

**LOCAL OFFER  
COMMUNICATION  
(SEND)PLAN**

**2017 - 2020  
BOURNEMOUTH**



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## 1. What is the Local Offer?

1.1 Since September 2014 all Local Authorities (LA's) have had a statutory duty to publish information on services for children and young people with special educational needs and disabilities, aged 0-25 years (Children and Families Act 2014)

1.2 The Government's aspiration is for SEN and Disability information to be:

- Accessible
- Comprehensive
- Transparent
- Up to Date
- Collaborative

## 2. Local Offer Purpose

To provide clear, comprehensive, accessible and up to date information about the SEND available provision to children and young people between 0-25 years old and how to access it.

To make provision more responsive to local needs and aspirations by directly involving disabled children /young people and those with SEN and their parents, and SEND service providers in its development of the Local Offer.

The collaborative aspect is key to the success of the Local Offer. Children, Young People and their families must be involved in planning, publishing and reviewing the Local Offer (also known as "co-production) and their views and feedback must be gathered regularly and published, with responses, on the Local Offer.

## 3. Background findings

Underpinning the requirement for a clear communication plan for SEND Local Offer was the clear feedback collected in the Borough about the current Local Offer. This has given us a clear picture of where to focus our efforts in making the Local Offer more useful and accessible.

*Recent SEND participation activities include:*

### 2016 A Youth Consultation about the SEND reforms and the Local Offer for Bournemouth

Youth led an online survey and interactive workshops delivered by and to 84 young people with special educational needs and/or disabilities at educational settings and in community settings across Bournemouth. (Bournemouth YMCA Chatterboxes)

This is an online survey of Bournemouth children and young people with Education Health and Care Plans - using the Personal Outcome Evaluation Tool (POET). It also compares the numerical responses of children and young people in Bournemouth with

the responses of children and young people from other parts of England. 31 responses were made to the Bournemouth POET survey.

### 2015 A survey of young people's views to help planning for the Special Educational Needs and/or Disabilities (SEND) Reforms across Bournemouth, Dorset & Poole

This is an online survey of 233 young people, with special educational needs and/or disabilities across Bournemouth, Dorset & Poole (Action for Children Young Researchers)

#### Summary of findings and Recommendations

##### The Local Offer and Providing Information and Advice

#### **Are Young People aware of where they can get information?**

(2015) 26% of young people (BDP) had heard of the Local Offer.

(2016) 5% of young people (Bournemouth) knew what the Local Offer was.

84% of young people had enough information and support about their HEALTH.

73% of young people had enough information and support about LEISURE & HOBBIES.

54% of young people had enough information and support about GETTING A JOB.

55% of young people had no idea how they could provide feedback on the Local Offer.

#### **Where do they get information and advice?**

- 76% Internet; 72% school/college; 32% library.

#### **Where would they like to find out about choices and options?**

- 70% talk to someone; 51% website; 29% Facebook.

Young people do not want to only rely on online information but want someone to talk to face to face

#### **A website should:**

- Not contain too much text.
- Have links to/from school/college websites to other useful websites.
- Be advertised with links from Facebook and twitter.

It was recommended that the current Local Offer web pages are simplified, use more images and an easy read format.

## 4. Bournemouth's Local Offer

4.1 Although Bournemouth's Local Offer was live from September 2014, on reflection, it is felt that it was not initially communicated as widely as it could have been and in

reviewing the analytics of the Bournemouth Local Offer site we believe there is little understanding in the local area about just what the SEND Local Offer can deliver.

- 4.2 The SEND Strategy Board (Previously known as No Limits Board) identified in early 2017 that the Bournemouth Local Offer required a permanent co-ordinator to review the content of the Local Offer and to update and progress the offering of the Local Offer in Bournemouth and a permanent Local Offer Co-Ordinator was recruited into role in May 2017.
- 4.3 The Co-ordinator has recently reviewed the current Local Offer offering, and has consulted with stakeholders (including Parent Carers, Young People and SENCO's in the local schools). A variety of feedback and views on how to better improve the offering have been collated and the Local Offer Co-ordinator will now continue to improve and develop the offering, whilst continuing to collaborate with the stakeholders to ensure that the Website, and any other social media identified, meets with user needs and stays compliant with the Code of Practise.
- 4.4 This document also outlines the communication activities undertaken to re-launch Bournemouth's current Local Offer and the planned approach in moving to a more cohesive Local Offer.
- 4.5 This document also details the authority's requirement for ongoing promotion to continually raise awareness among parents, parent carers, children, young people and professionals working with these families.

## 5. Where are we now?

- 5.1 We are continuing to work closely with Young People; B-Town Youth and The Chatterboxes groups. They developed a SEND flyer for a SEND campaign in October 2017 to assess the cohorts' views of the current Local Offer
- 5.2 The Chatterbox YMCA has been instructed to review and produce easy read SEND leaflets for both the Local Offer and the Authority
- 5.3 We will continue to meet with Young People and the Bournemouth Parent Carer Forum to develop the revised Local Offer.
- 5.4 We are liaising with SENCOs in our Bournemouth schools and the Special Schools in our area
- 5.5 We have purchased a system application called "Page Manager" and are going to use this to make the whole feel of the Bournemouth Offer more reactive and have the ability to be more able to be manipulated to make the viewing of information more relevant to Young People, Parents, Parent Carers and Practitioners.
- 5.6 We are reviewing the look of the Bournemouth Local Offer and to make it less narrative and more pictorial, easy quick read, with more visible links to the most common forms and requests for information.
- 5.7 We also will consider other Social Media applications with a view to making the Local Offer more accessible.
- 5.8 We are working with PAN Dorset Local Offer and CCG teams to share consistency and best practise
- 5.9 We will be running a PAN Dorset Local Offer communication campaign in 2018 to raise the Local Offer proposition across the borough and to start to brand PAN Dorset for the Local Offer

## 6. Where to find Bournemouth’s Local Offer?

6.1 Bournemouth’s Local Offer has its own distinct area within Children and Education on the Bournemouth Council website:

[www.bournemouth.gov.uk/childreducation/LocalOffer](http://www.bournemouth.gov.uk/childreducation/LocalOffer)

Bournemouth’s Local Offer links to 2 distinct areas:

**To find childcare** (under 5 years old)

[www.bournemouth.gov.uk/childreducation/LocalOffer/find-childcare](http://www.bournemouth.gov.uk/childreducation/LocalOffer/find-childcare)

It points to the “find childcare” pages – that are interactive and give the necessary SEND details, by provider, with the ability for being able to search for childcare via a postcode and distance from a specific postcode.

