

Thurrock Council's Local Offer Annual Report 2014/2015

Introduction

The purpose of [Thurrock's Local Offer](#) is to allow children and young people in the borough, who have Special Educational Needs and/or a disability (SEND), to be able to find information in one place. The Local Offer aims to provide clear, comprehensive and accessible information about what services and provisions are available in Thurrock for parents and young people. The Local Offer is also about making services more responsive to local need and aspirations.

Thurrock Council's [Local Offer](#) has been created by working alongside children, young people and families.

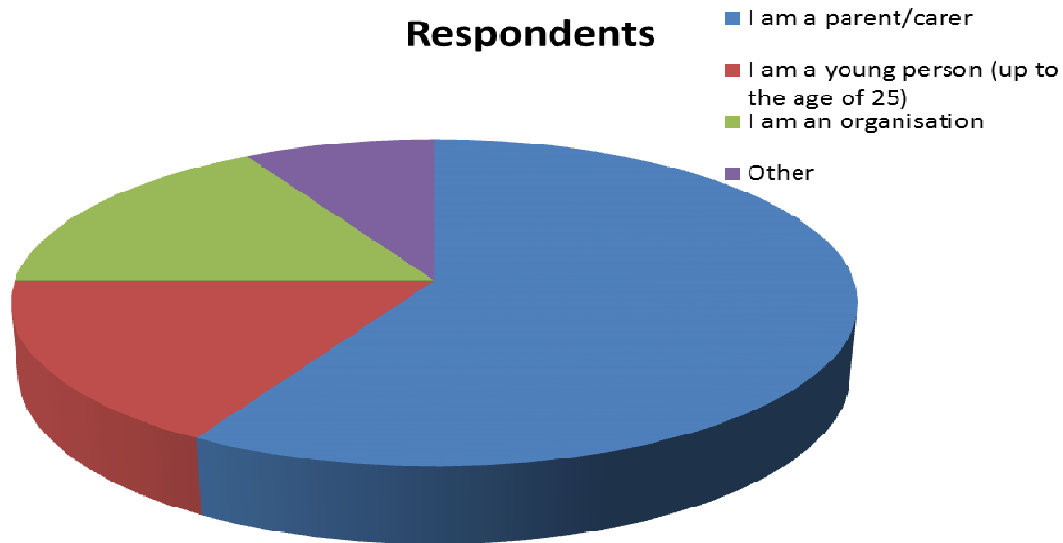
Part of the [Special Educational Needs and Disability Code of Practice: 0 to 25 years](#) is that Local Authorities must publish comments about their [Local Offer](#) received from or on behalf of children with SEN or disabilities and their parents and young people with SEN or disabilities.

Thurrock Council wishes to constantly review the [Local Offer](#) to ensure that it works for the children and young people of Thurrock. Our online survey can be found at:

https://consult.thurrock.gov.uk/portal/tc/cef/lo_survey

Who Responded?

We asked the respondents to let us know what category they fall under to ensure that we were consulting with an equal number of people.



The replies we received were mostly from parents and carers. Although we are happy with this engagement with parents and carers, it has identified to us that we need to strengthen our relationships with young people with special educational needs and disabilities. To strengthen this, we will be working closely with the schools and youth clubs, as well as attending community events such as the Thurrock Youth Conference, to try to engage with more young people.

We have also included feedback from other areas that we have received during the last year.

70% of the respondents to our questionnaire have used the [Local Offer](#) area of Ask Thurrock Website.

We asked respondents where they received information about the Local Offer:

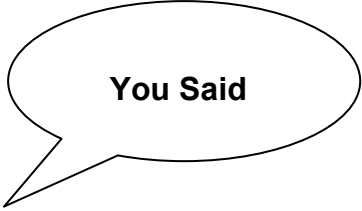

Number of Responses	% Answer
The Sunshine Centre	0%
Child's School (Senco)	0%
The Family Information Service (askthurrock.org.uk)	10%
Thurrock Council SEN Department	10%
Carer's Support Services	0%
Social Worker	0%
Other Professional	20%
Word of mouth	20%
Have not received any information	30%
Other (please specify)	10%
Total	100.00%

The responses we've received has highlighted the need to work with other partners and ask them to give their families and young people information on the Local Offer. This will be strengthened by a marketing campaign which will increase the visibility of the [Local Offer](#).

85% of respondents said that they will use [Ask Thurrock Local Offer](#) again.

