

Hull Local offer website Annual Report – April 2020

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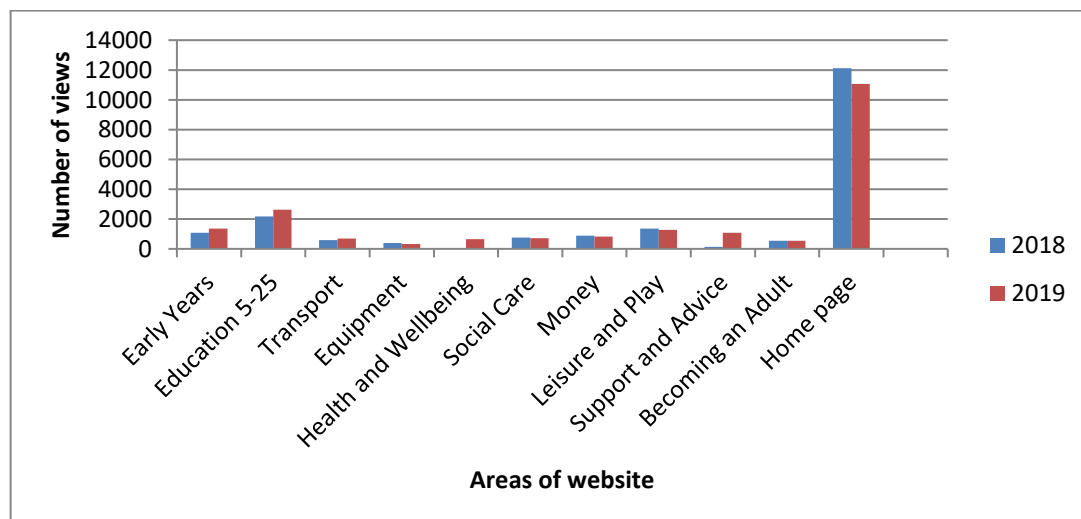
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1. Introduction

Over a year has passed since the last annual review. The data in this review is from 1 Jan 2019 to 31 December 2019. The report does not include data from the annual survey which has not been run due to the recent Coronavirus pandemic. Instead some anecdotal evidence is included as well as information from the new Local Offer Development Group, established in February 2020. The remainder of the report is from data collected from Google analytics.

2. Where have users visited?

Information from Google Analytics shows the number of people visiting each area of the website. The Home page (11,072), Education and training 5-25 (2630), Early Years (1358), Leisure (1270) having the most visitors. The chart shows an increase in some areas, and decrease in others. These figures are for visits to the main pages only and does not include specific searches, for example someone searching specifically for a children's centre, which is part of the Early Years section, would not show on this chart.

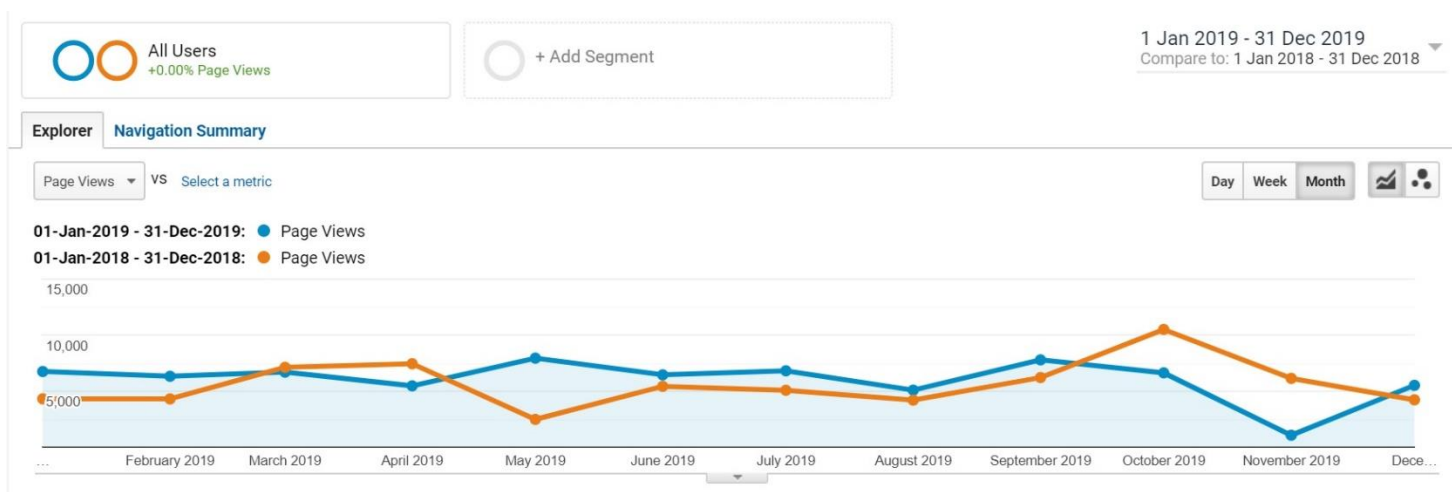


The following chart shows the Top 10 most visited areas and includes specific pages.



