



# Oldham's Local Offer Review

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Section 4.21 of the Special Educational Needs and Disability (SEND) code of practice 0-25 states 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’.

Since our last published local offer review (August 2015), Oldham Council have continued to provide opportunities for families of children and young people with additional needs and disabilities, and their children or young people, to give feedback about Oldham’s local offer, specifically what they like, and the areas where they would like to see the local offer improve.

Between 1<sup>st</sup> September 2015 and 31<sup>st</sup> August 2016, the local offer development work has focused around the accessibility and content of the local offer and in addition to utilising feedback from parents and carers from previous consultations, there has been a proactive approach to developing the local offer with the following opportunities undertaken:

- Oldham’s local offer workstream has met bi-monthly to champion the development of the local offer. The workstream membership includes parents, carers, voluntary sector representatives, providers and practitioners from across Education, Health and Social Care.
- Extensive user testing has been conducted to understand how users access information.
- Engagement of parent carers, through a specific local offer session as part of POINT Forums Annual Parent Carer Conference.

### How has the local offer developed in 2015/16?

As a result of this work, Oldham have produced this ‘**You Said... We Did**’ summary below to outline the key points of feedback that we have received from parents, carers, children, young people since the local offer was launched in September 2014; and to inform you how this feedback has been used to improve Oldham’s local offer. Additionally, this year’s review has been updated to show the ‘**Next Steps**’ in developing the offer. So let’s take a look at all the hard work that is going on!

You Said	We did	Next Steps
You have continued to say that more activities need to be accessible through the local offer website	Oldham’s Local Offer Workstream have written to over 260 service providers who operate across the local area to encourage them to register their services on the local offer website.	The focus for the next phase of development is to proactively review the Early Years and Post 16 content through 2 working groups which aim to improve the content for these service user groups.  To get involved, please contact POINT Forum using the following email address: <a href="mailto:enquiries@pointoldham.co.uk">enquiries@pointoldham.co.uk</a> .
You wanted to be able to ‘Rate and Review’ services on the local offer. Last year this work was carried forward to the 2015/16 development plan.	You can now rate and review services on Oldham’s Local Offer!  From June to December 2016, a trial will be undertaken which provides a ‘Rate and Review’ function and allows YOU to comment on local service provision available through the local offer.	Oldham’s Local Offer workstream will conduct an evaluation of the Rate and Review trial in December 2016.  The outcome of the evaluation will determine if and how the Rate and Review function can become a permanent feature of Oldham’s Local Offer.

	E-Marketing has been sent to all registered members of the POINT Forum database to promote the trial and encourage parents, carers, children and young people to use the rate and review function.	We will keep you updated on progress once the trial has been evaluated.
Providers felt further training about registering on the local offer was required.	As reported in our 2014/15 update, training sessions had been delivered to many providers, however an Early year's provider training session was planned for September 2015.  Further training has been delivered to ensure that providers are clear on how and when to update their own offers.  This has been essential in maintaining a local offer that is relevant, accurate and current.	Oldham Council's Local Offer lead will continue to quality assure the local offer and address any development areas with individual providers as any issues may arise.
You have highlighted a number of concerns about accessing the local offer which included: <ul style="list-style-type: none"> <li>• Difficult to find on the council website.</li> <li>• Not easy to find the information you are looking for.</li> <li>• Knowing what to search for to get to the information you need.</li> </ul>	A significant amount of the development time has been spent improving accessibility.  User testing was undertaken with a view to improving the way that the local offer information is structured; and to improve the way users can navigate the site to find information.  This has been a lengthy but informative piece of work with over 75 user tests completed. As an outcome, we are pleased to report that significant changes have been agreed to the search categories and the way that information is linked in the local offer, which will deliver This will have significant improvements on the accessibility of the information in the Local Offer.	Developments to be completed by December 2016.  POINT Forum, Oldham Council and Local Offer Workstream members to launch across their service areas upon completion.
You said the Local Offer isn't accessible on mobile devices	Oldham Council Communications team looked into this issue and found a 'blip' in the system!  This has now been rectified and the Local Offer is once again accessible on mobile devices.	

<p>You said further promotion of the local offer is still required to raise awareness</p>	<p>Oldham Council and POINT have produced a Local Offer leaflet to inform parents, carers, children and young people about the local offer.</p> <p>This has been circulated widely across Oldham and has recently been mailed to all GP surgery's in Oldham to heighten awareness</p>	<p>A number of further promotional options are being reviewed including:</p> <ul style="list-style-type: none"> <li>• Pay and Display parking tickets</li> <li>• Website Banner on Oldham Council Website</li> <li>• Greater visibility on POINT Forum's relaunched Website</li> <li>• Inclusion on community space Information TV screens around the borough</li> </ul>
<p>Last year you said you wanted an improved offer to give families more social experiences. We said we would feed this into the tendering process for the New Short Breaks Offer, proposed from April 2016</p>	<p>This feedback was actioned and the new short breaks offer was commissioned based on the views and wishes of families across Oldham.</p>	<p>Next Steps will be to evaluate the effectiveness of the new offer as this has only been operational since May 2016.</p> <p>Feedback and knowledge from this evaluation will inform the next service commission in April 2017.</p>
<p>You have continued to say the local offer needs to be more visual and engaging in its look</p>	<p>Whilst some small changes have been made to the look of the local offer, efforts in 2015/16 have focused on ensuring information is accessible and easier to find.</p> <p>Therefore, this work will now become a priority focus in 2016/17</p>	<p>Oldham's Local Offer Working Group will be undertaking work with Oldham Council's Web team to use the feedback we have to improve the look of the local offer and make this engaging during 2016/17.</p> <p>We will be inviting local offer users to participate in this work during this year so if you want to get involved, then please take up the invitation when it is sent in early 2017!</p>
<p>You said you wanted charges to be displayed in the Local Offer information and we agreed to look at this during 2015/16.</p>	<p>This action was completed and Costing details can be entered by individual providers to inform service users of the price of accessing their service.</p>	

## GET INVOLVED... GIVE YOUR VIEWS...

As you can see from this year's review, we have achieved some positive changes, requested by YOU, however we are not stopping there!

We need YOU to tell us what you like, what we can improve and how we can develop Oldham's Local Offer to meet YOUR needs. There are lots of ways in which you can have YOUR say so check them out below and let's hear YOUR voice!

For general feedback email  
[local.offer@oldham.gov.uk](mailto:local.offer@oldham.gov.uk)  
to tell us YOUR views

Tell your Forum... POINT Forum represent the views of parents and carers; and champion change on a wide range of issues, including the Local Offer. So if you have a view... Share it! Just drop POINT an email to:  
[enquiries@pointoldham.co.uk](mailto:enquiries@pointoldham.co.uk)

To 'Rate and Review' a service available through the local offer, click 'Write a Review' on the service information page... and help other families to find the right services for them...!

To get involved in the Local Offer Workstream, email  
[local.offer@Oldham.gov.uk](mailto:local.offer@Oldham.gov.uk) ...  
we would be happy for you to be involved

### REMEMBER

YOUR views are used to:

- Shape the local offer
- Address any accessibility concerns
- Identify any gaps in provision; and to
- Ensure that Oldham Council develop an easy to navigate local offer, which increases choice, control and informed choices for families of children and young people with additional needs and disabilities.