



## Thurrock Council's Local Offer Annual Report 2022/23

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:

[Local Offer Survey](#)

The Family Information Service (FIS) Team is responsible for managing the Local Offer website and are happy to meet with anyone who may want to provide feedback to us directly. You can also send any feedback to [FIS@thurrock.gov.uk](mailto: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><b>“Other websites are able to give you directions onto your phone for relevant services”</b></p>                          | <p>‘Use my current locations software has been added to the site. This means users can get directions to services and events from their live location sent to their phone’</p>   | <p>Over the next 12 months we will continue to investigate further enhancements to our Google Map features and also keeping an eye on what is available.</p>                    |
| <p><b>“Want some advice and information on good engagement methods for children with SEND”</b></p>                            | <p>We created a page called Thurrock Good Engagement Methods (GEMs). Thurrock GEMs demonstrate good engagement methods and practise to support children and young people with SEND.</p>  | <p>We will continue to make sure this page is updated and relevant.</p>   |
| <p><b>“There is not a lot for children on the site”</b></p>   | <p>We have continued to add competitions to the competition zone. This section provides all children including those with SEND to participate in various competitions. Winners are showcased on the site, and some receive prizes.</p> | <p>We are continuing to release competitions on an ongoing basis this is a continued collaboration with the SEND service.</p>   |
| <p><b>“The SEND Local Offer page has so much text and too many green boxes the page needs more images and videos etc”</b></p> | <p>The SEND Local Offer homepage will now feature more images. We have reduced the number of Green Boxes from 14 to 5.</p>   | <p>We are currently encouraging all our services to add images and videos to our pages on the Local Offer. We are in the process of creating new videos to add to the site.</p> |

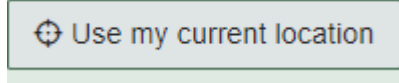
## We Are Listening... from the Early Years Parental Feedback Survey

We want to continuously improve our SEND (special educational needs and disabilities) Local Offer to ensure that it is meeting the needs of local families and individuals. The table below provides updates on how we have improved our services as a direct result of your feedback, so thank you for sharing your views .....We are Listening.

| You Said...  | We Listened...  | The Impact Was...   |
|--|---|---|
| <b>You wanted to be provided with information relating to the EHCP process, the Local Offer and support services upon entering the SEN service</b>                     | We send an email to parents welcoming them to Thurrock SEND, encouraging visits to the Local Offer and inviting them to attend a 'welcome to Thurrock SEND' meeting   | Parents are given the opportunity to meet senior members of staff within the SEN service and ask any questions. They are provided with various links to information on the Local Offer, directed to SENDIASS and are informed about the Thurrock SEND Family Forum by the chairperson who also attends these meetings |
| <b>You wanted an opportunity to provide feedback on the annual review process</b>  | We invite parents via text message to complete an online questionnaire and provide an opportunity to speak with the QA Manager during a dedicated focus group   | Parents are able to provide feedback on the process and raise any concerns they may have directly with the QA Manager   |
| <b>You wanted an opportunity to speak directly with Strategic Leads regarding your experiences of SEND in Thurrock</b>   | We have scheduled focus groups facilitated by Strategic Leads and regularly promote these opportunities to parent carers  | Parents are able to talk directly to Strategic Leads regarding their experiences of SEND in Thurrock, education, health and care.   |
| <b>You said you wanted more information on specific topics relating to SEND</b>  | We have created Thurrock Good Engagement Methods (GEMs) with more on the way  | Thurrock GEMs demonstrate good engagement methods and practise to support children and young people with SEND   |
| <b>You said you wanted us to celebrate the achievements of your child or young person</b>  | We launched the SEN Rising Star Awards to celebrate the achievements, resilience, perseverance, determination, and much more  | 60+ students have received recognition from the SEND service to date with the overall winners receiving a trophy  |
| <b>You said you wanted more information regarding phase transfers</b>  | We have created Thurrock GEMs, recorded podcast episodes, created a dedicated area on the Local Offer and facilitated focus groups for parents and SENCos   | Parents and professionals are better informed in terms of what makes a successful phase transition and what to expect during the process  |
| <b>You said you wanted a safe space for 11-16 year olds to discuss what is working well for them and identify support they need to flourish in secondary education</b> | We have launched 'The Den!' - an informal virtual hangout for young people aged 11-16 providing an opportunity for young people to share their experiences and work together to improve services for young people with Special Educational Needs and Disabilities, living or attending education in Thurrock. | Children and young people have shared their experiences of living in Thurrock with SEN. Feedback around this has been used to inform service developments and strengthen areas of the Local Offer   |
| <b>You said you wanted to share your experiences of living with SEND and where possible, help inform service developments</b>  | We have provided opportunities for those aged 2-19 via competitions   | Children and young people have been encouraged to design the service Mascot and Logo, explore their communities, think about what it means to be in good health, celebrate the Queens Jubilee and display random acts of kindness   |

