



## DERBYSHIRE SEND LOCAL OFFER STEERING GROUP MEETING MINUTES

Friday 10 December 2025 - Virtual Teams Meeting – 10am to 11:30am

### MINUTES:

Item No:	Minutes:
1.	<b>Welcome &amp; Introductions</b>
2.	<p><b>Minutes of last meeting – sign off</b></p> <p>Chair: Minutes are signed off with no amendments.</p>
3.	<p><b>3a. Matrix of Compliance – For Info Only</b></p> <p>This is the Matrix of Compliance, for information only, evidencing our compliance with legislation like the SEND Code of Practice. This is periodically reviewed to maintain our assurance.</p> <p><b>3b. Provider Review</b></p> <p>This document outlines the onboarded providers contained within our Care and Support Services and Things to Do directories. The provider’s information is reviewed periodically for accuracies. Please feel free to review these providers, suggest changes, or suggest new providers.</p> <p><b>3c. Keyword Meta Review</b></p> <p>This document contains the metadata applied to each page. This metadata contributes to the search engine optimisation (SEO) of pages, increasing their rank within search engine results. It also aids in the return of accurate search results. We attempt to work keywords into logical sentences. Please review these keywords for accuracy. Consider if additional keywords should be added or removed.</p> <p><b>3d. Review of assigned actions</b></p> <p>Please view the document for any actions that you are assigned. Please attempt to progress these actions. Please review actions unassigned/assigned to others to identify if your support could help progress those actions.</p>

Item No:	Minutes:
4.	<p><b>Programme of regular 6-monthly reviews</b></p> <ul style="list-style-type: none"> <li>• Overdue Content Reviews <ul style="list-style-type: none"> <li>◦ Quantity of outstanding reviews exceeding 3 and 6 month</li> </ul> </li> <li>• Discuss Key Search Words and Document Visibility</li> <li>• Discuss and confirm expected page layouts <ul style="list-style-type: none"> <li>◦ Who we are, what we do, eligibility, referral criteria, contact us etc.</li> </ul> </li> <li>• What should happen when a page review is overdue?</li> </ul> <p><b>Chair</b> states colleagues have been consulted to clarify current capabilities and limitations of the website. A review of the Local Offer (LO) is needed to establish a clear overview, set priorities, and drive progress. As the LO is a key element of the Derbyshire SENDIAB Plan, focused improvement is required ahead of the anticipated Ofsted visit around Easter next year. Ensuring content is accurate, up to date, and consistently reviewed is essential, with content authors expected to refresh information every six months.</p> <p><b>LO Admin (1)</b> provides an overview of the Document Tracker, showing each page name, its last review date, and the number of pages currently out of date. In total, 87 of the 186 pages are overdue for review.</p> <p><b>Chair</b> requests action to amend document tracker to include number of days passed since a review schedule expired, instead of displaying zero.</p> <p><b>ACTION:</b> Adjust page tracker document to detail number of passed days since review required.</p> <p><b>NHS Rep (1):</b> Does the report include ownership?</p> <p><b>LO Admin (1)</b> confirms the report includes ownership. It details who I believe to be the owner and strategic lead for each page.</p> <p><b>LO Admin (1)</b> invites attendees to review the document tracker.</p> <p><b>Chair</b> asks if there should be an escalation process for outstanding page reviews.</p> <p><b>Adult Social Care Health (ASCH) Rep (1)</b> asks if third-party services should notify LO Admin about page updates on external websites.</p> <p><b>LO Admin (1)</b> explained that hyperlinks to third-party websites are published with a brief description, which generally remains accurate as the purpose of those sites rarely changes. Using third-party links ensures visitors access up-to-date information directly from the source, reducing the need for frequent content reviews and preventing outdated details from being displayed. All external links are automatically monitored for functionality, and LO Admin addresses any that break.</p> <p><b>NHS Rep (2)</b> suggests attendees schedule their own independent reviews, as opposed to awaiting a review request.</p> <p><b>LO Admin (1)</b> states that content authors are welcome to review and update pages at any time. Content authors do not need to await review request. Attendees own planned schedules will not be tracked by LO Admin. LO Admin will only request review after a review has been flagged as required. LO Admin asks content authors for notification of their completed independent reviews to allow this to be recorded.</p> <p><b>Chair</b> asks what steps <b>LO Admin</b> take to escalate outstanding review requests.</p>

