



Thurrock Council's Local Offer Annual Report 2021/22

The purpose of Thurrock's Local Offer is to allow children and young people in the borough, who have Special Educational Needs (SEN) and/or a disability, 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, children 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 their families.

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

We are continually improving our Local Offer, which is shaped by feedback we receive from children, young people, families and professionals. The annual report provides a summary of the changes we have made as a result of the feedback we received in the previous academic year. This can be found under the '**You Said, We Did**' section of the annual report.

If you would like to provide feedback, our online survey can be found at:

<https://consult.thurrock.gov.uk/local-offer-survey>

The FIS Team is happy to meet with anyone who may want to provide feedback to us directly and you can also send any general feedback to FIS@thurrock.gov.uk

Responses - You Said, We Did

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

You said.....

We did.....

Next steps

<p>“The maps on this site does not work well like on other sites”</p>	<p>We have now added some enhanced Google Map software. This has enabled users to get directions to services and pinpoint locations on a map.</p>	<p>Over the next 12 months we will be investigating further enhancements to our Google Map features.</p>
<p>“There are not enough events for me and my children to attend”</p>	<p>We completed a project where we reviewed all the events on our 'What's on' section and removed the ones which were no longer valid. We have worked with our services to list more events and have also added a featured events section in various parts of the site.</p>	<p>We will continue to work with our services to advertise events for all ages and all needs.</p>
<p>“There is not a lot for children on the site”</p>	<p>We have now added a competition zone. This section provides all children including those with SEND to participate in various competitions. Winners are showcased on the site, and some received theatre tickets as prizes.</p>	<p>We are continuing to release competitions on an ongoing basis this is a continued collaboration with the SEND service.</p>
<p>“Website needs more images and videos etc”</p>	<p>We have now added images and videos to various sections of the website of the website. This is including a brand-new podcast section where users can listen to various members of the SEND service giving helpful information and advice.</p>	<p>The service is continuing to create podcasts and we are working with various other services to add images and videos to their pages.</p>

We Are Listening... from the Early Years Parental Feedback Survey

During the Engagement Opportunity...	You Said...	We Listened...	The Impact Was...
January 2022 – Early Years Parental Feedback Survey	You said that it can be difficult to understand the discussions during Early Support Meetings when abbreviations are used by professionals	As professionals, we try not to use abbreviations during Early Support meetings with parent carers	Parents find the meeting more accessible to them and feel more confident participating in discussions
January 2022 – Early Years Parental Feedback Survey	You said that you prefer face-to-face Early Support Meetings	Colleagues in Early Years can accommodate face-to-face meetings upon request from parent carers	Early Support Meetings are easily accessible to parent carers
June 2022 – Early Years Parental Feedback Survey	You said that Early Support Portage group sessions are not accessible to those with complex needs.	The Early Support Team have worked with the psychology service to set up the complex needs group and promoted free play during the sessions	This has ensured that children with the most complexity or need are able to access and benefit from portage sessions

We Are Listening... from the Early Years Parental Support Survey

During the Engagement Opportunity...	You Said...	We Listened...	The Impact Was...
September 2022 – Early Years Parental Support Survey	You said that during your child's Early Year's phase transition, you would prefer face-to-face support during the process.	The Early Support Team have worked with Employment Education Improvement Officer (EEIO's) and the Local Area Special Education Needs Coordinator (SENCo) to support transitions into school. The Early Support and Portage Team also attend transition meetings for settings and school SENCOs within each locality where they are able to share information on Early Years SEND services	Parent Carers and settings feel better prepared for the child's first day in their new school
September 2022 – Early Years Parental Support Survey	You said that you would like forms and information to be translated into the language spoken by residents	The Early Support Referral Form is now available in several languages	This has ensured that information can be easily accessed by more residents

We Are Listening...from the EHCP Process Parental Feedback Survey

During the Engagement Opportunity...	You Said...	We Listened...	The Impact Was...
September 2022 – EHCP process feedback survey	You said that you found accessing your child's Education Health Care Plan (EHCP) documents via Objective Connect is difficult	Your child's EHCP documentation is now sent direct to your email address via e-mail encryption	Parents are able to open their child's EHCP documentation without the need for log-on details and use of software

