



Written Statement of Action Priority Plan 2023

Workstream1: Data Analysis and Joint Commissioning

Workstream 1 has been tasked to address the “lack of accurate, up-to-date, and useful information which informs the area’s plans and evaluates the impact of their actions” and “the lack of joint commissioning in the area”. In 2022, we published the first iteration of the SEND Joint Strategic Needs Assessment (JSNA), produced a SEND Performance Dashboard capturing information across health, education and social care, and appointed a Joint Strategic Commissioner for Children and Young People.

In 2023, our priority for workstream 1 will be to ensure that our improved understanding of need informs joint commissioning of services that children and young people can access in a timely manner, leading to better outcomes.

Area of focus	To achieve
JSNA informs commissioning and provision	Right level of provision to meet needs of children with SEND
Effective performance management	Children having their needs met
Provision map with clear pathways	Better experience , easier access, reduced frustration
Improving timeliness	Right support at the right time

“To Do” List	✓
Publish the second iteration of the JSNA	
Host a roadshow of JSNA workshops for stakeholders	
Agree joint commissioning priorities	
Publish a joint commissioning strategy	
Clarify the joint commissioning governance structure	
Publish an Outcomes Framework for children and young people with SEND	
Hold regular Joint Commissioning Forum meetings	
Design new joint commissioned model for SaLT	
Establish SaLT Steering Group	
Publish SaLT Recovery Plan	
Deliver SaLT Recovery Plan	
Review joint commissioning arrangements for OT	
Complete the discovery phase of Mental Health and Wellbeing Project	
Devise and deliver phase 2 of the Mental Health and Wellbeing Project	
Publish the SEND Performance Management and Accountability Framework	
Establish a Written Statement of Action Performance Group	
Hold monthly Written Statement of Action Performance Group Meetings	

By May 2023 we will have improved performance management arrangements in place, with a stronger grip on plans for improvement. Our approach to commissioning will be clear with priorities, strategy and intentions published.

By August 2023 we will have published the second iteration of the JSNA, shared its findings with stakeholders, and used it to inform commissioning. A new model for SaLT will be providing more children and young people with access to SaLT interventions and support. Clear pathways will be published and enabling smoother access to services.

By November 2023 we will have evidence through the Performance Management Framework and stakeholder engagement of improvement in timeliness and experience of services. We will have made significant progress towards a single point of access for mental health and wellbeing services, incorporating a graduated approach for earlier intervention and support.

We will understand our impact by measuring:

- Waiting times for CAMHS (Child and Mental Health Services)
- Waiting times for SaLT (Speech and Language Therapy)
- Timeliness of SaLT assessment
- Timeliness of SaLT provision
- Timeliness of OT (Occupational Therapy) assessment
- Timeliness of OT provision
- Timeliness of CAMHS assessment
- Timeliness of CAMHS provision

Workstream 1: Evidence of Impact

Ref	Measure	Target	Sep 21	Jan 23	Feb 23	Mar 23	Apr 23	May 23	Jun 23	Jul 23	Aug 23	Sep 23	Oct 23	Nov 23	Dec 23
1.2g	Waiting times for CAMHS (Child and Mental Health Services)	-													
1.2g	Waiting times for SaLT (Speech and Language Therapy)	-													
1.2c	Timeliness of SaLT assessment	-													
1.2c	Timeliness of SaLT provision	-													
1.2c	Timeliness of OT (Occupational Therapy) assessment-weeks	-	12.5												
1.2c	Timeliness of OT provision (% within statutory timescale)	-	8												
1.2g	Timeliness of CAMHS assessment -6 weeks	-	55.6%												
1.2g	Timeliness of CAMHS provision-18 weeks	-	97%												