## Key developments last 12 months

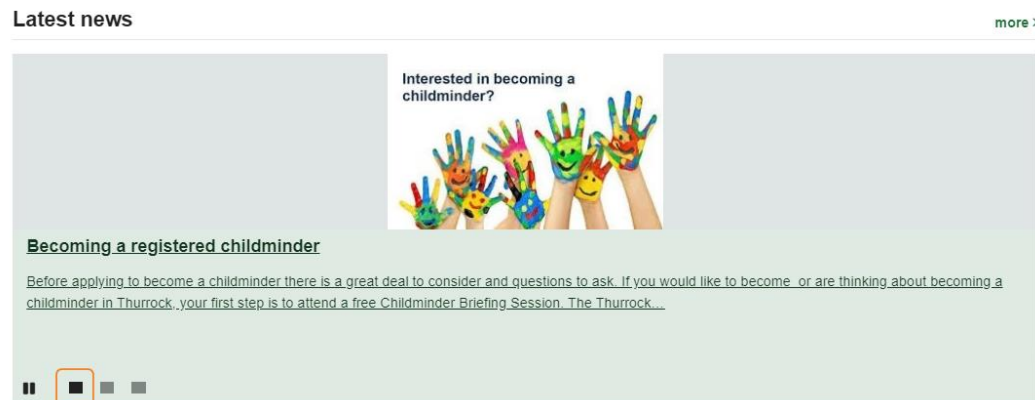
- **GPS.** We now have new and improved GPS Functionality which was enhanced recently. This enables GPS software to pick up users' locations so they can find services in their area, see these on a map and have directions available on their phones or devices.



- **NHS Widget.** We have now added 3 NHS service widget to our homepage. This enables users to find NHS services closest to them without having to leave the page.

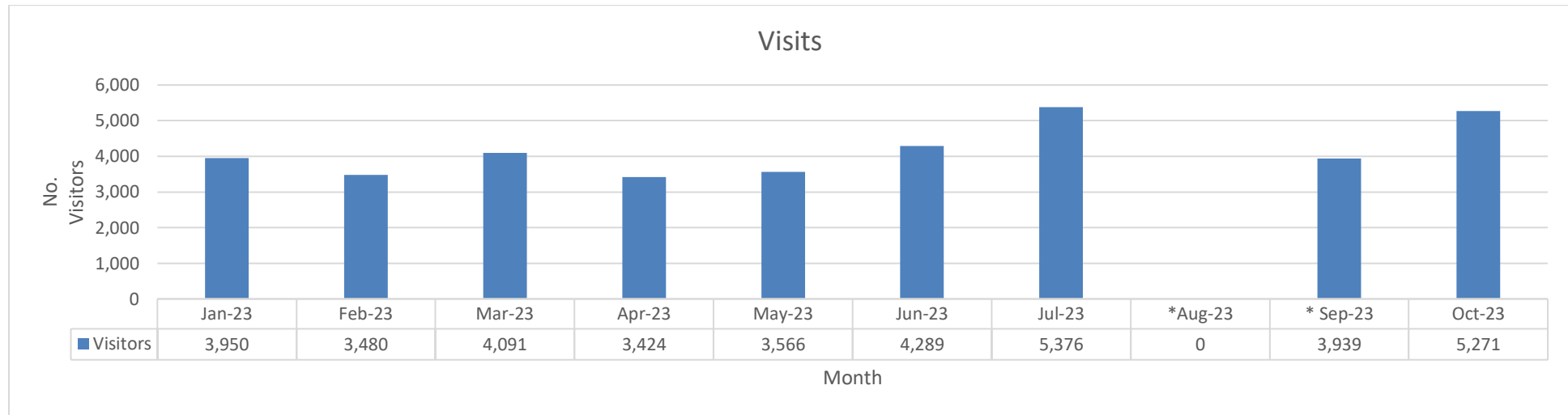


- **Breaking News Section.** We have now improved our latest news section by adding images and adding it to ALL our homepages on our site.



## Data

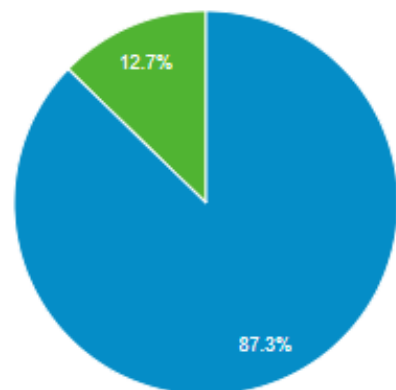
The graph below shows the number of visits to our site each month.