### Home > Search for childcare in Bournemouth


Welcome to Bournemouth Early Years online childcare search to find childminders, day nurseries, pre-schools, breakfast clubs, after school clubs and holiday clubs in Bournemouth. Search results include links to current Ofsted inspection reports and child carers who have vacancies.

If you are unable to find what you are looking for or need more information, please contact us on 01202 456222 or email us or visit our website.

## A-Z Search Options:


Search for providers by first letter/number of their name:



**0-5 Year Olds** 


Click on this section to search for childcare for: 0-5 Year Olds

Which includes childminders, day nurseries and pre-schools.

**5 Years and Up** 

Click on this section to search for childcare for: 5 Years and Up

Which includes childminders, after school clubs and breakfast clubs.

**The School Holidays** 

Click on this section to search for childcare for: The School Holidays

Which includes childminders and holiday clubs.

If you are a childcare provider and would like to update your details or submit your Early Education Funding Claim please visit the [provider portal](#).

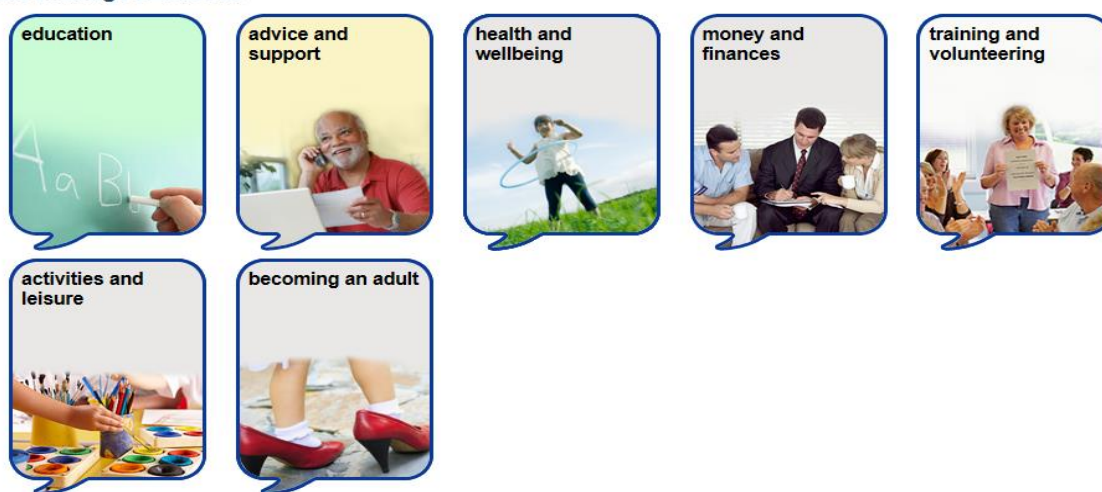
The SEND directory is on a separate platform that gives the searcher more detailed information about SEND Education and Services. This platform is quite limiting and so we have been reviewing how we can better develop to secure the Local Offer proposition for the future.

### To locate other SEND services within the Local Offer:

#### SEND Directory



Click on image to select...



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<http://senddirectory.bournemouth.gov.uk/>

## 7. Agreed approach

- 7.1 The communication plan for the Local Offer will be reviewed annually by the Parent Carer Forum and the Local Offer Co-Ordinator
- 7.2 Stakeholders will be included in significant changes to the Local Offer view and agreement reached, via the Local Offer Steering Group, prior to significant changes being made
- 7.3 All internal areas of the business will have responsibility for keeping their Local Offer Information current, and in the necessary differing formats to comply with ensuring that there are Easy-Read, Leaflets to cover their SEND information.
- 7.4 Annual review of the analytics of areas being visited on the Local Offer site to be reported and an annual discussion of results to be raised at the Local Offer Steering Group.
- 7.5 To produce this Local Offer Communication plan with input and agreement from the Parent Carer Forum
- 7.6 To work alongside a SEND communication group to ensure consistent communications about SEND across the authority
- 7.7 To liaise with our neighbouring authorities in a PAN-Dorset group to promote SEND communication

## 8. How will we know that our SEND communications Plan is successfully working?

- 8.1 We will seek the views of children, young people with SEND and their families of the revised site at least bi-annually and continue to update and review on an ongoing basis
- 8.2 To increase volume of “hits” to the Bournemouth Local Offer website
- 8.3 To increase the volume of “providers” to the Bournemouth Local Offer website
- 8.4 To work to become the first port of call for SEND information in the authority for our stakeholders.
- 8.5 We increase the local knowledge of what a SEND Local Offer can be accessed for, which we will measure during future feedback campaigns

## 9. Who contributed to this publication and when is it due for review?

This initial plan has been drawn up by:

- Tina Sweetland – Bournemouth Local Offer Co- Ordinator
  - with input from Marion Burgess, Bournemouth Parent Carer Forum.
- Plan to be reviewed May 2019 and then annually.