Item No:	Minutes:
4. Cont	<p><b>EYSEN (1)</b> states the group agreed that an escalation process is appropriate given the volume of unreviewed content and that it is unacceptable for pages to remain unchecked. Members were encouraged to take responsibility for ensuring timely reviews within their teams. It was noted that reviews should consider not only updating information but also evaluating the effectiveness of pages. If teams drive this work internally it will support LO Admin; if actions are not completed, escalation would be justified.</p> <p><b>Chair</b> states the group discussed potential escalation steps when content reviews are not completed. A proposed approach is to contact the line manager if no response is received within two months and escalate to the director after four months of no engagement. NHS colleagues were invited to comment on how escalation should work within their own structures.</p> <p><b>NHS Rep (3)</b> states a two-way escalation process was proposed. One led by teams and one initiated centrally. The team is migrating some content from the Derby and Derbyshire Emotional Health and Wellbeing (DDEHWP) website into the Local Offer, requiring comprehensive checks for accuracy, relevance, and SEND-specific detail; some content is outdated. Work is underway to improve accessibility, appeal, and date accuracy in collaboration with parent carer colleagues. Given current figures, an escalation process is necessary. The group questioned whether the six-month review cycle is sufficient and suggested exploring quarterly updates, noting implications for the upcoming restructure.</p> <p>Further input from <b>NHS Rep (2)</b> was invited.</p> <p><b>Chair</b> states the group agreed the priority should be to consistently achieve the current six-month review cycle. Once this target is reliably met, a shorter review schedule could then be considered.</p> <p><b>LO Admin (1)</b> states it was agreed that where delays in content review are necessary due to significant projects or upcoming changes, flexibility can be applied. The team is willing to accommodate justified delays rather than strictly enforcing the six-month review cycle.</p> <p><b>Chair</b> states it was clarified that escalation would only occur when there is no response from content owners. If teams are engaging and in active discussion, the six-month review timeframe does not need to be strictly enforced, and delaying a review to ensure accuracy is preferable. The group asked NHS colleagues to outline what their escalation route would look like within their own structures.</p> <p><b>NHS Rep (3) ACTION:</b> Identify equivalent line manager/assistant director contacts for escalation for health owned pages.</p> <p><b>Chair</b> states it was noted that escalation within Derbyshire is straightforward due to clear visibility of line management structures. However, this is more difficult with health colleagues, as these structures are not accessible to the team. Appreciation was expressed to <b>NHS Rep (3)</b> for their input.</p> <p><b>LO Admin (1)</b> reminds attendees that service leads / content authors have the right to delegate other team members to work with us. It is not strictly required to be service lead / team leader.</p> <p><b>ACTION FOR ALL: Ensure that page ownership is accurate and that every page has a clearly identified owner. Members are asked to review current allocations and identify any content they could take responsibility for.</b></p> <p><b>Chair</b> noted that, based on recent conversations, the requests sent to teams when reviewing content are straightforward. Reviewers are simply asked to confirm that information is accurate, relevant, and up to date.</p>