Responses - You Said, We Did

We have collated all feedback that we have received from consultation with professionals, young people and parent/carers into a 'You Said, We Did' format to show you how we are evolving the Local Offer to fit Thurrock's children and young people with special educational needs and disabilities.

 <p>You Said</p>	 <p>We did</p>
<p>You said that you couldn't find information on education, therapy, professionals and schools</p>	<p>We currently have a subcategory on Education under the Local Offer where we list every school and any education services. We are working to increase the amount of information we have on therapy and professionals on the Local Offer.</p>
<p>You said that some of the information was not accurate or up to date</p>	<p>We are currently doing an audit of the information that is on the Local Offer to ensure that it is as up to date as possible. Services themselves can log on and update their information, which means that they can update any change of details quickly.</p>
<p>You said that the site search was poor</p>	<p>We have a keyword search bar that you can use for a quick search. We are currently looking at improving this facility to make it easier to find specific information.</p>
<p>You said that you found it difficult to find information on Personal Budgets</p>	<p>Our Personal Budget information is stored under 'Advice and Guidance', which is under another tab when you search or click onto a list of services. We have made a banner over the top of the page to draw more attention to this tab, and are working on moving this information to a more visible area.</p>
<p>You said that you cannot find anything on the website and it just signposts you to the SNAP directory</p>	<p>The SNAP directory is another resource that parents can use to find information on services for 0-25 year olds with SEN or disabilities in Essex and Thurrock, which we have highlighted in our introduction to the Thurrock Local Offer page.</p> <p>This seems to have created some confusion as</p>

	<p>it's quite prominent, especially on the old website page which was still appearing on google search, so this section of our introduction has been removed.</p> <p>You will still be able to find information on SNAP in our list of services, as it remains a useful website. We are working to have people who click onto the old style website from a google search redirected to the new website, until the old website is re indexed by google.</p>
<p>You said that the website needs to be more user friendly and that you would like Ask Thurrock to be straightforward and accessible</p>	<p>We will consult further to find out exactly what people would like, to make the website more accessible and user friendly, by using 'mystery shoppers'.</p>
<p>You said that only certain groups have been told about the Local Offer services, not the wider community</p>	<p>We have tried to improve the reach of the Local Offer by contacting as many local groups and forums as possible to spread the word. We will also be using a new marketing campaign to spread the word of the Local Offer. Our main contact point is CaPa Participation Group, which is open for anyone to join. If you have a local group and you haven't received any information from us, please send your details to FIS@thurrock.gov.uk and we will add you to our mailing list.</p>
<p>You said that you had no knowledge of the Local Offer</p> <p>31% of respondents have not heard of the Local Offer</p>	<p>We have been working with parenting groups and schools to ensure that people are aware of the Local Offer and where they can find this information.</p> <p>We are currently working with our communications team to produce a marketing campaign to ensure that everyone is aware of the Local Offer. Part of our survey was to ask how you would like to be notified about the Local Offer, and we will use these ideas to fuel our campaign to ensure that all parents and young people are aware of the Local Offer</p>
<p>You said you couldn't find information on childcare for children with special educational needs and disabilities</p>	<p>Childcare information is already available on Ask Thurrock, but there is no clear link between the Local Offer and the childcare information. We are currently working to ensure that the link between the Local Offer and Childcare section is more visible.</p>

	<p>We are currently developing a new way for childcare providers to update their information onto Ask Thurrock. This will mean that parents will be able to have up to date information on what experience and qualifications a childcare provider has in delivering childcare for children with SEND.</p>
<p>You said that it was unclear if deaf young people were involved in drawing up the Local Offer</p>	<p>We will be working closely with the Thurrock Resource Base for Deaf and Hearing Impaired Students at St Cleres School to ensure that deaf and hearing impaired pupils will have more influence in drawing up the Local Offer</p>
<p>You said that it was difficult to find eligibility criteria for some of the listed services</p>	<p>Many of the services listed under the Local Offer already have eligibility criteria listed. However, we are currently working on an audit of the services we have listed on Ask Thurrock to ensure that we have as much information as possible on the services, and will ensure that any eligibility criteria is highlighted so that it is easy to find.</p>
<p>You said that it was unclear what to do if a family or young person has a complaint</p>	<p>Many of the services we have listed under the Local Offer refer to the relevant section of the service or school's website, or give the details on what route a person will need to follow to complain.</p> <p>We are working to improve the information we currently have on how to complain during our audit of services.</p>
<p>You said that there isn't information on auxiliary aids or the National Deaf Children's Society on the Local Offer</p>	<p>You can now find this information on Ask Thurrock</p>