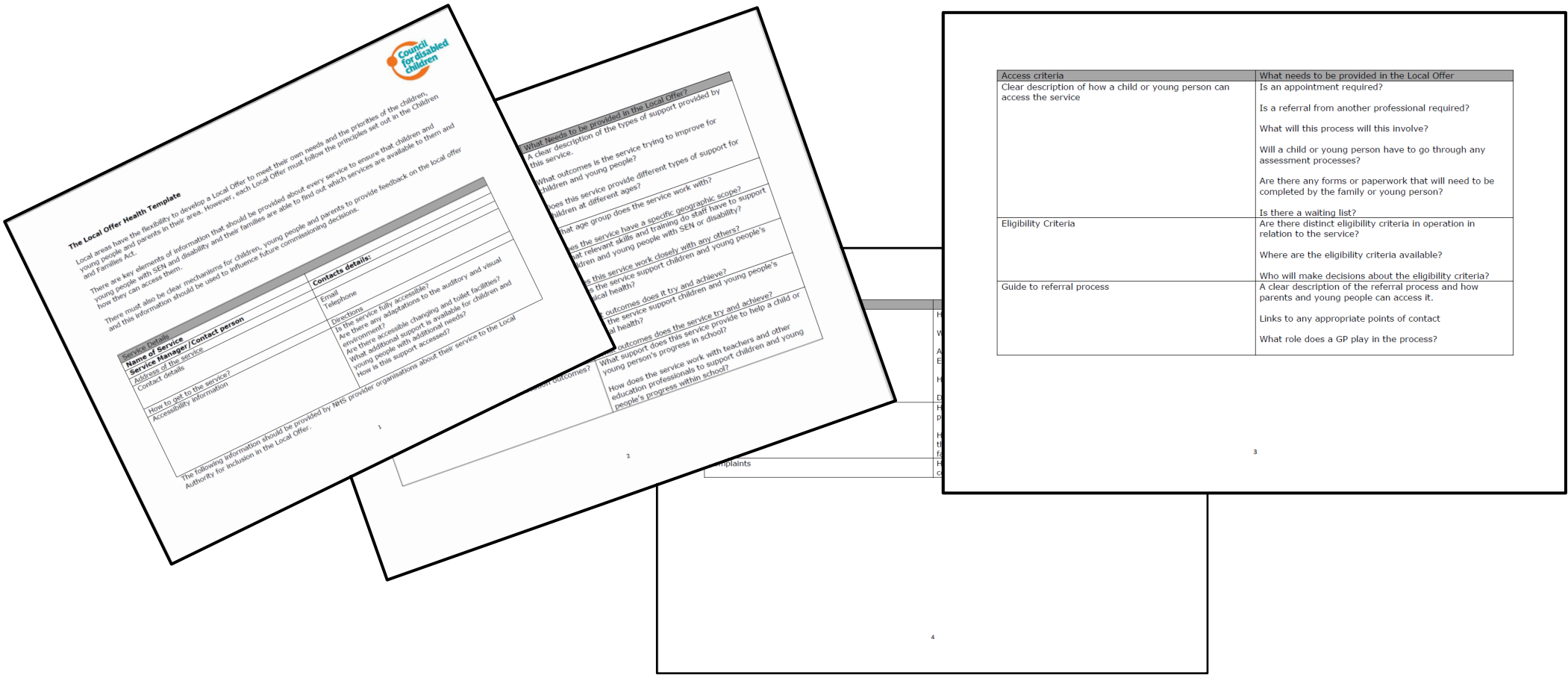


“Widely available” in the context of childcare...

Mainstream schools are required to describe how they include and support children with SEND in their **SEN Information Reports** and **Accessibility Statements** but how are others compelled to share relevant information on SEND?

- Are you confident that you are asking for and getting the right enhanced SEND relevant information?
- Are providers and schemes you list happy to offer up enhanced information about how they support those with SEND?
- Are there themes to feedback coming from settings and providers when enhanced information is asked for?

How do we balance what information parents want with what providers say is their enhanced offer and will maintain?



“A high quality and ambitious local offer”

“Advice and information are in short supply for parents...
As services fail to deliver, distrust of professionals grows and **advice is sought elsewhere.**”

“We want to see local authorities as supportive allies and providers of honest information, not as adversaries, **but we acknowledge that this will take time.**”



Shared frustrations...

“The local offer was seen as a solution to the problem of disparate information and services *and as an important source of support for children without Education Health and Care Plans.*”

“The Local Offer is far more than just a directory of local services and provision. We continue to encourage local authorities to use the Local Offer as a way of informing their decisions over future commissioning of provision”

Source: 75. <https://publications.parliament.uk/pa/cm201919/cmselect/cmeduc/20/20.pdf>



Education Committee SEND – First Report 2019-2020

“We are concerned that the local offer appears to be **difficult to create** and **difficult to use**, and in some cases the content is at the discretion of the local authority.”