Item No:	Minutes:
4. Cont	<p>The group discussed whether documents should appear in on-site search results. It was noted that documents are often displayed first in search results, which can divert users away from key introductory or guidance pages. An example was given where searching “Inclusion funding” returns all pages and documents, when ideally users should land on the Inclusion Funding introduction page first. Chair suggests that documents are removed from Search results. A review of keyword metatags was recommended to ensure they are accurate, appropriate, and effective in directing users to the most important content.</p> <p><b>LO Admin (1)</b> noted that keywords are now written into natural, meaningful sentences so they appear beneath search results and provide helpful context to users. Historically, keywords were listed as comma-separated terms, but this looked untidy and offered no value to the visitor. Using keywords in sentence form also supports Google’s assessment of page relevance, helping improve how content is ranked in external search results.</p> <p><b>NHS Rep (2)</b> queried whether teams will have visibility of the meta keywords assigned to their pages, to support effective review and ensure accuracy.</p> <p><b>LO Admin (1)</b> advised an ongoing action to review the keyword export has been included in every Steering Group agenda.</p> <p><b>Chair</b> requests that keywords be reviewed at the invite to review content.</p> <p><b>ACTION: Generate a page review template, including all necessary review points.</b></p> <p><b>ISAS Rep (1)</b> highlighted that accurate and well-maintained meta keywords are increasingly important due to the growing use of Copilot and other AI tools, which many users now rely on directly. Ensuring keywords are correct and meaningful will help AI platforms return accurate, relevant information. Reviewers should therefore pay close attention to keyword quality as part of the content review process.</p>
5.	<p><b>Local Offer Page Content Criteria</b></p> <p><b>Develop a roadmap action plan</b></p> <p>Please note example: <a href="#">Notts Guide to Local Support</a></p> <ul style="list-style-type: none"> <li>• What is the purpose of the roadmap?</li> <li>• What does/can it look like?</li> <li>• How do we best support users in finding what they want on the Local Offer?</li> <li>• What should the landing page look like?</li> </ul> <p>Attendees revisited earlier discussions about the Local Offer roadmap. It was noted that no one appears to have clarity on the original purpose or intention behind the roadmap. There are limitations in how graphics can be used on the Local Offer site, both due to platform restrictions and accessibility requirements, particularly the need for screen reader compatibility. Complex graphics can create accessibility issues. Following recent research and reflection, it was observed that the proposed “roadmap” appears to be simply a collection of links rather than a true roadmap, despite its road-themed visual design.</p> <p><b>THE <a href="#">Notts Guide to Local Support</a> DOCUMENT IS DISPLAYED.</b></p> <p>It was noted that recreating the existing roadmap in its current form would likely result in something cluttered and confusing. Concerns were raised about whether the roadmap genuinely helps users, particularly those who may not already know what they are looking for. Doubts were also expressed regarding its compatibility with screen readers, which may further limit accessibility.</p>

Item No:	Minutes:
5. Cont	<p><b>SEND Rep (1)</b> noted that the roadmap presented was not what had been expected. The expectation was that it would function as an action plan for the Local Offer moving forward, rather than the collection of links currently suggested.</p> <p><b>Chair</b> states the suggested format may reflect what SENDIAB expects, as their documentation appears to reference the roadmap in this way.</p> <p><b>NHS Rep (4)</b> commented that the roadmap appears busy and not well executed, though the idea of having a single central point for users to click through to key information is a positive concept.</p> <p><b>Chair</b> acknowledges that creating a roadmap of this nature is challenging and states it is understandable how the sample document developed into its present form.</p> <p><b>ISAS Rep (1)</b> notes that while the roadmap is not easy to read, it does contain the elements currently expected. The group discussed how to provide a consistent, joined up pathway for users, recognising that experiences can vary depending on who people speak to. Suggestions included developing a clearer, unified pathway, potentially with separate versions for parents and for service users. Questions were raised about whether this pathway content should be embedded directly within the Local Offer pages and whether the Local Offer structure should be reworked to present a more logical, accessible journey for users.</p> <p><b>Chair</b> raised a key question about the user experience of the Local Offer: when people arrive on the site, what do they see, and how effectively does the Local Offer guide them through finding the support they need?</p> <p><b>CHAIR SHARES THE LO WEBSITE HOMEPAGE.</b></p> <p>The homepage is long and includes the search bar, key topic areas, "Get Help With," "Care and Support Services," "Latest News," and the "I Work with Children and Families" resource section. Selecting an area such as "Education and Learning" leads to a landing page with left-hand navigation starting with "Derbyshire Schools Information" followed by "Alternative Provision in Derbyshire," though the reasoning behind the ordering of sub-pages is unclear.</p> <p>It was noted that altering the homepage layout would require commissioned design and development work, which would incur costs. The group agreed that the Local Offer should be made as useful and intuitive as possible. This links back to earlier discussions about the roadmap: whether to create a clearer mapped pathway for users or instead restructure the Local Offer itself so that the user journey through the site naturally follows a logical, supportive route.</p> <p><b>NHS Rep (2)</b> notes that the Nottingham roadmap was found to be more confusing than helpful. Although presented as a map, it is effectively a long list of services on a single page, which makes it cluttered and risks missing important nuances or changes in support. Its approach requires users to click around randomly to find what they need, and replicating this model would not offer improvement over the current Derbyshire offer. The sample roadmap document also felt difficult to navigate, appearing jumbled and functioning more like an index than a genuine pathway.</p> <p>The group emphasised that the Local Offer has a duty to guide users clearly through available support. It was suggested that the roadmap document should include introductory context, such as "How to use this document", and a contents page, like a traditional manual, to orient users before they begin. Because users may approach it with expectations shaped by other modern websites, clear structure and guidance are essential to grab attention and direct them through the information in a logical, supportive way.</p> <p><b>Chair</b> commented that although the roadmap looks visually appealing, it does not effectively support users who are unsure which service they need. Some elements are clear, but others are less so, meaning the roadmap may not reliably guide users to appropriate support.</p>