Products

SEND Performance Dashboard ✓

SEND Performance Management and Accountability Framework

SEND Joint Strategic Needs Analysis Iteration 1 ✓

SEND Joint Strategic Needs Analysis Iteration 2

Joint Commissioning Strategy

Joint Commissioning Priorities

Outcomes Frameworks for children and young people with SEND

Joint Commissioning Governance Structure

Other evidence

Audit report on systems used across education, health and social care ✓

Joint Commissioning Forum records

SEND WSoA Performance Group records

SaLT Steering Group Records

Workstream 2: Education, Health and Care Plans and Annual Reviews

Workstream 2 has been tasked to address “weaknesses in the quality and timeliness of EHC assessments and Annual Reviews”. In 2022, we reviewed the EHC Needs Assessment to Annual Review process, published a practice handbook and flowchart, increased the size of the SEND Team and commissioned increased Educational Psychologist capacity. Compliance against the 20-week timescale has improved from 23% to 39%, and more children than in previous years are having an Annual Review, yet there remains a lot to be done before the typical experience for children with SEND is good. In 2023, our priority for workstream 2 will be to achieve a better experience of the EHC Needs Assessment to Annual Review process for children and young people with SEND, their families, and those supporting them.

Area of focus	To achieve
Workforce development	Confidence in EHC Co-ordinators, Plan Writers, and Annual Review Officers
Quality assurance activity	EHC Plans that support children and young people to make good progress
Improving timescales	Right support at the right time
Multi-agency working	Better experience, co-ordination and communication

“To Do” List	✓
Publish a SEND Team professional development plan	
Deliver annual mandatory SEND update training to SEND Team	
Train SEND Team in Co-Production	
Train SEND Team in Working with Parents	
Train SEND Team in SEND Law, to an appropriate level	
Establish a multi-agency quality assurance group	
Publish a SEND quality assurance framework	
Deliver 4 x quarterly cycles of quality assurance activity	
Hold monthly performance meetings for the SEND Team	
Launch a multi-agency policy for co-production of EHCPs	
Introduce multi-agency co-production meetings for all new EHCPs	
Develop a EHC Co-ordinator in Schools pilot	
Deliver refresher training for Advice Givers	
Establish a pool of SEND trainers	
Investigate opportunities for a parent carer portal to engage with and track progress of EHC Needs Assessment	
Host termly information exchanges for the SEND Team and SENCOs	
Link EHC Co-ordinators and Annual Review Officers to schools and settings	
Extend the commissioned Educational Psychologist provision	
Introduce Assistant Educational Psychologists to increase core team capacity	

By May 2023 we will have a policy in place outlining expectations for multi-agency working throughout the EHC Needs Assessment to Annual Review process, with co-production meetings being typical practice for new EHCPs. We will have completed our first cycle of quality assurance and understand where practice needs to improve.

By August 2023 we will have completed our training plan for the SEND Team and Advice Givers and expect greater confidence in practitioners from parent carers and stakeholders. We will have cleansed all data/records and be ready to move to a new case management system with improved compliance and performance capability.

By November 2023 we will have improved the means for parent carers to track the progress of their assessment. EHC Co-ordinators will spend more time school-based and have stronger relationships with SENCOs and parent carers.

We will understand our impact by measuring:

- Compliance with the 20-week EHCP timescale (target 58%)
- Health advice within 6 weeks (target 90%)
- Social Care advice within 6 weeks (target 90%)
- Educational Psychologist advice within 6 weeks (target 70%)
- Views of children and parent carers are captured in Section A (target 75%)
- Section E relates to Sections A, B, C and D of the EHCP (target 80%)
- Section B is graded as ‘good’ (target 70%)
- New EHCPs graded as ‘good’ (target 70%)
- Satisfaction levels for EHCP (target 80%)
- Satisfaction levels for Annual Review (target 80%)
- Minimum monthly contact during the EHCP process (target 90%)
- EHC Co-ordinators attend co-production meetings (target 90%)
- Feedback reflects confidence in EHC Co-ordinators (target 80%)
- EHCP cases have a named lead worker (target 100%)
- The Compliance Checklist is used on new EHCPs (target 100%)
- Annual Reviews are completed within 12 weeks of the AR meeting (target 60%)
- EHC Co-ordinators and AR Officers complete mandated SEND update training (all)
- Annual Reviews show improved outcomes for children (target 80%)
- Year 6 Annual Reviews are completed by 15.02.2023 (target 100%)
- Year 11 Annual Reviews are completed by 31.03.2023 (target 90%)
- No overdue Annual Reviews by September 2023 (target 0)
- Reduction in complaints due to timescales
- Reduction in tribunals due to timescales

