

Bromley Local Offer Annual Report 2023

Introduction

Welcome to the 2022-2023 annual report for Bromley's Special Educational Needs and Disability (SEND) [Local Offer website](#). This report provides an update of key developments on the Local Offer website since the previous annual report, including feedback from service users and how this has impacted on the information provided. In Bromley we also publish this information on through our [You Said We Did reports](#).

The purpose of the Local Offer

All local authorities must publish a SEND Local Offer, setting out in one place information about services and support available for children and young people in their area who have special educational needs and/or disabilities. Local authorities and their partner bodies and agencies must co-operate with each other in its development and review.

The Local Offer has two key purposes:

- To provide clear, comprehensive, accessible, and up to date information about the available provision in the local area and how to access it, and
- To make provision more responsive to local needs and aspirations by directly involving young people with special educational needs and their parents and carers, and service providers in its development and review.

[The special educational needs and disabilities \(SEND\) code of practice](#) requires all local authorities to publish a summary of comments about the Local Offer at least annually on their website.

Governance

The Bromley SEND Governance Board have overall responsibility for management and decision making around the Bromley Local Offer.

Members of our Local Offer Steering Group ensure the accuracy and quality of all published content.

Key features of the Bromley Local Offer

The Bromley Local Offer sits within the wider corporate London Borough of Bromley website and is divided into sections that include:

[Early Years Support](#)
[Education](#)
[Health Support](#)
[Social Care](#)
[Preparing for Adulthood](#)
[Social Communication Needs inc. Autism](#)
[Travel and Transport](#)
[Leisure and Activities](#) and more.

During the period 2021 – 2022 the whole LBB Corporate website was migrated to an enhanced operating platform. This necessitated the transfer of the whole Bromley Local offer into a new area of the website and offered an opportunity to relocate and review web content.

During 2023 we have worked to make the information in these sections clear, easy to access and to contain all the information needed to understand what is available to children and young people (from birth – 25) to help support their educational, health and social care needs. We have also provided information to signpost families to other local organisations, initiatives and activities that might be of interest or help to you, your child or young person.

For professionals we have worked to ensure that these pages offer a useful resource that they can draw on when working with families so that together we can continue to improve the outcomes for our children and young people.

How we are using co-production

Ensuring that all stakeholders have a say in the development of the Bromley Local Offer is key to its success.

Throughout 2022 – 2023 we have consulted with and used feedback from children, young people, parents, carers, local services, schools, colleges, health, and social care agencies to develop the information on our Local Offer.

Our continuous engagement sessions and initiatives have informed the standardisation of the look and feel of the Local Offer sections making it easier to find information, while the voice of our young people has been heard as we work to develop a new Local Offer for Young People. Please see the Future Developments section for more information.

We do not simply want to present information as a service directory. Our priority has been re-working the Local Offer website to ensure that it answers questions residents have and displays valuable information concisely.

Our work is ongoing and will focus on the areas of:

- Content: is the right information about support and services on the site?
- Quality assurance: is information up to date, accurate and safe?
- Navigation: is information easy to find and accessible?

We want everyone to have a say in developing these pages and Bromley SEND services and are working to develop a SEND Youth Council and new Parent_Carer forum. Engagement continues with our engagement partner Your Voice in Health and Social Care, schools, settings and local organisations and partners.

If you want to share your knowledge, give your suggestions and make your ideas count please visit our [share your views](#) to see how, when and where you can get involved.

How we are using feedback

We value all feedback, both positive and negative and encourage visitors to the Bromley Local Offer to provide immediate feedback using our new online [Feedback form](#).

In addition, your feedback can now be given through our:

[Share your views page](#) of the Local Offer and [Parent Engagement](#) sessions.

We have also continued to develop our:

[SEND Matters Newsletter](#) – our termly SENDMatters update that gives parents, carers, young people and professionals that latest news and updates about the Special Educational Needs and Disabilities (SEND) initiatives happening across Bromley.