Item No:	Minutes:
5. Cont	<p><b>SEND Rep (1)</b> suggested that a well-structured, contextualised index could achieve the same purpose as the roadmap, potentially offering clearer and more accessible navigation for users.</p> <p><b>Chair</b> reflected on the user experience, noting that if a visitor is unsure what they are looking for and opens the roadmap, they might select a broad category such as “Health,” expecting the Local Offer content to guide them through universally available services. However, the Local Offer does quickly direct users toward applying for an EHCP, even though several steps should come before that stage. The Chair suggested making the earlier stages of the journey clearer so users better understand how the Local Offer can support them before reaching the EHCP process.</p> <p><b>NHS Rep (2)</b> notes that visitors should be guided through available tools and early-stage resources before being directed to specialist services. For example, CAMHS represents a high level, specialist intervention, and users should not be led straight there. The Local Offer should help visitors understand and access universal and targeted support options first, ensuring a clearer and more appropriate progression through the support pathway.</p> <p><b>ISAS Rep (1)</b> highlights that consideration must be given to who is using the Local Offer. Many existing pages appear to be written primarily for professionals rather than for parents, carers, children, and young people. The Local Offer should focus on educating and guiding families first and foremost, ensuring content is accessible and supportive for those seeking help, rather than being directed mainly at professionals.</p> <p><b>Chair</b> agreed that while the Local Offer is used for multiple purposes, its core audience must remain children, young people, and families with additional needs. Pages should therefore be written primarily for them. Adding too much information makes content harder to maintain and risks reducing accessibility. The Local Offer is fundamentally a site for families and young people with SEND, and this must remain the central focus when creating and reviewing content.</p> <p><b>ASCH Rep (1)</b> highlighted the importance of coproduction and asked whether the Local Offer development has included consultation with the people who actually use the website—families, young people, and suggests involving SENDIAB. They suggested that young people would likely be willing to provide feedback, and that such consultation would help ensure the Local Offer meets the needs of its intended audience.</p> <p><b>Chair</b> noted that consultation with families and young people had taken place some time ago and would be discussed later in the agenda. They also highlighted an upcoming review of findings from the DPCV survey, emphasising that these are the voices that should be central to shaping the Local Offer.</p> <p>There are 3 key routes.</p> <ul style="list-style-type: none"> <li>• Health And Wellbeing</li> <li>• Education and Learning</li> <li>• Social Care</li> </ul> <p>The group agreed that representatives from the three key areas should review the website journey for their respective sections. The aim is to clarify what users should see when they first select categories such as Health, Education, or Care, and to define the intended user journey. Considerations include how content is ordered, how signposting should work, whether links should appear within text, and how the first page of each area should be structured. It was acknowledged that while pages will remain broadly similar in layout, the journey and presentation need to be refined to better guide users.</p>