Workstream 2: Evidence of Impact

Ref	Measure	Target	Sep 21	Jan 23	Feb 23	Mar 23	Apr 23	May 23	Jun 23	Jul 23	Aug 23	Sep 23	Oct 23	Nov 23	Dec 23
2.1f	Compliance with the 20-week EHCP timescale	58%	24%												
2.1f	Health advice within 6 weeks	90%	73%												
2.1f	Social Care advice within 6 weeks	90%	98%												
2.1f	Educational Psychologist advice within 6 weeks	70%	14%												
2.1g	Views of children and parent carers are captured in Section A	75%	-												
2.1n	Section E relates to Sections A, B, C and D of the EHCP	80%	-												
2.1l	Section B is graded as 'good'	70%	-												
2.1m	New EHCPs graded as 'good'	70%	-												
2.3c	Satisfaction levels for EHCP	80%	-												
2.3c	Satisfaction levels for Annual Review	80%	-												
2.1o	Minimum monthly contact during the EHCP process	90%	-												
2.1i	EHC Co-ordinators attend co-production meetings	90%	-												
3.2g	Feedback reflects confidence in EHC Co-ordinators	80%	-												
2.1p	EHCP cases have a named lead worker	100%	-												
2.1q	The Compliance Checklist is used on new EHCPs	100%	-												
2.3a	Annual Reviews are completed within 12 weeks of the AR meeting	60%													
2.1h	EHC Co-ordinators and AR Officers complete mandated update training	100%	-												
2.2f	Annual Reviews show improved outcomes for children	80%	-												
2.3e	Year 6 Annual Reviews are completed by 15.02.2023	100%													
2.3e	Year 11 Annual Reviews are completed by 31.03.2023	90%													
2.3b	No overdue Annual Reviews by September 2023	0													
2.1b	Reduction in complaints due to timescales	-													
2.1b	Reduction in tribunals due to timescales	-													

Products

EHC Needs Assessment to Annual Review Practice Handbook ✓
 EHC Needs Assessment to Annual Review Flowchart ✓
 EHCP Quality Assurance Framework
 SEND Team Professional Development Plan
 Multi-agency Policy on Co-production in EHCPs

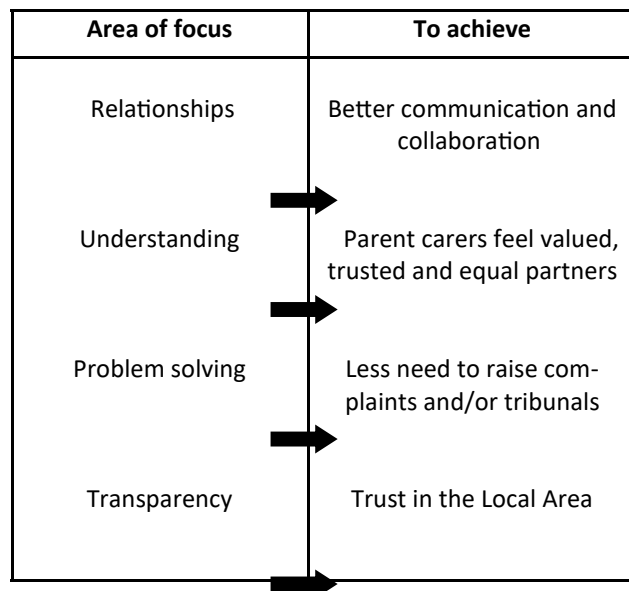
Other evidence

Report of Factors Impacting on EHCP ✓
 Decision Making Group Records ✓
 Job Role Descriptors for EHC Co-ordinator, EHC Plan Writer and Annual Review Officer ✓
 Staff survey

Workstream 3: Co-production, Relationships and Communication

Workstream 3 has been tasked to address “the lack of meaningful co-production with parents and carers”, the “fractured relationship between the area and the parent carer forum and the impact of this on the area’s progress in implementing the reforms” and “poor communication with parents and carers across the area”. In 2022, we agreed a local definition of co-production and worked together to develop and trial a training package, reviewed communication from the perspective of a parent carer, and the parent carer forum and local area representatives spent considerable time working as partners.