The first Home Page stats are initial visits from a search engine when someone first goes on the website, the second figure is when people are already using the website and navigate back to the homepage.

Page view from Google analytics showing visits over the year.



In November 2019 Google analytics stopped working so there is data missing, hence the drop in numbers.

3. User feedback

We receive feedback in a variety of ways from different users including parents/carers and young people through the following channels –

- website feedback form
- email
- social media

- questionnaires in schools – not available for this report due to COVID19 outbreak.
- in person when visiting parents groups
- online survey – not available for this report due to COVID19 outbreak.

We receive feedback on user's experience of the website itself and any problems and difficulties they may experience whilst using it.. Website feedback is gathered and actioned when appropriate, and placed on "You said...we did" page, see exert below.

You said, we did

This section will be updated as feedback is received.

You said	We did
A young person told us they would like information on driving lessons for people with autism (11/02/20)	We created a new section 'Learning to Drive' and added useful information. We asked people via social media to take a look and let us know if anything else could be added.
You told us that the local offer was missing information on the Carers Card (04/02/20)	We found information on the Carers Card and added it to the Local Offer website here. Carers Card Information
You told us that you would like to be involved in developing the Local Offer website (December 2019)	We took names and organised an initial meeting of the Local Offer Development Group on 4 February 2020. As a result of that meeting we have a list of actions and a plan was made to send tasks out to check content and identify gaps. The first task went out on 17 February regarding 'autism'. Tasks will be sent out every 3 months. If you want to be involved please let me know by emailing localoffer@hullcc.gov.uk
You told us that there was insufficient awareness of the resources available in the local area	We created a plan to improve the local offer website, updated areas including EHCP, Transport, short breaks and early years, ran a social media campaign to promote the website, created a targeted promotion plan, starting with every child in early years settings receiving a letter and flier about the local offer.

Users have been slow to participate in giving feedback via the website form and need to encourage feedback/capture user's experiences further. We have brought together 12 parents/carers who showed an interest in developing the Local Offer website. They are sent tasks 4 times a year, asking them to look at certain areas of the website and report back on the content accuracy and omissions. The first task was sent out in February, 1 reply has been received back, however due to the current situation, an extension is being put in place and feedback will be delayed. The members of this group are also tasked with encouraging parents to use the Feedback page on the website if they struggle to find what they are looking for and need some help.

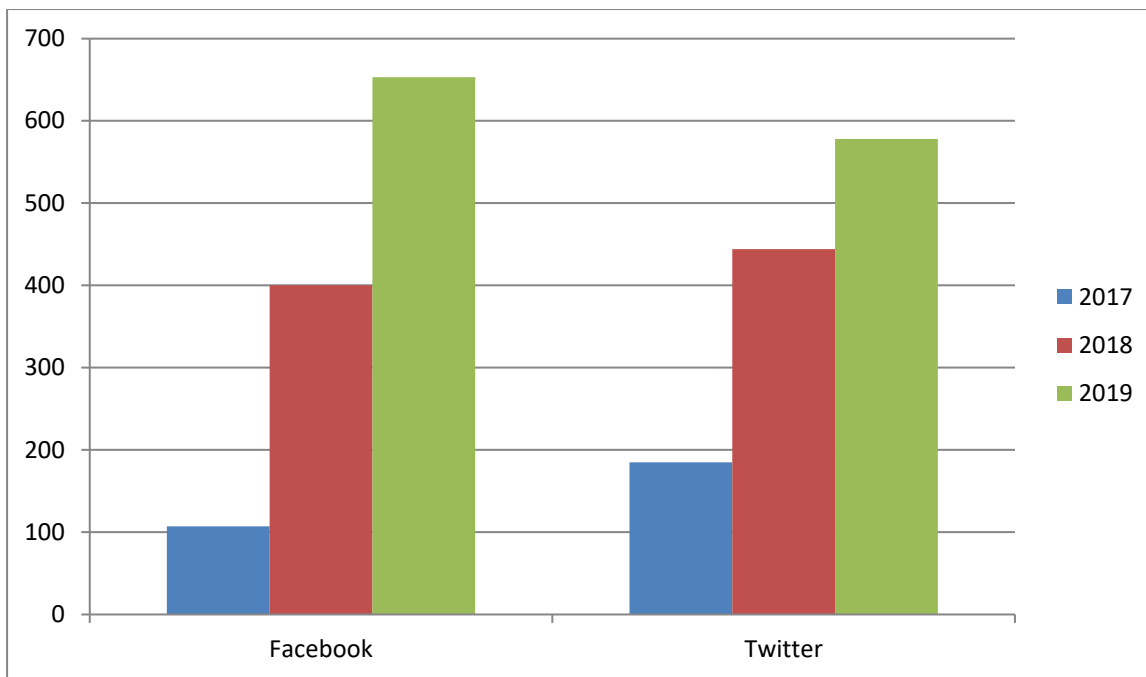
Engagement started with young people from the [Big Buzz group](#) for young people 16-24 years, So far 2 pieces of feedback were received and actioned and placed on the '[You said, we did](#)' area of the website. .