Item No:	Minutes:
5. Cont	<p>Volunteers were identified from Health, Education and Learning, and Social Care to review the website journey for their respective areas:</p> <ul style="list-style-type: none"> <li>• <b>Health and Wellbeing:</b> Colleagues volunteered to review this section as a subgroup. Volunteers confirmed they are happy to work together on this, along with others not present.</li> <li>• <b>Education and Learning:</b> Volunteers confirmed participation from Early Years, Education, and SEND teams. This work can be aligned with other ongoing activity.</li> <li>• <b>Social Care:</b> It was noted that there may be colleagues within commissioning who could contribute from a SEND and Social Care perspective. Efforts will be made to identify someone suitable, although securing the necessary involvement may be challenging.</li> </ul> <p><b>ACTION:</b> Volunteers from the three key route areas (Health, Education and Learning, and Social Care) will meet to discuss and define what the landing page for their respective sections should look like.</p>
6.	<p><b>Monitoring of Google Analytics</b></p> <p><b>An updated version of the document was shared during the meeting. Attendees were asked to refer to the latest version provided.</b></p> <p><b>The group reviewed the following analytic report metrics:</b></p> <ul style="list-style-type: none"> <li>• Most Visited Pages</li> <li>• % of total</li> <li>• Average time spent on pages</li> <li>• Trends</li> <li>• Requests for analytics</li> </ul> <p><b>Chair</b> noted that this item is usually included on the agenda for information only but felt it would be helpful to discuss the analytics in more detail during the meeting.</p> <p><b>LO Admin (2)</b> advises that the team uses Google Analytics 4, which provides standard reporting based on automatically collected data. Basic analytics are shared, including the top 10 most-visited pages and information on how users reach the Local Offer, primarily via Google, with some arriving through direct links or referrals from other websites. This period's top 10 pages were consistent with usual patterns, with no unexpected changes.</p> <p>The latest report also includes the average time spent on each page. Analytics from the search results page indicate that users are actively engaging with the listings, as shown by the time spent reviewing them.</p> <p>The team has also recently been granted access to Microsoft Clarity, which offers visual journey mapping based on user interactions. The tool tracks elements such as mouse movement and recreates anonymised interaction "videos" using this data, without recording actual screens. LO Admin stated they are happy to take requests for more specific reporting. For example, if colleagues want to know how often particular documents are downloaded, this can be provided. Attendees were invited to share what additional information they would find useful.</p> <p><b>ISAS Rep (1)</b> notes that some pages, such as the Early Years SEN page, appear highly used because settings regularly visit them to access the inclusion funding application form. However, this does not necessarily indicate how often parents themselves use these pages. Questions were raised about whether the page should direct users to a separate inclusion funding page, and how visitors interact with the content, whether they read the information provided or simply click directly on the form link. Further analysis may be needed to understand user behaviour and ensure the page supports both settings and families effectively.</p>

Item No:	Minutes:
6. Cont	<p><b>Chair</b> noted that page usage is heavily influenced by the type of content published. For example, the Education and Learning section consistently appears at the top of usage statistics because it contains numerous sub-sections, naturally generating higher traffic.</p> <p><b>LO Admin (1)</b> presented an example of the PfA analytics report previously provided to PfA lead. This was shared to demonstrate the level of detail available and to show attendees the types of bespoke analytics that can be requested and produced.</p>
7.	<p><b>LO Introductory Video</b></p> <p><b>The group discussed the following</b></p> <ul style="list-style-type: none"> <li>• Watch the video: <a href="https://youtu.be/eqi9pyGQJhM">https://youtu.be/eqi9pyGQJhM</a></li> <li>• Comments</li> <li>• Where should this be published other than schools?</li> <li>• How do we launch and promote this?</li> <li>• What other videos should be created? <ul style="list-style-type: none"> <li>○ 4 Domains of SEND originally agreed</li> </ul> </li> </ul> <p><b>LO Admin (1) plays the video for attendees.</b></p> <p><b>Chair</b> asked whether attendees had viewed the video available on the Local Offer site.</p> <p><b>LO Admin (1)</b> explained that the video is not currently published on the Local Offer website. The team had been awaiting direction from senior leaders involved in its development, but no response was received, so the video has not been launched independently.</p> <p><b>Chair</b> noted that although four videos were originally agreed, aligned to the four domains of SEND—no progress has been made on these. Content authors were asked to consider where videos might add value within their areas. The Chair emphasised that producing videos requires significant time, effort, and cost, so suggestions should be well-considered and focused on where they would genuinely support users.</p> <p><b>LO Admin (1)</b> confirmed that additional relevant videos can also be included on the Local Offer website. For example, if NHS colleagues have video resources, such as autism support packs, these can be published on the site. Attendees were invited to share any videos they would like to add.</p> <p><b>ACTION: Send 'Local Offer Presence Publishing Pack' to ISAS Rep (1) to share with Early Years Providers.</b></p>
8.	<p><b>Feedback</b></p> <p><b>The group discussed:</b></p> <ul style="list-style-type: none"> <li>• Increased frequency of feedback from a larger number and more diverse range of Parents/Carers and professionals who tell us that they agree that good progress is being made in delivery of the local area SEND Strategy</li> <li>• Share previous survey results</li> <li>• What should we be asking?</li> <li>• Who should we be asking?</li> <li>• When do we do this?</li> </ul> <p><b>Chair</b> explained that a previous Derbyshire Parent Carer Voice (DPCV) survey asked broad questions such as whether respondents had heard of the Local Offer, what they liked, and whether they found what they were looking for. Results at the time showed that many people were not aware of the Local Offer website. The same survey questions are being asked again, which will allow for a year-on-year comparison and provide updated insight into awareness and user experience.</p> <p><b>ACTION: REVISIT IN NEXT SG MEETING. ADD TO AGENDA</b>  <b>ACTION: INCLUDE DPCV RESULTS IN AGENDA WHERE APPROPRIATE</b></p>