In 2023, our priority for workstream 3 will be to create conditions for collaboration between parent carers, young people and partners to happen, every day.



“To Do” List	✓
Increase capacity in SENDIASS (SEND Independent Advice and Support Service)	
Host monthly meetings of LA representatives and SENDIASS	
Launch the Co-Production Charter	
Host a Co-Production Event	
Deliver Co-Production training across the partnership	
Deliver Working with Parents training across the partnership	
Launch the Children’s Services Communications Policy	
LA representation at parent carer forum Steering Group to continue	
Report on lessons learned from past tribunal action	
Deliver recommendations from report on tribunal actions	
Deliver monthly Open Sessions for parent carers	
Host a termly online Open Session	
Contribute to the monthly SEND Local Offer blog	
Publish and update the SEND Roadmap	

By May 2023 we will have launched the Co-production Charter, hosted a Co-production event and rolled out the training. The report on learning from Tribunals will have been presented to the SEND Transformation Board and any recommendations actioned. Training on Working with Parents will have been delivered over 6 sessions, and a group of professionals will be engaged in developing training on Working with Professionals and Services.

By August 2023 we will have focused energies on helping improve understanding on being a parent carer of a child or young person with SEND, trying to navigate your way through a complex system. Increased capacity in SENDIASS services and the introduction of sessional parent workers will help to increase peer support.

By November 2023 we will have shared responsibility for Open Sessions and events with the parent carer forum. Evaluations from the training programme will help improve services and the Working with Professionals training package will be ready to roll out, complementing the Working with Parents package.

We will understand our impact by measuring:

- New employees complete Co-Production training (target 100%)
- Reduction in complaints relating to communication (target 80% reduction)
- Overall reduction in complaints (April 22 to March 23 against April 21 to March 22- target 60%)
- Reduction in timescale to resolve complaints (target 50-60%)
- Feedback survey for parent carers shows improved confidence in SEND services (target 80%)
- Feedback survey for parent carers shows improved joined up multi-agency approach (target 80%)
- Requests for face-to-face meetings with EHC Co-ordinators are met (target 80%)
- Reduction in Stage 1 complaints
- Reduction in Stage 2 complaints

Workstream 3: Evidence of Impact

Ref	Measure	Target	Sep 21	Jan 23	Feb 23	Mar 23	Apr 23	May 23	Jun 23	Jul 23	Aug 23	Sep 23	Oct 23	Nov 23	Dec 23
3.1c	New employees complete Co-Production training	100%	-												
3.2b	Reduction in complaints relating to communication	80%													
3.2c	Overall reduction in complaints (April 22 to March 23 against April 21 to March 22)	60%	43												
3.2e	Reduction in timescale to resolve complaints	50-60%	86%												
3.2g	Feedback survey for parent carers shows improved confidence in SEND services	80%	28%												
3.3a	Feedback survey for parent carers shows improved joined up multi-agency approach	80%	-												
3.3e	Requests for face-to-face meetings with EHC Co-ordinators are met	80%	-												
3.3f	Reduction in Stage 1 complaints														
3.3f	Reduction in Stage 2 complaints														

Products

Co-Production Definition ✓

Co-Production Charter ✓

Co-Production Training Package ✓

Communications Policy for Children's Services

Other evidence

Co-Production Event for Stakeholders

Co-production training records

SENDIASS and SEND Service Meeting Records

Local Authority and PCPW (Parent Carer Participation Wirral) Engagement Record ✓

Report on Lessons Learned from tribunals

Report of parental experience of communication ✓

Engagement programme record (Open Sessions) ✓

Workstream 4: Inclusive Practices

Workstream 4 has been tasked to address “the graduated response not being consistently applied across all schools and settings”. In 2022, we re-established the SENCO network, undertook a survey of SENCO training needs, audited school website SEND information, and initiated work on the Graduated Response.

