Over the first year we have worked with parents, carers, young people, providers in Health, the Local Authority, schools and settings and the voluntary sector, to review and develop our Local Offer.
Introduction

The Children and Families Act places a duty on every Local Authority to publish a Local Offer, setting out in one place information on the provision they expect to be available in their area for children and young people (from 0-25 years) who have SEN and Disabilities (SEND).

It is a front door for information about provision from the Local Authority, Health, schools and other educational settings and the voluntary sector.

The Local Offer has two main purposes:

- To provide clear, comprehensive and accessible information about the support and opportunities that are available; and
- To make provision more responsive to local needs and aspirations by directly involving children and young people with SEN, parents carers, and service providers in its development and review.

From early 2013, we worked with parents, carers, services across the local authority and health, schools, colleges and early years settings and voluntary sector colleagues to plan for and produce our local offer.

Cambridgeshire’s Local Offer was published on 1 September 2014.

It is made up of a range of web pages as well as a searchable directory. It is a ‘live’ resource which is continually developing. It can be found at www.cambridgeshire.gov.uk/localoffer

Over the first year we have worked with parents and carers, young people, providers in Health, the Local Authority, schools and settings and the voluntary sector to review the Local Offer. On the next pages we describe what you told us and how we responded.
How did we prepare for the initial publication?

During February 2013 we held three consultation events for parents and carers to discuss the information they needed when their child has SEND, where this information should be available and what it should look like. This was supported by an online survey which attracted nearly 300 responses.

Further events in November 2013 were held both to feed back on the initial consultation and also to enable parents and carers to give more detailed information building on the views already obtained. We also asked parents and carers to help us plan the navigation structure.

Here are some of your suggestions and how they were followed up:

<table>
<thead>
<tr>
<th>You said…</th>
<th>We did…</th>
</tr>
</thead>
<tbody>
<tr>
<td>There should be clear information on-line about support and services for</td>
<td>We designed the Local Offer web pages as a ‘one stop shop’, with clear links to other relevant pages across the council website and links to other websites such as NHS Choices.</td>
</tr>
<tr>
<td>children and young people with special educational needs and disabilities.</td>
<td></td>
</tr>
<tr>
<td>One place to access all information.</td>
<td></td>
</tr>
<tr>
<td>The information should be presented clearly and include eligibility,</td>
<td>We added a glossary, developed through parental feedback, explaining technical terms and jargon. We made the contents clearer.</td>
</tr>
<tr>
<td>referrals, roles and responsibilities of professionals and contact</td>
<td></td>
</tr>
<tr>
<td>information if more help is needed.</td>
<td>We included clear information on eligibility, referral routes and responsibilities and relevant contact details in the Local Offer directory.</td>
</tr>
<tr>
<td></td>
<td>Most web pages now include contact information.</td>
</tr>
<tr>
<td>You said…</td>
<td>We did…</td>
</tr>
<tr>
<td>--------------------------------------------------------------------------</td>
<td>---------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Information about the Local Offer should be available in a wide range of places such as schools, colleges, GPs surgeries. This should help identify who to contact when there are early concerns.</td>
<td>We produced posters and cards with contact information. These are available in range of places including early years settings, schools and colleges, GP surgeries and libraries.</td>
</tr>
<tr>
<td>Printed information is important for those who have no internet access.</td>
<td>The web-pages are all printable.</td>
</tr>
<tr>
<td></td>
<td>There is a helpline promoted for those with no internet access.</td>
</tr>
<tr>
<td></td>
<td>Free internet access is available at libraries across Cambridgeshire.</td>
</tr>
<tr>
<td></td>
<td>Practitioners are encouraged to support parents and carers to access the information available on the Local Offer.</td>
</tr>
</tbody>
</table>
What information is included in our Local Offer?

We have included sections on the following areas in our Local Offer:

**Strategic information on:**
- Joint commissioning and strategic decision making
- The launch and development of the Local Offer

**General information on:**
- SEND arrangements such as identifying and assessing SEN; how to request an assessment for an Education Health and Care plan
- Personal Budgets
- Transport
- How to find information, advice and support
- Resolving disagreements
- Early years
- Education – all stages
- Social care and short breaks
- Health provision
- Preparing for adulthood

**Information about services and provision in:**
- Early years
- Education – all stages
- Social care provision
- Health provision

If you cannot find the information you need in these sections please use the comments button on the Local Offer pages to let us know. We will endeavour to gather and publish the information and keep you updated on our progress.
The first year of the Local Offer
What positive changes have the SEND Reforms made?