We Are Listening... from the Thurrock SEND Family Forum

During the Engagement Opportunity...	You Said...	We Listened...	The Impact Was...
<p>September 2022 – Thurrock SEND Family Forum</p>	<p>You said that you didn't know where to find engagement opportunities on the SEND local offer</p>	<p>The Family Information Service have facilitated 3 drop-ins to obtain feedback on the Local Offer but also demonstrate how to get the most out of it.</p> <p>We have also added the following text above the tiles on the Local Offer landing page "For the latest engagement opportunities and to stay up to date with all things Thurrock SEND, click on the sections below"</p>	<p>This has supported parents in accessing information and engagement opportunities available to them</p>

We Are Listening... from complaints received

During the Engagement Opportunity...	You Said...	We Listened...	The Impact Was...
<p>September 2022 – feedback from complaints</p>	<p>You said that you were experiencing difficulties contacting SEN case officers via telephone</p>	<p>We have revisited our telephonic system to ensure the rotational link is working correctly</p>	<p>More lines are now available to take incoming communications</p>

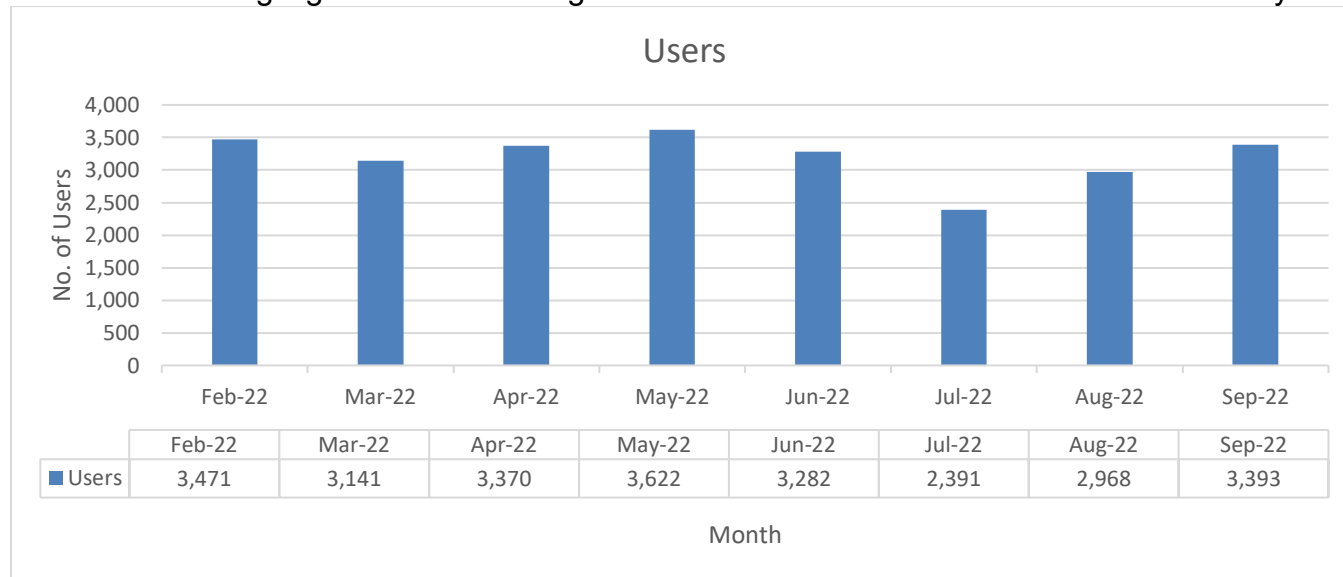
Key developments last 12 months

- **GPS.** We now have new and improved GPS Functionality which was installed recently. This enables GPS software to pick up users' locations so they can find services in their area, see these on a map and have directions available on their phones or devices.
- **Podcasts.** We have a dedicated Podcast section which hosts multiple podcasts for users to listen too. We have a range of speakers including senior staff and users of the SEND Service.
- **Competition Zone.** A Competition Zone was created by the SEND Service where all children can enter various competitions. There have been prizes and they have been made available to all children in Thurrock.
- **Featured Events.** We wanted to showcase some of our most exclusive events so, in conjunction with our supplier, we have a dedicated featured events section which appears on 2 of our most visited channels.
- **Breaking News Section.** Following some feedback in addition to our news section we were asked if we could have a news section on the homepage which had details of some of our most important news. We now have a rolling news section along with images on the homepage of our site.
- **NHS Widget.** We have added an NHS service widget to our homepage. This enables users to find NHS services closest to them.