In 2023, our priority for workstream 4 will be to work more collaboratively with schools and their SENCOs to achieve a consistent approach to SEND across Wirral which is inclusive, promotes early intervention, and utilises the broad range of support and services available to improve both the daily lived experience of children and young people with SEND and their educational outcomes.

Area of focus	To achieve
Workforce development	Confidence in SENCOs, schools and settings
Collaborative working	Better experience, co-ordination and communication
Consistent application of the graduated response	Children’s needs being met at the earliest opportunity
Learning from ‘good’ inclusive practice	Better outcomes for children and young people with SEND

“To Do” List	✓
Circulate the weekly SEND Service newsletter	
Publish a quarterly Inclusive Practice newsletter	
Publish the Graduated Response framework and resource pack	
Deliver a roadshow of Graduated Response events	
Support schools and settings to provide ‘good’ website information on SEND	
Deliver the Transition Project	
Design an Emotional Based School Avoidance Project with the parent carer forum	
Pilot an confidence-building project for children transitioning back to education settings	
Hold regular meetings of the Attendance Service and parent carer forum	
Deliver the Attachment, Trauma, and Mental Health (ATMH) Project	
Set up resource provision for KS2 to KS3 transitions	
Train education staff in Working with Parents	
Train education staff on Co-Production	
Deliver annual update SEND/EHCP training	
Host half-termly SEND Headteacher Reference Group meetings	
Local Authority representation at Headteacher forums	
Develop a digital communication platform for schools, settings and LA representatives	
Review the Outreach Offer from special schools to mainstream schools	
Deliver the IPFA pilot project	
Extend the IPFA project	
Establish Service Level Agreements between the Local Authority, resource and specialist provision	

By May 2023 we will have launched the Graduated Response and be providing roadshows and training to support it across schools and settings. Collaborative working with schools will be improving with regular forums and communications being well-established.

By August 2023 we will have delivered the Confidence Project and have used learning to inform the design of an EBSA project for the next academic year. Resource provision will be available to support KS2 to KS3 transitions, aligned with the Transition Project. Information for parents about school support offers for the new academic term will be clear and helpful.

By November 2023 we will have reviewed our Outreach Offer and be promoting good practice examples of inclusion. Education staff will be supported by the local authority through training and networks. The Graduated Response will be embedded with feedback demonstrating that a broad range of support is in place so that the typical experience of children and young people with SEND is positive and they have their needs met at the earliest opportunity.

We will understand our impact by measuring:

- Read rate of weekly newsletter from SEND service to schools (target 70%)
- Reach rate of Good Practice newsletter to schools and settings (target 90%)
- Reduction in exclusion rates
- Reduction in children out-of-education
- Reduction of children on part-time timetables
- Reduction in complaints regarding provision
- Surveys show schools are meeting children’s needs
- Schools find the Graduated Response resource pack useful (target 100%)
- Parent carers report feeling supported/listened to by schools in quarterly surveys (target 100%)
- Schools receive Graduated Response training (target 100%)
- Schools receive annual update SEND training (target 100%)
- Educational Psychologist training is rolled out to schools (target 100%)
- Graduated Response framework is distributed to schools and settings (target 100%)

Workstream 4: Evidence of Impact

Ref	Measure	Target	Sep 21	Jan 23	Feb 23	Mar 23	Apr 23	May 23	Jun 23	Jul 23	Aug 23	Sep 23	Oct 23	Nov 23	Dec 23
4.1a	Read rate of weekly newsletter from SEND service to schools	70%	-												
4.1b	Reach rate of Good Practice newsletter to schools and settings	90%	-												
4.1c	Reduction in exclusion rates	-	439												
4.1c	Reduction in children out-of-education	-													
4.1c	Reduction of children on part-time timetables	-	-												
4.1c	Reduction in complaints regarding provision	-	1												
4.1d	Surveys show schools are meeting children's needs	-	-												
4.1d	Schools find the Graduated Response resource pack useful	100%													
4.1e	Parent carers report feeling supported/listened to by schools in quarterly surveys	100%	-												
4.1g	Schools receive Graduated Response training	100%	-												
4.1h	Schools receive annual update SEND training	100%	-												
4.1h	Educational Psychologist training is rolled out to schools	100%	-												
4.1g	Graduated Response framework is distributed to schools and settings	100%	-												

