



# Derbyshire Local Offer Annual Report 2021-2022





## Introduction

[The special educational needs and disabilities \(SEND\) code of practice](#) requires local authorities to publish a summary of comments at least annually on their website.

In Derbyshire we do this on our [You Said We Did page](#). In addition, the Local Offer annual report is produced for all visitors to the site. This is the 3<sup>rd</sup> annual report, [previous reports can be found on the about us page](#), and provides information on:

1. How visitors have used the website over the last 12 months
2. Development of the website through co-production, feedback and working with families
3. The full re-design of the Local Offer website
4. The plans for the year ahead 2022-2023

This annual report also provides the SEND Board with assurance as to how the website is developing and being maintained. The Local Offer website is a key part of the local area offer in Derbyshire.

The purpose of the Local Offer website is to:

- provide clear, comprehensive, accessible, and up-to-date information to children and young people, parents, carers, and professionals about the available SEND provision in the area and how to access it;
- make provision more responsive to local needs and aspirations by directly involving children and young people with special educational needs and their parents, and service providers, in its development and review.

If you wish to provide feedback on this report or any information detailed, please email us at [local.offer@derbyshire.gov.uk](mailto:local.offer@derbyshire.gov.uk)

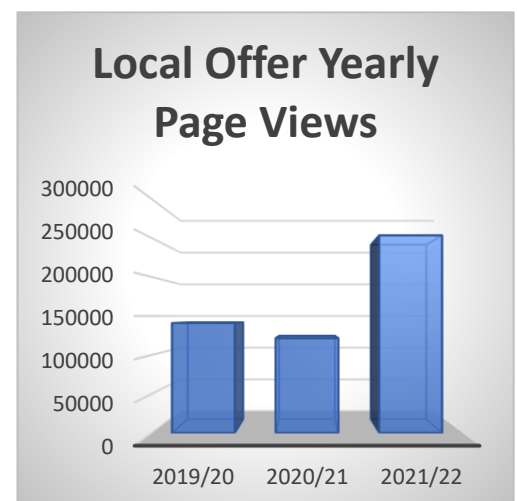
### 1. How visitors have used the website over the last 12 months

The website has seen an increase in visitors over the last 12 months (1 April 2021-31 March 2022) with views up by 109% on last year which is very positive, however this is not necessarily a good indicator of how useful the website is. Feedback has been received from some users that the site is confusing and hard to navigate, however other feedback has been positive as the use of the site is very subjective.

Year	2019 / 2020	2020 / 2021	2021 / 2022
Page Views	140,926	121,431	253,393

What do our hits tell us?

Google Analytics allows us to track and monitor visits to the site to help us understand how people are accessing it, and which pages are the most visited. The following data will show you what has been accessed, on what devices, annual page views and the most visited pages.





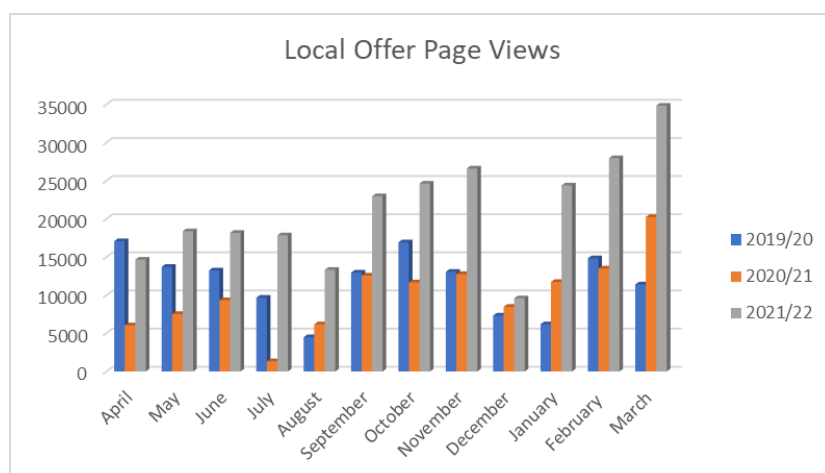
Devices used:

This shows an increase in the use of mobile phones to access information which has also been a key driver in the redesign of the website to ensure it is fully compatible with mobile phones.

	2021/22	2020/21
Mobile phone	31,195 (57.2%)	9,951 (46.7%)
Desktop PC/laptop	21,616 (39.6%)	10,392 (48.8%)
Tablet	1,740 (3.2%)	958 (4.5%)

Page views:

There has been a consistent increase in the number of page views each month compared to previous years with March 2022 being the highest over the 12-month period with over 34,000 views.



	April	May	June	July	August	September	October	November	December	January	February	March
2019 / 2020	17075	13712	13247	9677	4491	12958	16928	13062	7334	6190	14847	11405
2020 / 2021	6047	7543	9340	1335	6179	12578	11679	12776	8475	11740	13494	20245
2021 / 2022	14662	18376	18178	17853	13329	22971	24628	26618	9585	24386	27956	34851

What have been the most visited pages so far?

1. Process to apply for an EHC Needs Assessment
2. EYFS Celebratory Checkpoints
3. All about diagnosis
4. Autism
5. Education, Health and Care Plans
6. How can my child get an EHC Plan



How the website has been found?