“Ministers are confused by the local offer’s aims and intentions and that the **ambition of the local offer has been severely diminished.**” ⁷⁷



“It appears that the warnings about the local offer came to pass”

“One of the mistakes when the local offer was introduced

—I am a great fan of the local offer—

was that there were not enough accountability measures in it to hold authorities to account when they did not do that joint commissioning and joint planning.

What we need is more accountability within those measures.

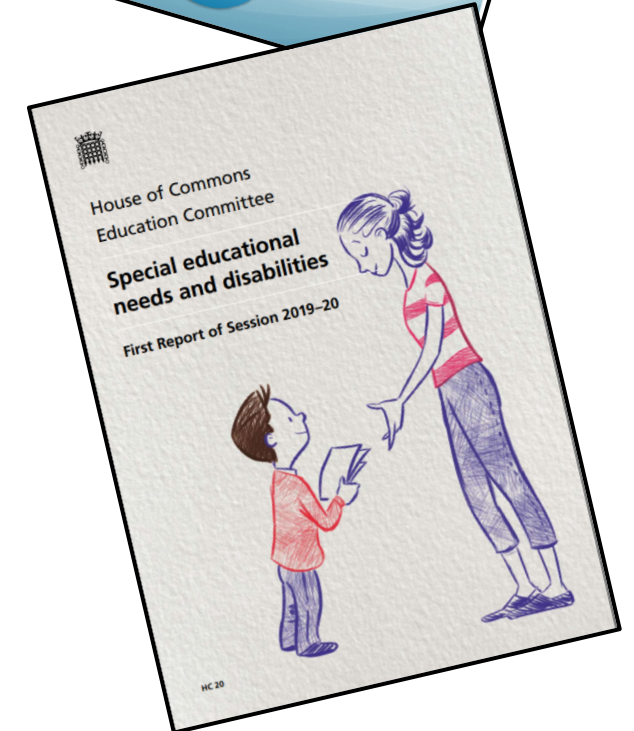
I think the local offer is great.”

Brian Lamb

Recommendations...

“The Department should ensure that local authorities are producing local offers that are in line with the original intention of the local offer, and also demonstrate leadership and a grip on their obligations, including co-production, innovation, interactivity and accessibility.”

“We also recommend that the **Department for Education** and the **Department for Health and Social Care** jointly conduct biennial reviews of each local authority’s offer to ensure that the Departments take central oversight of both policy intention and delivery.”



What do we do with our shared operational experience and insights?

The report illustrates and, some boroughs experiences of the Local Area SEND Inspections highlight, there are common problems across the country with making the Local Offer duty deliverable.

Despite a focus on this key aspect of the reforms the Education Committee SEND – First Report 2019-2020 did not include evidence from those with operational responsibility and experience of developing and maintaining Local Offers.

Nor did most Local Area SEND Inspection offer an opportunity to find out what might lie beneath a disappointing Local Offer.

Special Educational Needs and Disabilities: Government Response to the Committee's Report

They state that the programme of revisits and other related activities are sufficiently robust in holding the system to account; a new inspection framework will focus more on *'those things which matter to children and young people with SEND'*

- **They do not propose to carry out specific reviews of Local Offers, as these are included in the Local Area SEND Inspections.**

The report also says The SEND Review will address many of the issues and will also look into:

- the SEND notional budget to investigate if it's an effective mechanism for supporting pupils with SEND in mainstream schools
- what further action is needed to improve collaboration between health, education and care
- Some of the reports' recommendations are accepted and are being looked at as part of the SEND Review (or other mechanisms); For many other recommendations, the DfE emphasises that responsibility lies with local authorities.