Products

Graduated Response Framework

Graduated Response Resource Pack

Weekly SEND Service Newsletter

Good Practice Newsletter

Training Programme for Schools and Settings

Other evidence

Audit of SENCO training

Satisfaction surveys for parent carers

SEND Attendance Group records ✓

SENCO Practitioner Network Records ✓

ATMH Development Programme ✓

ATMH Audit and Development Plan records ✓

SEND Headteacher Reference Group records ✓

Attendance Group records

Training records

Workstream 5: Local Provision and Strategic Oversight

Workstream 5 has been tasked to address “high level of parental dissatisfaction with the area’s provision” and “lack of effective strategic oversight to ensure effectiveness of plans and provision and hold leaders, managers and partners to account.” In 2022, we commissioned additional resource provision, increased special school places, mapped mental health provision, and engaged with parent carers on the neurodevelopmental pathway.

In 2023, our priority for workstream 5 will be to learn from children, young people, parent carers, and staff to ensure that services are delivering high quality support that meets needs and that provision and pathways can be clearly understood and accessed.

Area of focus	To achieve
Provision map with clear pathways	Better experience , easier access, reduced frustration
Quality assurance activity	EHC Plans that support children and young people to make good progress
Engagement	Learning from experience to improve services
Strategic Oversight	Good quality, value for money services

“To Do” List	✓
Host 6-monthly parent carer forum for Occupational Therapy Services	
Host 6-monthly parent carer forum for Child and Adolescent Mental Health Services	
Host 6-monthly parent carer forum for Speech and Language Therapy Services	
Conduct a staff survey for therapy services	
Conduct the annual Wirral SEND Survey	
Publish the audit framework for therapy services	
Deliver therapy services audit activity	
Deliver quality assurance programme for out-of-borough and high cost placements	
Publish the updated neurodevelopmental pathway	
Publish the neurodevelopmental journey profile	
Establish a SEND Sufficiency Group	
Publish the local area education provision map	
Publish the local area SEND Sufficiency Plan	
Hold regular meetings of the SEND Health Board	
Train health Advice Givers	
Act on the recommendations from the complaints audit	

By May 2023 we will have held a round of parent forums and staff survey, to give a better understanding of stakeholder experience. Established the SEND Sufficiency Group, mapped out the local provision and identified clear pathways. Recommendations from previous audits will have been completed and will be improving experiences and outcomes for children and young people with SEND.

By August 2023 we will have published our local area SEND Sufficiency Strategy. The SEND Health Group will be driving improvement in the quality and performance of health advice and provision, supported by having delivered training to practitioners on Working with Parents, Co-Production, and Advice Giving.

By November 2023 we will have completed a second round of parent carer forums and staff survey to demonstrate improvement in experience and outcomes. The Wirral SEND Survey will be informing future service design and improvement. Quality assurance activity will demonstrate the effectiveness of out-of-borough and high cost provision, informing the development of in-borough provision.