4. Survey

Due to the current COVID-19 pandemic and the change in production and analysis of surveys this years' survey did not go ahead.

5. Social media

The aim of The Local Offers social media pages is to direct people to the Local Offer website and also to provide a platform for peer support for people with SEN(D) and their parents/carers. Social media 'likes' and 'followers' are increasing. The Information Officer is now able to schedule tweets and posts for a time when she is not working and times when users are most likely to be using social media, such as evenings and weekends.



The chart above shows a steady increase in numbers on both Facebook and Twitter. It is worth remembering that each person who follows the page on Twitter, can then share to all of their followers. Some like Hull City Council News and Hull Libraries for example have over 34k followers between them, meaning our information can be shared to a very wide audience.

The Information Officer is now using LinkedIn (as suggested by a member of the Development Group) to raise awareness of the website, and also created an Instagram page which currently has 92 followers but needs to be used more to make it beneficial.

6. eNewsletter

The e-newsletter is delivered quarterly. This year has seen an increase in people providing articles to be included in the newsletter but this could still be improved. There are currently (31 March 2020) 1259 subscribers, an increase of 161 from a similar time in 2019.

7. Main developments

- Creation of the Local Offer Development Group
- Working with young people to gain feedback – Big Buzz.
- Increased number of subscribers to the e-newsletter
- Increased visitors to Facebook and Twitter
- Marketing strategy improved, all under 5's with SEN in settings will receive fliers annually as will schools, FE, GPs and Nurses – plan for 2020 (may be delayed due to COVID19 situation).
- Continued development of workable search function
- New marketing materials purchased and given out at events including pens, pencils and canvas bags.
- Professional area underway for schools, just waiting for Early Years information.

8. Future developments

- Encourage more users to give feedback and ensure it informs future planning and share any development on 'You said, we did' page on the website. Local Offer development group to give feedback and encourage others to do so.
- Continue work with the Development Group, sending tasks every 3 months.
- Look at areas of the website with low visitor numbers and see if any changes need to be made.
- Improve consultation with children, young people with SEND and their parents, build on work with Big Buzz group.
- Continued development of a workable search function.
- Further develop social media to gain more followers. Information Officer to utilise LinkedIn and Instagram more.
- Continued increase of e-newsletters subscribers and contributors.
- Continue working on and developing the marketing strategy
- Keep you said we did up to date
- Development of a professional area for training, forms, policies etc.

Vicki Pellatt
1 May 2020

You said, we did

This section will be updated as feedback is received.

You said	We did
You told us there were more changing places than we had published on the website.	We researched this and added the new ones here .
You told us you wanted more photographs	Sadly Hull College were unable to work with us, so we met with CASE and hopefully their photography students will be taking lots of photographs to make the website appealing, including photographs of local places and people.
You told us you were unhappy with some aspects of Transport to school	A SEND Accountability Forum (SAF) workstream was dedicated to transport and many changes have been made. See details here .
You told Ofsted that you did not know about the services available in Hull for you and you families.	We ran a promotion on Facebook and Twitter to attract more visitors to the website and social media.
You emailed asking for caravan holidays for your child and gymnastic sessions	We sent you a link to the Holidays section of the website and the Hull Special Olympics gymnastic page .
You told Ofsted that not enough people knew about the Local Offer website	We have identified additional resources to support with marketing and communicating the Local Offer and are developing a plan to address this.