[You said, we did](#) – our quarterly SEND Engagement highlight report stating on what we have done in direct response feedback about our services and information sources.

Examples of feedback received this year includes:

‘Information on secondary transfers on the Local Offer could be improved.’

In response we have updated the information on the Local Offer relating to key transitions.

‘Parents would like to feel that their child is supported to share their thoughts and wishes for the future.’

In response our SEND Programme team have engaged with local schools and community settings to talk with young people about their hopes for the future and the outcomes they are working towards. This will inform our SEND Outcomes work and the development of our Outcomes Accountability Framework..

‘As young people living in Bromley, we would like to be able to access information on the Local Offer which is of interest to us.’

In response the Local Offer Development Officer collaborated with young people with SEND across local Bromley secondary schools to collate their thoughts and ideas regarding opportunities and support offered for young people with SEND in Bromley.

Students from the Langley Boys Sunil Centre took part in engagement sessions where they discussed their lived experience in Bromley. This was filmed and presented to the SEND Governance board and will now inform the development of a new Young People's Local Offer Hub.

How we are marketing and building awareness

Local Offer Marketplace

A key initiative during 2023 was the lunch of our first Local Offer Marketplace.

This event was organised by the Bromley Local Offer team in partnership with the Bromley Parent Carer Forum and was intended to raise awareness about the local support available for children, young people and their families across education, health, and social care. This included support from the local authority departments, our health partners, education professionals from schools and college settings and our wider voluntary/community partners.

Thirty of our local services attended to provide information and advice including Bromley Local Offer, Specialist Health Visiting, Transport and School Admissions, Children's Disability Service 0 – 25 Preparing for Adulthood team to name a few.

The event was well attended by parents, carers, professionals and young people. Feedback received included:

'Great event, so many organisations that all relate to each other, important to have the opportunity to connect with parents and organisations.'

'Incredible to know that there is such a range of help available.'

'Amazing event, lots of brilliant stalls and friendly and welcoming people'

'A great way to network with services and support parents face to face. Let's have another session please!'

'Very well laid out event with good stalls, very informative.'

'Good networking opportunity for services as well as providing information to families.'

'It was so good to see so many organisations represented, and we are so glad that we could come along and were especially happy to meet representatives from our new Parent Carer Forum.'

Specific developments

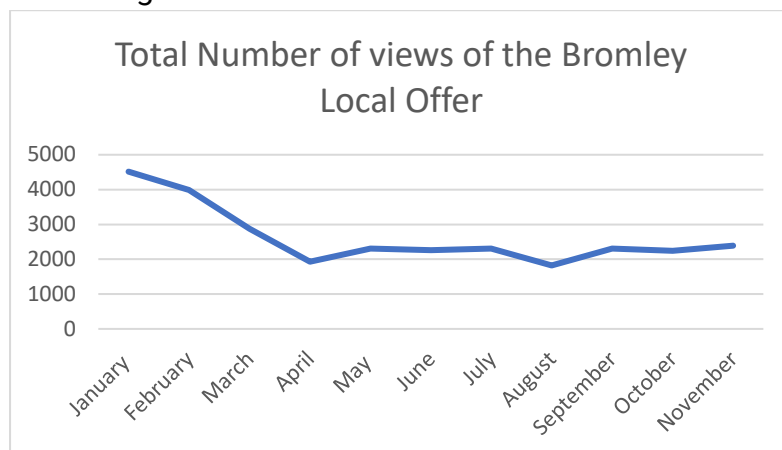
- We have developed the overall structure of landing pages on the Local Offer so that the 'tile' layout is reflected across most sections. All sections will follow this layout.
- The Latest News pages are regularly updated with current initiatives and insight.
- A new online 'calendar' shows the events and activities available borough-wide.
- Ongoing development of a [Bromley Local Offer for Young People](#) with a purpose to expand young people's engagement and for the young persons voice to be heard.
- Launch of the first Local Offer Market Place event held in October to be followed by another in November 2024.
- Engagement with parents carers and young people at open evenings and parents meetings at local primary schools.
- Promoting and facilitating families to understand the EHCNA Process through monthly briefings
- Ongoing development of the Preparing for Adulthood area with a specific focus on transition to adult services, employability, and independence.