We improved communication and co-production with parents and carers and children and young people by:

- holding live presentations of the Local Offer webpages at Pinpoint (Cambridgeshire’s independent parent information support and involvement network) events and responding to suggestions on how to improve the look and the feel of the website

- commissioning Pinpoint to lead parent and carer workshops and to present reports to the local authority and Health. These include workshops on:
  - SEND reforms and the Local Offer
  - Autism
  - Mental Health and Well-being
  - Social Emotional and Mental Health

All reports, including Pinpoint District Network Meeting Reports, can be viewed at www.pinpoint-cambs.org.uk

- including parent and carer representatives on the following decision making boards:
  - SEND Performance and Commissioning Board
  - Local Offer working group
  - Autism Strategy Group
  - Health Joint Commissioning Board
  - Cognition and Learning Steering Group
  - Emotional Health and Well-being Board
  - Preparing for Adulthood Governance Group
  - Early Support Operational Group
• inviting parents and carer representatives to multi-agency conferences including on: Autism; SEND Joint Commissioning

• holding SENDIASS (Special Educational Needs and Disability Information and Advice Service) Roadshows on the Local Offer

• ensuring children and young people and their parents are central to their assessment for an Education Health and Care plan and are included at the first meeting. For more information visit: www.cambridgeshire.gov.uk/ehcplan

• using a national evaluation tool (POET Personal Outcomes Evaluation Tool) to evaluate and respond to the experiences of families of children and young people supported by Social Care Disability Service. For more information visit: www.cambridgeshire.gov.uk/poet-survey

We improved quality of provision and services by:

• listening to what parents and carers expect from the services we commission. We have published an SEND Commissioning Strategy and refreshed our Emotional Health and Well-being Strategy. The purpose of these strategies is to understand and plan for the current and future needs of children and young people and their families

• transferring Statements of Educational Needs to Education, Health and Care plans in the first year and monitoring the impact for families

• supporting schools with the publication of their SEND Information Report. Each school is required to have information on their website about how they identify and provide for children and young people with special educational needs and disability including those on SEN Support and without an Education Health and Care plan
• agreeing a set of skills and behaviours (competencies) required by all those who work with or support children and young people with special educational needs and disability. This is being used to inform new training programmes

• holding briefings and conferences to support professionals with the introduction of the SEND Reforms:
  o Early Years
  o Special Educational Needs Coordinators and Headteachers (SENCo)
  o Further Education

**We improved outcomes for children and young people by:**

• providing clear governance around the support that is available for families of a child 0-5 years with severe, complex and life enduring special, educational needs and disability (Early Support). An annual review has been conducted using the Multi-agency Planning and Improvement Tool (MAPIT). This has shown us that an increased number of families are accessing Early Support and have access to a key worker

• supporting schools to take part in the Achievement for All programme. This is a national school improvement programme which focuses on better outcomes for vulnerable children and young people including those with special educational needs and disability

• improving the way services work together to prepare young people with learning needs for adulthood. The intention is to ensure a smoother transition to adult services with an emphasis on independence, choice and better life outcomes
Overview of all pages within the local offer section of the website

<table>
<thead>
<tr>
<th>Page</th>
<th>Pageviews</th>
<th>Unique Pageviews</th>
<th>Avg. Time on Page</th>
<th>Entrances</th>
<th>Bounce Rate</th>
<th>% Exit</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Sessions</td>
<td>81,042</td>
<td>56,889</td>
<td>00:01:29</td>
<td>13,097</td>
<td>52.24%</td>
<td>20.95%</td>
</tr>
<tr>
<td>Sessions without CCC users*</td>
<td>46,588</td>
<td>35,473</td>
<td>00:01:23</td>
<td>11,302</td>
<td>54.70%</td>
<td>27.32%</td>
</tr>
</tbody>
</table>

* Page views that do not include devices logged in to the Cambridgeshire County Council servers

Most popular sections and pages

Local offer
- Homepage: 11,568 6,908
- Education, Health and Care Plan
  - Introduction / overview: 7,404 4,656
- About Cambridgeshire’s local offer
  - Introduction / overview: 6,927 4,334
- Age 5 - 16
  - Introduction / overview: 4,824 2,312
- Disabled Children’s Social Care
  - Introduction / overview: 3,588 1,380
- Where to get help and support
  - SENDIASS: 3,082 2,181
- Education, Health and Care Plan
  - Transferring Statements of SEN to EHC Plans: 2,941 2,322
- Where to get help and support
  - Introduction / overview: 1,432 774
- Education, Health and Care Plan
  - Personal budgets: 1,406 967
- Age 5 - 16
  - School Support for SEN: 1,212 838
What comments have we received from you this year about the Local Offer and how have we responded?