Data

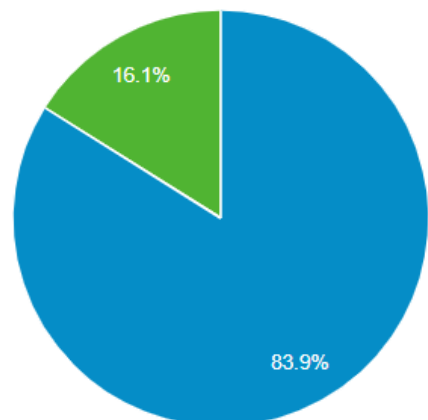
From Mid-January 2022 we introduced monthly statistics to help us identify trends and any gaps on our Local Offer.

Here are some highlights below showing number of visitors each month between February 2022 to September 2022.



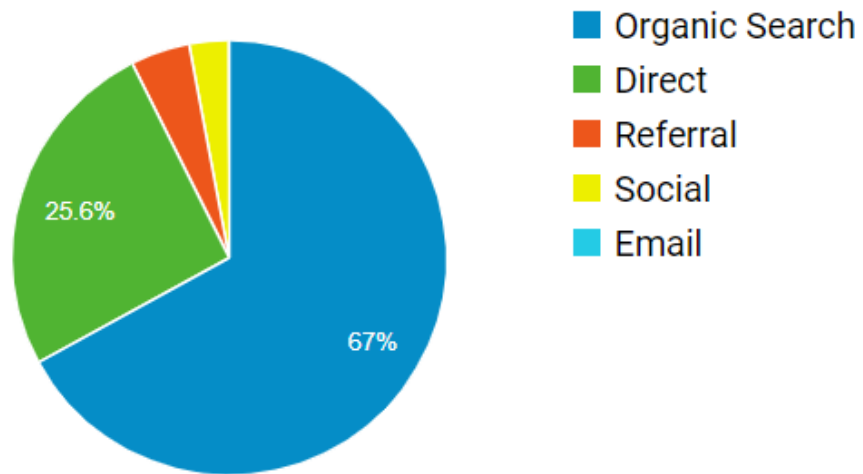
On average we have around 3000 visitors per month

■ New Visitor ■ Returning Visitor



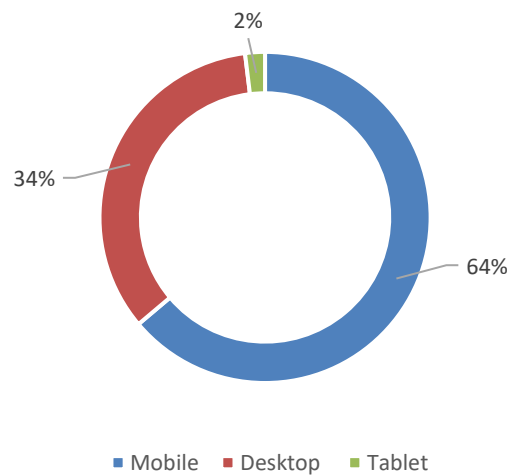
From February we normally saw around 20/25% returning visitors each month. We have recently completed a social media push which has seen the number of new users increase, which is positive.

Top Channels



We are really pleased to have over 25% of our users visit our site directly meaning they know the website address or have it saved. We have recently done some promotional work via social media which has seen the numbers of users arriving to our site from social media increase in August and September.

No. of Users



We now have a site which is mobile and tablet friendly so are pleased that 64% of our visitors use their phones to access the site.