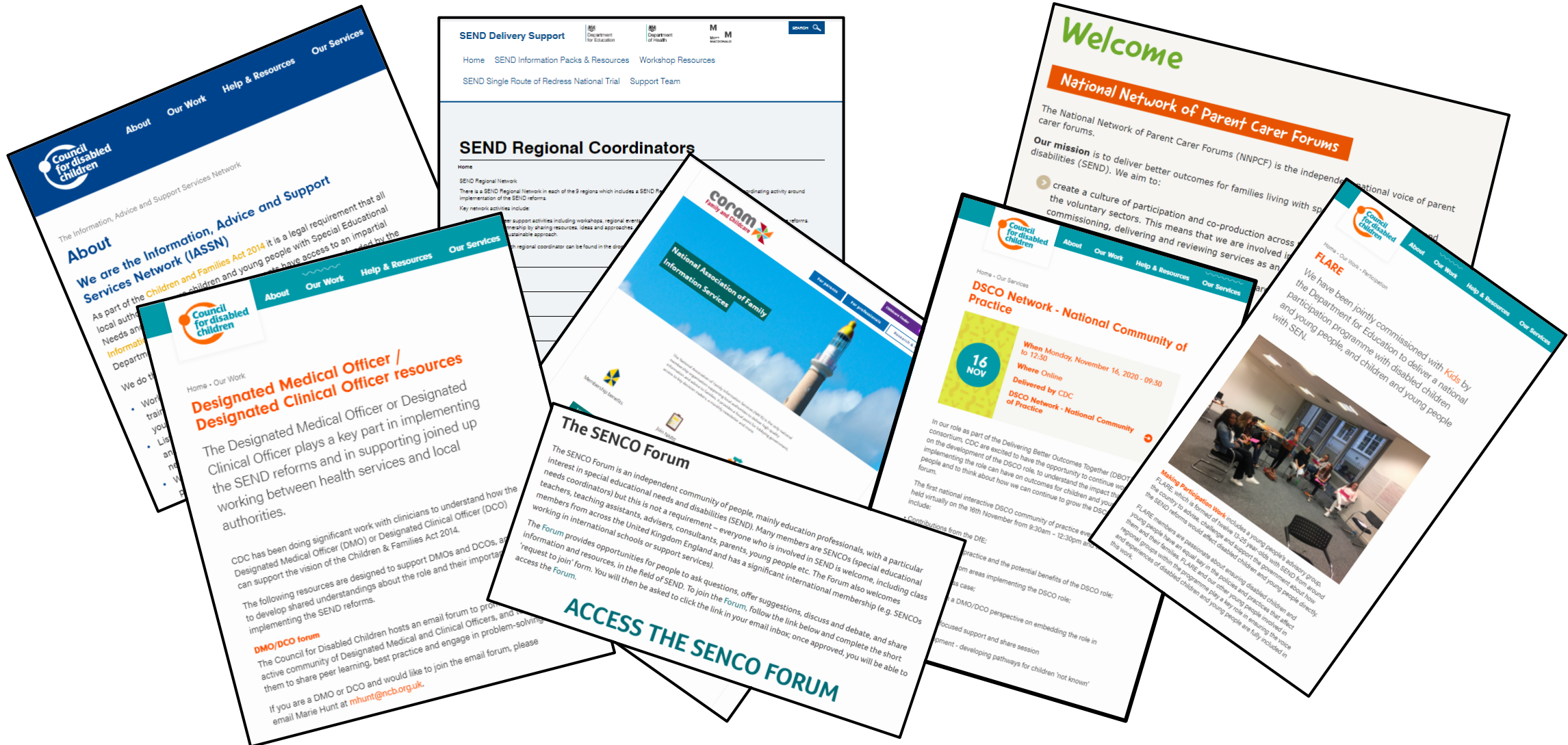
Source:

The government responds to the SEND report of 2019 NASEN news article 24th July - <https://nasen.org.uk/resource/the-government-responds-to-the-send-report-of-2019.html>

House of Commons Education Committee Special Educational Needs and Disabilities: Government Response to the Committee's First Report of Session 2019 First Special Report of Session 2019–21-
<https://committees.parliament.uk/publications/2067/documents/19714/default/>



SEND forums to support and collectively develop good practice...



Example of a good Local Offer

SOMERSET'S Local Offer
For ages 0 to 25

Coronavirus (COVID-19)
For information and advice, read our pages on [coronavirus](#) including information on affected services

Search by keyword: Search by location:

81 - Support Groups 515 - Childcare 349 - Schools

Our Local Offer

Local support for children and young people with SEND

[Find out more](#)

Education

Education options for 0 to 4, for 5 to 15 and over 16

[Find out more](#)

Childcare

Find information about childcare options and children's centres

[Find out more](#)

Preparing for adult life

Money, benefits and funding

Health

SOMERSET'S Local Offer Help us design our Local Offer

Your suggestions

We make every effort to keep this website up to date and working well but we need your suggestions to make this website more useful and easy to use. Together we want to improve the experience of using this site for everyone. Your suggestions will help us decide on what we need to work on next. To add a new suggestion, click the **Add your suggestion** button on the right hand side. The more detail you can add the more the community and the designers can take part in the discussion. To upvote a suggestion, click the title then click **Upvote**. The more votes a suggestion has, the more likely it will be that it is progressed.