Current Priorities

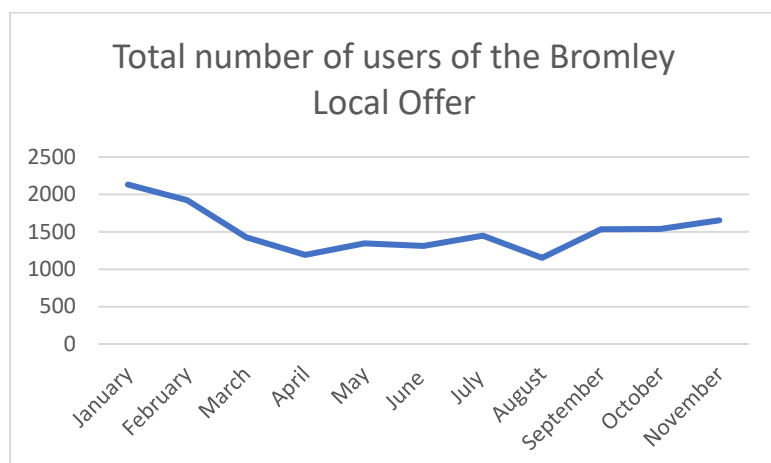
- Using the Local Offer to provide information to parent carers regarding the SEND Area Inspection and how they can be involved.
- Launch of the Bromley Local Offer for Young People
- Work with the Bromley Parent Carer forum to capture the parent/carer voice.
- Establishment of service area 'Steering Groups' from January 2024
- Capturing reporting on feedback received through the Local Offer to service areas.
- Improve and increase Post 16 option information.
- Improve and increase SEND employment opportunities, information and advice.
- Review of key policies and documents with our key providers and stakeholders.
- Continue to develop a programme of parent/carer, children's and young peoples engagement through to ensure that parent and young people engagement continues within schools.

Who has been looking at the Local Offer?

Since January 2023, there has been 20,438 views on the site and 11,933 users accessing the site.



In March 2023, a different programme was used to record the total number of views of the Local Offer.



Most popular pages (since January 2023)

Page path and screen class	Views	Users
/children-young-adults-disabilities-learning-needs	5711	3864
/children-young-adults-disabilities-learning-needs/bromley-local-offer	3702	2725
/children-young-adults-disabilities-learning-needs/local-offer-social-communication-difficulties-including-autism	1229	905
/children-young-adults-disabilities-learning-needs/childrens-disability-service	1037	759
/children-young-adults-disabilities-learning-needs/bromley-children-young-peoples-disability-register	890	699
/children-young-adults-disabilities-learning-needs/local-offer-social-care	707	503
/children-young-adults-disabilities-learning-needs/local-offer-social-communication-difficulties-including-autism/3	648	549
/children-young-adults-disabilities-learning-needs/local-offer-social-communication-difficulties-including-autism/2	538	444
/children-young-adults-disabilities-learning-needs/local-offer-travel-transport	493	406
/children-young-adults-disabilities-learning-needs/max-discount-card	482	372

How you can help

We want our Local Offer site to be the best that it can be, and we to work with our Bromley residents, our partners and service areas to develop and improve the services we provide.

We value your input, and ask you to help us to improve in the following ways:

1. Use the feedback options on our [website](#)
2. Let us know when links don't work. We will fix links and inform providers of any issues with their links. Please email us at: localoffer@bromley.gov.uk
3. Give us your ideas
4. If you are a young person with SEND interested in change, let us know your thoughts.
5. If you are a parent or carer of a child or young person with Special Educational Needs and interested in improving services for children and young people with SEND please contact: Bromley Parent Forum our new parent carer forum at bromleyparentcarerforum@gmail.com.

18/01/2024