



Hull Local offer website Annual Report – 2020  
Published – April 2021

Contents –

1. Introduction
2. Where have users visited?
3. Feedback and actions
4. Survey
5. Social Media
6. E-newsletter
7. Main developments
8. Areas for future development

1. Introduction

Over a year has passed since the last annual review. The data in this review is from 1 Jan 2020 to 31 December 2020. The report includes data from a survey run in August 2020 for 1 month, this was run due to Hull Parent Carer Forum reporting to the Send Partnership Forum that they had not been consulted in a while about the website. Feedback has been included from the Local Offer Development Group.

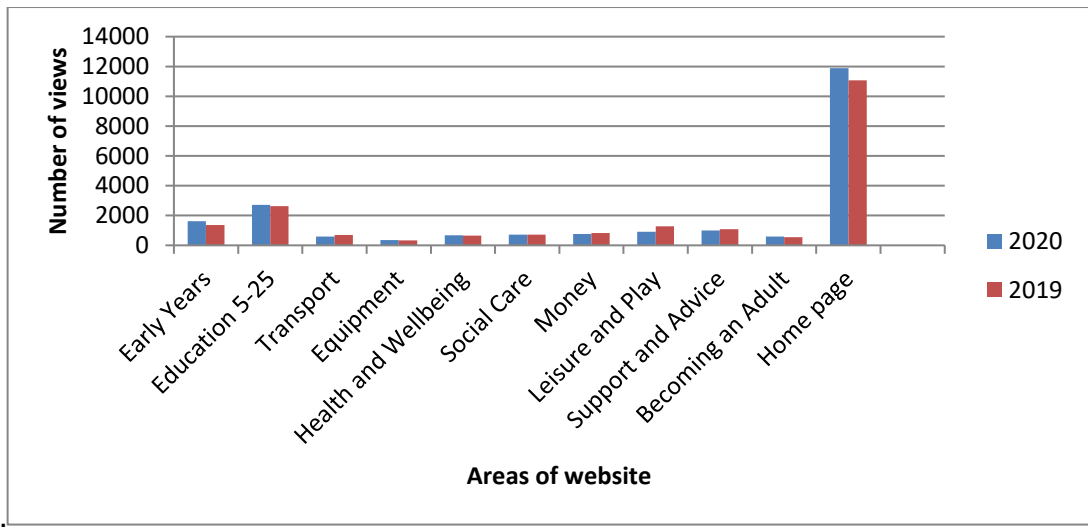
It has been difficult gaining feedback from children and young people. The LoudMouths group have been busy working on the Co-production Charter and the Engagement Worker has struggled to engage young people due to the difficulties imposed by the coronavirus epidemic. The Engagement Worker has left post and we are looking to recruit another member of staff in this role.

In the meantime the Information Officer is making contact with a wide variety of existing groups of young people and some engagement work is planned in March 2021.

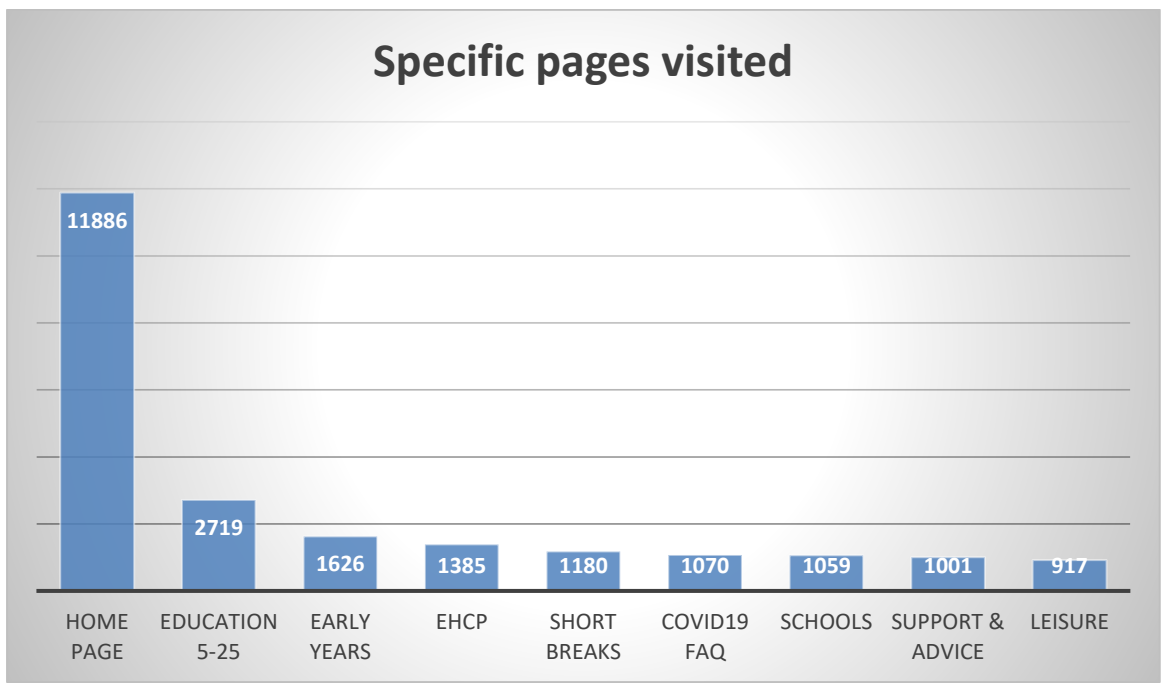
2. Where have users visited?