5 votes **Consider changing the Somerset Choices name**
Suggested by: [SCCWebTeam](#) (23 Oct '19) • Updated: 03 Feb • Comments: 2

4 votes **Some information about ADHD**
Suggested by: [Somerset Parent Carer Forum](#) (13 Nov '19) • Updated: 08 Apr • Comments: 1

2 votes **support and information for young people with learning difficulty around sexual health.**
Suggested by: [Sally Gray](#) (01 Jan '20) • Updated: 05 Feb • Comments: 1

2 votes **Some information about bullying**
Suggested by: [The Littlepikes](#) (13 Nov '19) • Updated: 07 Jan • Comments: 1

[ADD YOUR SUGGESTION](#)

SEND News
Here you can find out the latest about what's going on with SEND services in Somerset

Health and care chiefs say thank you Somerset
12 November 2020

Thank you
Health and care services in Somerset have joined forces to thank the county's residents for the support shown to NHS and social care throughout the pandemic. In an open letter, health and care chiefs say "You clapped for key workers through the spring and summer fundraisers for us and supported."

[Read more](#)

SEND letter
12 November 2020

Vicky Ford MP, Parliamentary Under-Secretary of State for Children and Families, has this week published an open letter to children and young people with special educational needs (SEND), their families and carers and those who work to support them to clarify guidance under new national measures which came into force.

[Read more](#)

SEND letter
12 November 2020

Secondary age pupils to wear a face covering if they can on all school is exempt. We don't want any parent or pupil with difficulty to be worried about being challenged.

[Read more](#)

- Easy to navigate
- Up to date information
- Getting people involved

- Clear pathways to services
- Transparent eligibility criteria

Home > Education and families > Local Offer events

Local Offer events

Events that are part of our Local Offer

[Add new event](#)

Please note: There is a technical issue with this form at the moment. You can still use it, but you will not get a message to say your event has been submitted. We are working on this problem and will resolve it as soon as we can.

Search by keyword: [Search](#)

Filter results

Event Categories:

Activity:

Support Groups:

Health and wellbeing:

All results (9)

Free Virtual Events – Somerset Parent Carer Forum information sessions

[Adults](#) [Informative Talk/Presentation](#) [Local Offer](#)

We know how hard it is to find out more The pandemic has been hard on everyone and so for Parent Carers. With the...

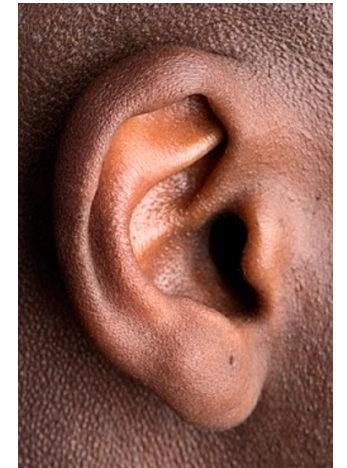
Event date: **17 November, 2020** from to Held by: **Somerset Parent Carer Forum**

[Preparing for meetings with school or health appointments](#)

In this climate how will WE - people representing Local Offers - be listened to?

We need a **National Information and Support Network for Local Offers** to:

- Give a collective voice to this key aspect of the SEND reforms
- Keep us informed of key opportunities
- Help turn shared frustrations into positive action.
- Refocus those with national and local responsibility on this key reform
- Help those with national and local responsibility understand the ask and the challenge it presents.
- Influences decision making – for the benefit of developing and maintaining good local offers
- Provide opportunities to learn from each other
- Identify where we can work smarter together for shared gain
- Joint training that can help with the many issues related to local offers
- Potential collective “pester power” with providers of local offer website platforms to drive improvements
- Share concerns and possible solutions
- Identify what is needed to develop AND maintain an ambitious local offer that can serve the needs of parents and carers, young people and each other.
- **AND IMPORATANTLY – GET SOME SUPPORT with all of this.**



Inaugural national Local Offer community of practice meeting

In our role as strategic reform partner to the DfE, CDC are running a workshop to pilot and explore how a National Local Offer community of practice network can support representatives in local areas to work together to develop, agree, describe and maintain effective local offers and to ultimately improve outcomes for children and young people with SEND and their families.

As such, an interactive Local Offer community of practice workshop will be held virtually and chaired by Dame Christine Lenehan, Director of CDC. The session will include contributions from the DfE and will focus on a range of key topics including:

- What is understood when we talk about the Local Offer
 - Update on the SEND Review
 - Accessibility Standards
- Developing Minimum Standards for Local Offers

By participating in the interactive session, you will have the opportunity to:

- Develop a shared approach to challenges in maintaining an effective Local Offer;
 - Discuss and develop Minimum Standards for Local Offers;
 - Explore and discuss resources and peer support mechanisms.

Please sign up to this session if you have responsibility for developing and maintaining the local offer in your local authority area.

Date: Tuesday 1st December 2020 Time: 10:00 am to 12:00 pm **Register for free** [here](#)

For more information contact: Deborah Salami at the Council for Disabled Children at dsalami@ncb.org.uk

Questions?

