

Annual Statement on Feedback to the Local Offer in Wigan 1st October 2021 – 30th September 2022

The SEND (Special Educational Needs & Disabilities) Code of Practice 0 to 25 years requires that Local Authorities publish comments about their Local Offer received from or on behalf of children with SEND and their parents and young people with SEND.

Comments must be published if they relate to:

- The content of the Local Offer, which includes the quality of existing provision and any gaps in the provision.
- The accessibility of information in the Local Offer.
- How the Local Offer has been developed or reviewed.

The Wigan [Local Offer](#) is developed, reviewed and monitored by the Local Offer Steering Group which is made up of representatives of parents/carers, voluntary agencies and professionals from education, health and care teams.

Local Offer Statistics

Over the 12 months from 1st October 2021 to 30th September 2022 our last report shows the website has had:

- 21,841 visits (+4,681 from 2021)
- 73, 643 page views (+20,793 from 2021)
- *Bounce rate is 45.575 % (Bounce rate is the number of single page visits divided by the number of entries on the site.)*
- November is the busiest month, with 2626 visitors and 9697 page views
- After the Local Offer home page, I'm a Parent / Carer is the next most popular page, followed by I'm a Professional.

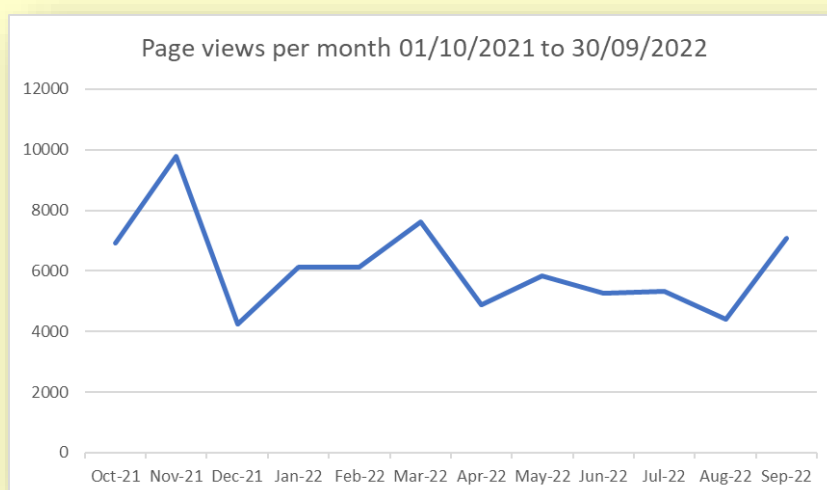


Image description: A line graph showing the number of page views each month from 01/10/2021 to 30/09/2022.

November 2021 is the highest (9796), followed by March 2022 (7608), September 2022 (7090), October 2021 (6906), January 2022 (6128), February 2022 (6108), May 2022 (5847), July 2022 (5339), June 2022 (5275), April 2022 (4889), August 2022 (4403), and lastly December 2021 (4254).

Who has been contacting us and what are the reasons for making contact?

When using the feedback/general enquiry form there is a drop-down box of categories to best describe the person using the form:

Please select which category best describes you *

Please choose ▼

During the period from 1st October 2021 – 30th September 2022, 192 contacts have been received:

Who has contacted us (as selected by those making contact)?	Number of contacts received:
Parent/Carer	123
Young Person	6
Professional	43
Provider/Service	14
Other	6
Total	192

There is also a drop-down box below where users can select the reason for making contact:

Please select the reason for your request or comment *

Please choose ▼

Reason for request or comment (as selected by those making contact)	Number of contacts received:
Query about a policy or process	48
Other	55
Personal Enquiry	78
Comment on Local Offer content	3

Suggestion for an addition to the Local Offer	8
Total	192

Overview:

- We received the largest number of messages in September 2022 (start of the school year), followed by August and July (summer holidays).
- The greatest numbers of contacts come from parent/carers, followed by professionals then providers and services.
- The main contact from parent/carers are regarding applying for an Education, Health and Care Needs Assessment for the child or young person in the parent/carers' care. Parents are advised to speak to their child/young person's school SENDCo (Special Educational Needs or Disabilities Coordinator) in the first instance then advised in some circumstances how to apply for a Needs Assessment themselves.
- Other contacts from parent/carers relate to support provided in schools, asking how to go about requesting support or raising a concern about the support being provided. Other contacts are regarding children and young people with current EHCPs (Educational, Health and Care Plan); these messages are passed onto the EHCP Coordinator and Assistant Coordinator for that child or young person.
- Wigan schools and providers use the Local Offer to contact the SEND team when they do not have a phone number or email address for a specific contact.
- Other Local Authorities sometimes use the Local Offer to contact the Wigan SEND team when a child/young person has moved between areas. They are given the SEND Admin email address to send over the information.
- Most contacts from other providers, settings and services are requests for inclusion of their provision in the Local Offer. We continue to offer them the opportunity to register for the Family Services Directory which has several links from the Local Offer pages.
- We have received no feedback about the usability or content of the Local Offer website.

Who have we spoken to?