Via Local Offer webpages
Throughout the year we receive comments and feedback via the Local Offer website. Feedback is responded to within three working days as outlined in the ‘Responding to Feedback’ flowchart. We gather comments and publish our responses online at the end of each term. This is also shown below:

<table>
<thead>
<tr>
<th>September 2015 – December 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Feedback</strong></td>
</tr>
<tr>
<td>There was no information on AAC services (Alternative and augmentative Communication) in Cambridgeshire</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>There was a request for information in the local offer relevant to the provision in Cambridgeshire for a blind child.</td>
</tr>
<tr>
<td>It would be helpful to include information on special schools in Cambridgeshire on the following web page: <a href="http://www.cambridgeshire.gov.uk/site/scripts/documents_info.asp?documentID=532">http://www.cambridgeshire.gov.uk/site/scripts/documents_info.asp?documentID=532</a></td>
</tr>
<tr>
<td>There was a request for a copy of our local offer for children with ADHD.</td>
</tr>
</tbody>
</table>
The information on post-16 transport for young people with SEND was inaccurate.

We reviewed the information immediately and added the updated transport information for 2015-2016.

The information on personal budgets could be improved with more detail on the process of getting a budget, the responsibilities of parents carers and the SEN Caseworker.

We are in the process of reviewing our information on personal budgets for children and young people with an Education, Health and Care (EHC) plan to include more detailed information on the process and roles and responsibilities of those involved.

### June 2015 – August 2015

<table>
<thead>
<tr>
<th>Feedback</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>The information on post-16 transport for young people with SEND was inaccurate.</td>
<td>We reviewed the information immediately and added the updated transport information for 2015-2016.</td>
</tr>
<tr>
<td>The information on personal budgets could be improved with more detail on the process of getting a budget, the responsibilities of parents carers and the SEN Caseworker.</td>
<td>We are in the process of reviewing our information on personal budgets for children and young people with an Education, Health and Care (EHC) plan to include more detailed information on the process and roles and responsibilities of those involved.</td>
</tr>
</tbody>
</table>

### January 2015 – May 2015

<table>
<thead>
<tr>
<th>Feedback</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>There were broken links on some of our pages.</td>
<td>We have fixed the broken links and have put in place a system to check links on a regular basis.</td>
</tr>
<tr>
<td>There was a comment about the style and layout of another authority’s local offer which included relevant documents in a table with a brief description of each document. We were asked whether we could also provide information in this way.</td>
<td>We have talked with our website team about providing information in a similar format on our website. They have advised that providing information in this format does not meet accessibility standards. As an alternative we have added links to all relevant documents at the bottom of some pages for example, please see – <a href="http://www.cambridgeshire.gov.uk/ehcplan">www.cambridgeshire.gov.uk/ehcplan</a></td>
</tr>
<tr>
<td>Following the pinpoint parent network meetings in March, we have made the following changes based on feedback.</td>
<td>We have:</td>
</tr>
<tr>
<td></td>
<td>• Ensured that when searching for short breaks on the local offer directory, the list of providers that we contract with is</td>
</tr>
</tbody>
</table>
received:

- Made sure that the eligibility criteria for services is clear and as comprehensive as possible including that for short breaks and disability services.
- Changed the wording on the link to SEND Information, Advice and Support Service to include Parent Partnership Service as providing the service.
- We have worked on how the local offer directory works to try to make the searches more intuitive.
- Added some links to information in easy read and video content. For example, please see the information on Personal Budgets on [www.cambridgeshire.gov.uk/ehcplan](http://www.cambridgeshire.gov.uk/ehcplan)

We are still working to improve our information on housing as part of the Preparing for Adulthood information and to provide information in different formats.

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### September 2014 – December 2014

<table>
<thead>
<tr>
<th>Feedback</th>
<th>Action</th>
</tr>
</thead>
</table>
| There were two comments about the information on how special educational needs are identified and school support. These covered the need to include information on co-production and parents being involved as equal partners and the duty of health staff to inform parents and educational settings if they suspect a child has SEN. | We are reviewing our information on how special educational needs are identified and support in schools and updated information will be published shortly. **Update June 2015**

We have included more detailed information on how special educational needs are identified and school support on the following page: [http://www.cambridgeshire.gov.uk/info/20136/special_educational_needs_and_disabilities_local_offer/532/age_5_-_16/2](http://www.cambridgeshire.gov.uk/info/20136/special_educational_needs_and_disabilities_local_offer/532/age_5_-_16/2)

Our SEND Guidance document for settings, schools and colleges, also includes detailed information on identification of special educational needs and SEN Support.