Item No:	Minutes:
9.	<p data-bbox="225 120 568 152"><b>Promoting the Local Offer</b></p> <p data-bbox="225 192 507 224"><b>The group discussed:</b></p> <ul data-bbox="272 230 855 434" style="list-style-type: none"> <li>• How do we promote the Local Offer?</li> <li>• How should we promote the Local Offer? <ul style="list-style-type: none"> <li>○ DCC Login Pages</li> <li>○ Splash screens</li> <li>○ Email signatures</li> <li>○ Social media</li> </ul> </li> </ul> <p data-bbox="225 477 1541 645"><b>Chair</b> noted that the upcoming survey results will reveal how many people are currently aware of the Local Offer. To increase internal awareness, the Chair suggested considering whether the Local Offer could be promoted on the DCC device splash screen, which displays key messages when staff log in. Additional ideas included using internal display screens, digital displays, and email signatures to further raise visibility among staff.</p> <p data-bbox="225 687 1533 786"><b>LO Admin (1)</b> suggested that awareness of the Local Offer could also be strengthened by incorporating it into staff onboarding processes, such as including it within DLO training materials or introductory exercises for new employees.</p> <p data-bbox="225 828 1501 996"><b>NHS Rep (2)</b> asked how the Local Offer development links with the communications group, noting that an accelerated working group is already involved through SENDIAB. They suggested posing questions to this group for guidance. They cautioned that while widespread promotion—such as posters—could increase visibility, it is essential that visitors have a positive first experience of the Local Offer; otherwise, they may not return, regardless of how well it is advertised.</p> <p data-bbox="225 1039 1541 1274"><b>Preparing for Adulthood (PfA) Rep (1)</b> emphasised the importance of clearly identifying the audience and tailoring messages appropriately. They suggested using existing forums, including schools, to actively promote the Local Offer and engage directly with families and young people. A more targeted, marketing-style approach was recommended, using what is already known about user needs to set clear improvement goals. It was stressed that information on the Local Offer must be accurate and well-presented before wider promotion, and that engagement should focus on children, young people, and families rather than relying solely on internal channels such as email signatures.</p> <p data-bbox="225 1317 772 1348"><b>The Chair highlighted two clear priorities:</b></p> <ol data-bbox="272 1355 1522 1487" style="list-style-type: none"> <li>1. <b>Get the Local Offer right</b>—ensure content, structure, and user experience are accurate, accessible, and fit for purpose.</li> <li>2. <b>Once the offer is right, promote it effectively</b> to raise awareness and ensure families, young people, and professionals know how to access it.</li> </ol> <p data-bbox="225 1529 1525 1697">Ahead of the March meeting, the Chair asked the three volunteer groups to review what the user journey should look like within their areas. Other attendees were asked to review the Local Offer homepage, consider its current layout, and think about how it could be improved so that information appears in the right order and follows a clear, logical path. Attendees were encouraged to spend a few minutes reflecting on this work before the next meeting.</p> <p data-bbox="225 1740 1374 1771"><b>ACTION: Visitor Journey Sub-Group to review the journey for their nominated sections.</b></p> <p data-bbox="225 1814 560 1845">Next meeting: 26<sup>th</sup> March.</p>