We have had an increase in the number of visits to our site. This is because of the improvements to the site, the increase in engagement and promotion from our stakeholders. Last year on average we had around 3000 visits per month this year it has increased to 4000 and in October we had 5,271 which is a record high. From 1 January 2023 to 31 October 2023, we had 37,386 visits but this doesn't include August or the 1<sup>st</sup> week of September 2023 as this data wasn't available.

The below pie chart shows the number of new visitors to our site compared to our returning visitors for the year.

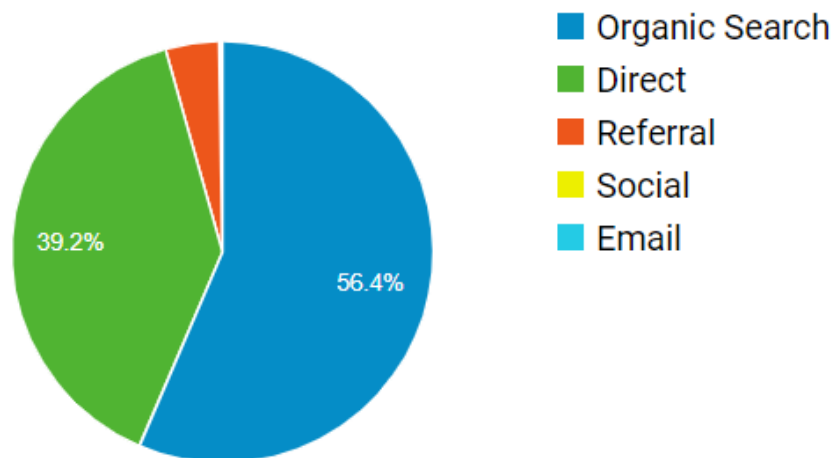
■ New Visitor ■ Returning Visitor



2023 has seen a push for new visitors to our site. We have maintained a core group of users but have seen an increase in the number of new visitors due to our social media and promotion work this year.

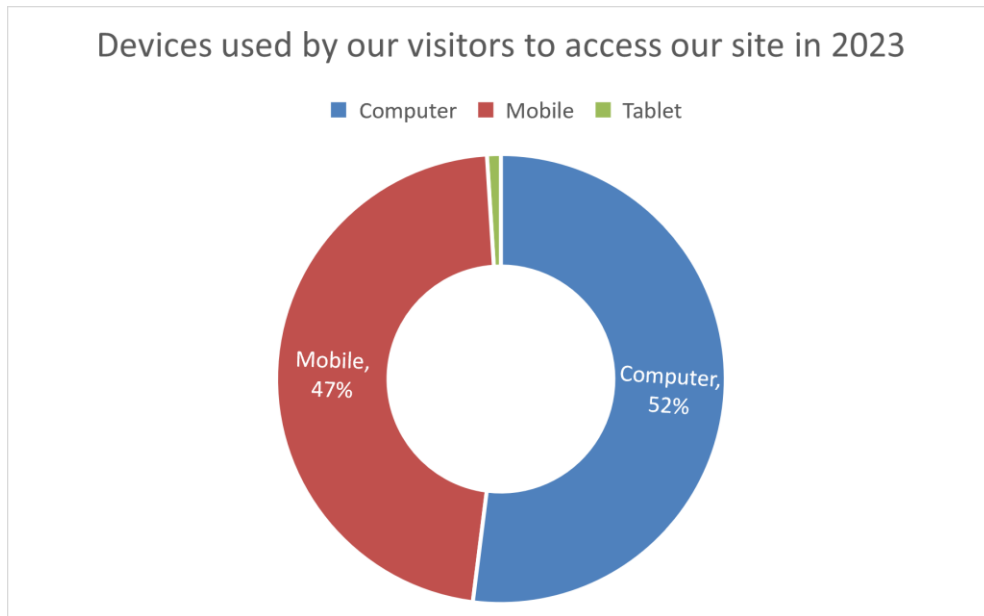
The below chart shows how the visitors to our site arrive on the webpage.

### Top Channels



2023 has seen the number of our visitors who arrive on our site directly (have the website saved or know the address) increase from 25% in 2022 to 39.2% in 2023. This is pleasing as less of our users are searching for our site as they are going onto it directly.

The chart below shows how our site visitors accessed the site in 2023.



2023 has seen 47% of our visitors use their phones which is pleasing as our site previously wasn't mobile friendly. Our site has some enhanced features for our mobile phone users.