As part of the SEND Strategy, we have ensured we will have meaningful engagement and co-production with Children, Young People and their families. This needs to be a continuous cycle of improvement. To work towards meeting this target we have:

- Engaged with Parents and professionals attending the SEND Champions training course on the Local Offer on 30th November 2023.
Parent/Carers at Carers Event 2022 on 8th June 2022.
- Met with Young people at Preparing for Adulthood events at Landgate, Oakfield, Hope School and Newbridge: September – December 2022.
- Worked with Wigan Parent Carer forum at monthly coffee mornings, including parent carers attending the Parent Empowerment Course and SEND events.
- Had consultation alongside Wigan SENDIASS in view of the Children and Young People Participation Strategy.
- Worked with Wigan Parent Carer Forum, including parent carers attending the Parent Empowerment course.

- Ensured the option to provide feedback via the Local Offer itself is promoted. No comments have been received via this route, but it is used by parent carers, young people and professionals to enquire about SEND queries. The promotion of this option is part of our 'What next' strategy.

What have people told us?

You said:	We did:
We don't understand the meaning of the phrase 'Local Offer' (parent carers)	Arranged and presented online training with SEND Champions program on Navigating the Local Offer and defined the term 'Local Offer' as 'a website showing what the 'offer' is in the 'local' area for children and young people with SEND as well as their families'. This will be a repeated event annually to reach a wider audience.
We want to be able to access the Local Offer on social media (young people)	Developed a social media policy for Facebook and Instagram with the view to launch in the March 2023.
We want to find out what activities are going on in our local area (parent carers and young people)	Engaged with the development with the new Family Information Directory and Our Town. Contacted schools to engage with school councils and inform them of activities in the Local Area as well as asking for feedback on what they would like to see in their Local Area. Worked with the Holiday Activity Fund to ensure there are Inclusive and SEND Specific camps for Children and Young People to access.
We want more going on in the Wigan borough (young people)	More activities that are accessible with the Holiday Activity Fund programme Develop the accessibility of Short Break activities. Develop further links with Leigh Youth Zone and new provisions in the Local Area.
The SEND provision offered in the summer holidays is not fully inclusive to meet all children's needs (parent carer)	The SEND Team raised the subject with the Wigan Holiday Activity & Food (HAF) Programme Team who provide holiday activities for eligible families during Easter, Summer, and Christmas holidays. The Wigan HAF Team invited a member of the Wigan Council SEND Team and a member of Wigan Parent Carer Forum to sit on the HAF Steering Group – the strategic group identified to ensure delivery of the

	<p>programme. The remit of the SEND specialists on this group is to: -</p> <ul style="list-style-type: none"> • provide feedback from parents, • ensure all universal and SEND specific Providers (where practical) meet minimum standards for SEND Provision, • support a quality assurance check of all Providers, • identify other potential Providers that can provide SEND provision, and • support with the identification and provision of training needs where appropriate. <p>The Holiday Activity Fund Programme have identified a need for more input from those with lived experience and have funded Parent Carer Forum specifically to support with this.</p>
I provide a service; I would like to know how I can advertise my offer on the Wigan Council website (service providers)	Promoted the Family Service Directory as a way for providers to register their services.
I would like more information about direct payments and personal budgets for a child/young person (parent)	Signposted parent to contact relevant webpage and contact page for Direct Payments team. Checked to ensure this information was clear on Direct Payments/Personal Budget webpage on Local Offer.
'The Local Offer (Education and Social Care) is not fit for purpose' relating to Personal Budgets for children/YP with EHCPs.	The Local Offer team are regularly meeting with professionals and parent carers at their Local Offer Steering Group meetings with a focus on post-16 provision and opportunities. The team have also developed social media policies to provide more accessible and young-person friendly information to be accessed. The team plan to set up a young person's focus group to ensure a wide range of voices are heard on many different topics.

Next Steps

The SEND Priority is for all children in Wigan to be happy, healthy and safe; to feel listened to and to have the maximum opportunities to be ambitious. If children or their families need help and support it should be at the right time, by the right person and in the right place for them.

To achieve this, we want to be 'brilliant at the basics' in our practice and, by having creative and collaborative partnerships, we want our staff to feel supported, confident and skilled to help our children and families achieve their aspirations.

Our next steps regarding this within the Local Offer are:

- We are adding the SENDSAdmin@wigan.gov.uk to the Local Offer site to ensure Parents/Carers, Children and Young People and Professionals know who to contact within the SEND Team for SEND direct enquiries.
- Share a questionnaire with all parents and carers to ask the usability of the Local Offer and what they are looking for in terms of improvements and development.
- Continue to encourage and promote use of the feedback link on Local Offer at events, training sessions and visits.
- Develop a QR Code to link quickly to the Local Offer page and share this with wider partners.
- Continue to work with young people, parents, and partners to improve the number of returning visitors and pages visited.
- Continue to regularly audit and update the Local Offer to ensure it is relevant and not out of date.
- Seek out opportunities for developing events and opportunities in schools and in the local area for children, young people and their families to attend and contribute towards the further development of the Local Offer.
- SENDS Engagement Officer to continue to build list of local community groups and devise and action a plan to visit these groups and develop engagement opportunities.
- Continue to develop and run Local Offer Steering group, seeking out a range of voices to have their say and define clear, succinct actions to ensure these are completed with a focus on quality over quantity.
- Write social media policy and once the social media is in place advertise these pages on the Local Offer website.

If you would like to offer feedback about our Local Offer, please email local.offer@wigan.gov.uk or complete our online [feedback form](#).