We will understand our impact by measuring:

- Parental satisfaction with CAMHS service (Child and Adolescent Mental Health Service)
- Parental satisfaction with SaLT (Speech and Language Service)
- Parental satisfaction with OT (Occupational Therapy)
- Audits show that health advice is rated ‘good’ (target 80%)

Workstream 5: Evidence of Impact

Ref	Measure	Target	Sep 21	Jan 23	Feb 23	Mar 23	Apr 23	May 23	Jun 23	Jul 23	Aug 23	Sep 23	Oct 23	Nov 23	Dec 23
5.1c	Parental satisfaction with CAMHS service (Child and Adolescent Mental Health Service)	80%	-												
5.1c	Parental satisfaction with SaLT (Speech and Language Service)	80%	-												
5.1c	Parental satisfaction with OT (Occupational Therapy)	80%	-												
5.2c	Audits show that health advice is rated 'good'	80%	-												

Products

Audit framework for therapy services

Neurodevelopmental Pathway

Profile of Neurodevelopmental Journey

Quality Assurance Framework for out-of-borough and high-cost placements ✓

Provision Map for the local area

SEND Sufficiency Plan

Other evidence

6-monthly SaLT parent forum

6-monthly OT parent forum

6-monthly CAMHS parent forum

Staff survey

SEND Sufficiency Group records

SEND Health Board records

Wirral SEND Survey

Quality Assurance audit reports

Training records for Advice Givers

Workstream 6: The Local Offer

Workstream 6 has been tasked to address “the published local offer not being well publicised and not providing parents and carers with the information they need”. In 2022, we introduced new EHCP and SEND Services pages on the Local Offer, removed hundreds of pages of out-of-date content, and produced a refreshed service specification.

In 2023, our priority for workstream 6 will be to enable a better experience of finding information, advice and help through a Local Offer website which is accessible, well used and has a communications campaign to bring the Local Offer to life.

Area of focus	To achieve
Content	A one-stop facility for information and advice on SEND, SEND services, and community
Comms	The Local Offer website is well known and widely used
Networks	Stakeholders benefit from peer networks and support enabled by the Local Offer
Reliability	Confidence in the Local Offer

“To Do” List	✓
Produce a 3-month content refresh plan	
Deliver the 3-month content refresh plan	
Launch the refreshed Local Offer website	
Scope out requirements for network forums within the website	
Implement the appropriate network forums within the website	
Host a Local Offer Live event	
Publish a Local Offer communications plan	
Establish a Local Offer Steering Group	
Appoint Local Offer Champions across the partnership and community	
Undertake 6-monthly cleanse of Local Offer information	
Publish a monthly Local Offer blog	
Audit of stakeholders promoting the Local Offer through their organisations	
Undertake a Local Offer survey	

By May 2023 we will have refreshed all content on the Local Offer website, providing a useful and informative resource for parent carers, young people and wider stakeholders. We will have published and commenced a comms campaign to promote the Local Offer extensively, with features across the partnership and local community. Our Local Offer Steering Group will be recruiting and training Champions.

By August 2023 we will have hosted a Local Offer Live event, bringing together a wide range of people and providers from across public, private and community sectors to engage with young people, parent carers and families. The breadth of our Local Offer Champions will have increased and the website will be providing networking and communication opportunities. Our Local Offer Blog will share feedback regarding the refreshed site and the impact it has on helping people find the information and support they’re looking for.

By November 2023 we will have undertaken a Local Offer Survey to demonstrate improvement and inform future developments. The Local Offer Steering Group will ensure that partner agencies are supporting the brand, promoting the website and that good housekeeping is in place to keep the site up-to-date and relevant. The achievements of Local Offer Champions will be celebrated and social media platforms will have large followings.

We will understand our impact by measuring:

- Number of ‘hits’ on the Local Offer website
- Satisfaction rates for users of the Local Offer website

Workstream 6: Evidence of Impact

Ref	Measure	Target	Sep 21	Jan 23	Feb 23	Mar 23	Apr 23	May 23	Jun 23	Jul 23	Aug 23	Sep 23	Oct 23	Nov 23	Dec 23
6.1d	Number of 'hits' on the Local Offer website (monthly)	1000	212												
6.1d	Satisfaction rates for users of the Local Offer website	80%	-												

Products

Local Offer website

Local Offer Communications Plan

SEND Engagement Plan

Other evidence

Local Offer Live Event

SEND Youth Voice Conference ✓

Audit of school website information on SEND ✓

Local Offer Survey

Local Offer Steering Group records

Audit of partner agencies promoting the Local Offer website

Local Offer Champions records