Please see Unit 4 of the guidance – Identification of SEN which can be found on the following page: [http://www.cambridgeshire.gov.uk/info/20136/special_educational_needs_and_disabilities_local_offer/531/about_special_educational_needs_and_disabilities/2](http://www.cambridgeshire.gov.uk/info/20136/special_educational_needs_and_disabilities_local_offer/531/about_special_educational_needs_and_disabilities/2) |

| There was a request for more information about support for children and young people with dyslexia. | A copy of Dyslexia: Guidance for Cambridgeshire is available on our website: [http://www.cambridgeshire.gov.uk/download/downloads/id/1322/dyslexia_guidance](http://www.cambridgeshire.gov.uk/download/downloads/id/1322/dyslexia_guidance) **Update July 2015** |
The Dyslexia Guidance is currently being updated in consultation with schools, colleges and parents/carers. It will be published on the local offer 1st April 2016.

There was a request for an example of a one-page profile. A copy of our version of a one-page profile has been added to the following page: http://www.cambridgeshire.gov.uk/info/20136/special_educational_needs_and_disabilities/528/education_health_and_care_plan/2

There have been three queries about where to find the local offer. We have tried to make the information clearer and are monitoring our website analytics to understand how people are searching for and finding the information.

There has been a request for further information about the process around transferring Statements to EHC Plans and personal budgets. Information on the process for transferring Statements to EHC Plans and personal budgets is available on the website which includes the contact details for the Statutory Assessment and Resources Team (START) for further information. http://www.cambridgeshire.gov.uk/ehcplan

Sometimes you have contacted us for information in other ways such as by direct email or letter. Below is a summary of the queries and responses:

You asked for better information and guidance for schools and settings on Dyslexia. We are working with representatives from parent and young people; schools and settings and SEND professionals to update our guidance for schools and settings on Dyslexia. We intend to publish by 1 April 2016

You asked about availability of Applied Behavioural Analysis (ABA) for children with autism. We met with parents to discuss and have referenced ABA in our information about interventions. The local authority looks at the needs of each child individually when considering ABA provision.

You asked about waiting lists for Children and Adolescent Mental Health Service (CAMHS) and access to assessments for autism for children aged 11+ years when there are no additional mental health needs. We are in discussions with a broad range of stakeholders, including providers of services; local authority
representatives; parent and carer representatives, Healthwatch; and commissioners of services to address these issues within the limits of the financial resources available.

Our intention is to continue to:

- reduce waiting times;
- develop a single point of referral that is multi-agency and can prevent difficulties from escalating;
- improve the pathways to services for Autism and Attention, Deficit, Hyperactivity Disorder (ADHD);
- develop Emergency Assessments and intensive supports services for children and young people in mental health crisis.

This work is continuing to be addressed through the Children and Adolescent Mental Health Service (CAMHS) re-design with all stakeholders and new Department of Health funding.

**What will we do next?**

The Special Educational Needs Information, Support and Advice Service (SENDIASS) have held events with parents and carers across Cambridgeshire on the theme of the **‘SEND Reforms – One Year On’**. They are gathering information on people’s experiences to date and their recommendations for further development. There was also an on-line questionnaire. The findings will be analysed and the report published on the Local Offer website. If you would like to know more please contact Bob Wilson from Cambridgeshire’s Special Educational Needs and Disability Information, Advice and Support Service (SENDIASS) on 01223 699 211 or email robert.wilson@cambridgeshire.gov.uk

We will work with young people to explore and develop different ways of presenting information: including videos, animation, easy read leaflets. Through the work of the Voice Group we will be listening and responding to the views of children and young people about the provision available to them.
We will work with parents and carers, children and young people and service providers to continue to review and develop provision for special educational needs and disability and monitor progress against a clear action plan.

**Getting involved**

We would like as many people as possible to be involved in shaping our local offer. We welcome the involvement of parents and carers, young people, partners and voluntary/community groups. You can contact us via localoffer@cambridgeshire.gov.uk

**You can help shape the Local Offer in a number of ways:**

- Tell us what you think about the information on our website by completing the ‘Was this information useful?’ box at the bottom of each page. Tell us, for example, what was helpful or if there is other information you would like included. How could we improve the clarity and accessibility of the information?

- Attend events to help shape our policies and approaches. Details of events are posted on our latest information and events page. Get in contact with Pinpoint, Cambridgeshire’s independent parent information, support and involvement network, who provide opportunities for parents and carers to have their say on services provided for children and young people with SEND. Representatives from Pinpoint attend a variety of local authority and partner strategy and planning meetings to ensure that parents’ views are heard. www.pinpoint-cambs.org.uk

- Take part in on-line surveys and consultations; relevant consultations are made available through the local offer pages, www.cambridgeshire.gov.uk/localoffer