From 1 April 2021 to 31 March 2022, the Local Offer has been found through the following routes:

- 39,495 (69.5%) used Google
- 8,931 (15.7%) just entered 'Derbyshire Local Offer' straight into the search bar
- 3,985 (7.0%) found the Local Offer through the Derbyshire County Council website
- 665 (1.2%) used Bing
- 519 (0.9%) have been referred by Derbyshire Information, Advice and Support Service

## **2. Development of the website through co-production, feedback and working with families**

During 2021/22 the Local Offer Working Group conducted several co-production exercises as a way to gain feedback.

1. The first exercise took place during late 2021 in which 21 scenarios were produced for parents, carers, and professionals to work through over a period of time. Scenarios included:
  - My child is profoundly disabled and I'm finding it hard to cope.
  - How can I get support for my mental health and support for their sibling?
  - My son is autistic and I'm struggling to cope with his behaviour. Who do I contact?
  - How do I apply for an Education, Health and Care Plan for my child and who can help me with the process?

The feedback that came from this piece of work included positive statements such as:

"EHCNA information up to date and easy to find."

"Lots of information and links."

"Most of the searches resulted in some relevant feedback being returned."

"Locality function works well."

This exercise also provided other feedback about their experiences that will be taken forward within the re-design:

"Not enough information on the Graduated Response – too hard to find."

"Information 'lost within pages of seemingly random information'."

"Pictures and text needed, not just tiles – information not just signposting."

Other co-production activities this year have included:

2. Working with students at Hope Valley College to gain their feedback on the site.
3. Working with groups of young people with SEN to steer the re-design of the new website.
4. Gathering feedback at Spectrum Autism Friendly Festival which took place in September 2021 at Lea Green. Colleagues promoted and asked members of the public whether they had heard of the website.

Following on from feedback received throughout the year from all different users of the website, we took the opportunity to carry out a full review of the style and presentation of the website to inform a re-design.



The re-design provided a chance to improve the look and usability of the website, but also an opportunity to review all the information held on the site to ensure it was up-to-date and useful.

### **3. The full re-design of the Local Offer website (January 2022-March 2022)**

In order to re-design the website we needed a clear visual design brief and idea of what kind of design would work for our children and young people.

We did this in a variety of ways by preparing a poll to ask which other Local Offer websites people liked the look and feel of. This was sent out via Derbyshire Information, Advice and Support Service (DIASS), Derbyshire Parent Carer Voice (DPCV) and to all SEND partners and services. We also took this to 2 groups of young people with SEN and a group of young people at Hope Valley College which was facilitated by our Participation and Childrens Rights Officer and the staff at Hope Valley College.

These views were then formed into a preference test. One was aimed at parents and carers and the other at children and young people. This preference test was to really draw out what it was about the particular websites they liked and engaged with.

Their responses and preferences were fed back into the design and the following brief was developed:

#### **Goals:**

- To enable users to find information and services quickly and easily
- To engage users with content more deeply and regularly

#### **Secondary internal goals:**

- Ability to easily add useful information to the site when needed
- To be proud of the site – use and advocate for it

#### **The aim:**

- A place for everything about SEND in Derbyshire, providing access to services and information for children and young people with SEND

#### **Some likes from the groups on other websites:**

- Tiled navigation and an 'in this section' descriptor at the top at the page
- Use of colour, bold yellows
- Use of icons and hover effects (drop down menus)

In early March 2022 the new design was put together and re-presented to the young people and immediate comments included –

"For a start it looks 100 times better than the last one and the content is much clearer."

"If there were buttons with ages on it would be better."

"There's a lot of black on white, could there be a bit less of that?"

The design will continue to develop over the next few months. Where technically possible, changes will continue to be made and the site further developed to reflect ongoing views and feedback from children and young people, parents and carers as well as other services and professionals.



Prior to this in June 2021, we undertook an internal quality assurance exercise of the information we had on the website and where we could strengthen this. Gaps were identified and actions have begun to source and include the necessary information.

In order to address this, a working group established in September 2020, which was developed to gain feedback from a wide range of services and professionals and review the performance of the site, worked well, and had raised the awareness of the Local Offer but we still needed to strengthen the oversight/ownership of the whole website and ensure a range of SEND representatives were involved in the group.

The new Local Offer Steering group met under its new arrangements on 25 March 2022. Work is still ongoing to strengthen membership and expand the coverage of the group. [Minutes from the group and the updated aims and terms of reference are available on the website.](#)

If you wish to join the Local Offer Steering Group or just simply want your say, please email: [local.offer@derbyshire.gov.uk](mailto:local.offer@derbyshire.gov.uk). We welcome feedback from visitors of the website, and it is easily accessible by selecting the 'feedback' at the top right-hand corner of the website.

#### 4. What do the next 12 months have in store?

We will be working hard on getting the new re-designed website live by June 2022 and the ongoing development of the website ensuring it meets accessibility <sup>1</sup>requirements. Alongside this we plan to develop content to provide a stronger and clearer narrative/brief for each topic.

Undertake a review of all information pages and associated documents on the website taking into account feedback about too much unrelated information on the site. Alongside this we will work with our partners to further develop the 'Support for you' and 'Things to do' for families provider searches ensuring quality information is presented.

We will re-engage with our 'friends of the Local Offer' groups of young people to see if the new site works for them and what changes we can make to improve it. Once live we will undertake a quality assurance review of the new website and address any issues or gaps in information and ensure continuous improvement of the information across all sections of the website based on user feedback.



<sup>1</sup> Web Content Accessibility Guidelines (WCAG) 2 is developed through the [W3C process](#) in cooperation with individuals and organizations around the world, with a goal of providing a single shared standard for web content accessibility that meets the needs of individuals, organizations, and governments internationally.