Information from Google Analytics shows the number of people visiting each area of the website. The Home page (11,886), Education and training 5-25 (2719), Early Years (1626) having the most visitors and an increase from 2019. Other areas frequently visited were EHCP (1385) and the COVID FAQ pages (1070) due to the coronavirus pandemic.

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.

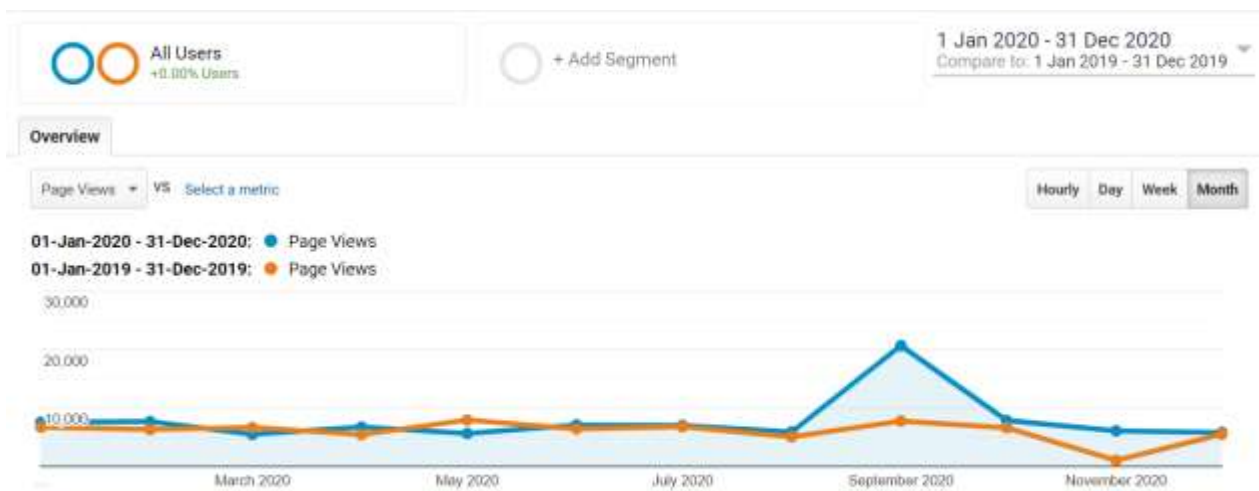


The following chart shows the Top 10 most visited areas and includes specific pages.



The home page statistic includes when someone visits the website for the first time and also when they are on the website and direct back to the homepage.

## Page view from Google analytics showing visits over the year.



Peak in September 2020, possibly due to children returning to school. Top viewed pages were the Covid19FAQ pages, Education 5-25, Early Years and Schools.

### 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
- annual survey
- development group members

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 here

<http://hull.mylocaloffer.org/s4s/WhereILive/Council?pageId=3096>

Feedback includes –

You told us that Carers Champion Training was on Connect to Support website and should be on the Local Offer website too.

We placed the Carers Champion Training information on the Local Offer

<http://hull.mylocaloffer.org/s4s/WhereILive/Council?pageId=3042&id=68b84e3d-bbf2-4a84-a381-ac8d00b8b720>

You told us that you would like to see the criteria for the Sensory Processing Team.

We placed the criteria on the Sensory Processing Team page here

<http://hull.mylocaloffer.org/s4s/WhereILive/Council?pageId=3042&id=76502822-a0a4-4837-8199-ac3f00be6dc3>

Users have been slow to participate in giving feedback via the website form and need to encourage feedback/capture user's experiences further. A lot of feedback goes to the Hull Parent Carer Forum, and we need to put in place a way this feedback can be passed on.

The 8 members of the development group encourage feedback, but generally fill in the feedback form themselves or contact the Information Officer via social media. This is a more friendly way of dealing with the feedback.

Feedback – Information officer to do a video of herself, prove she is a human!

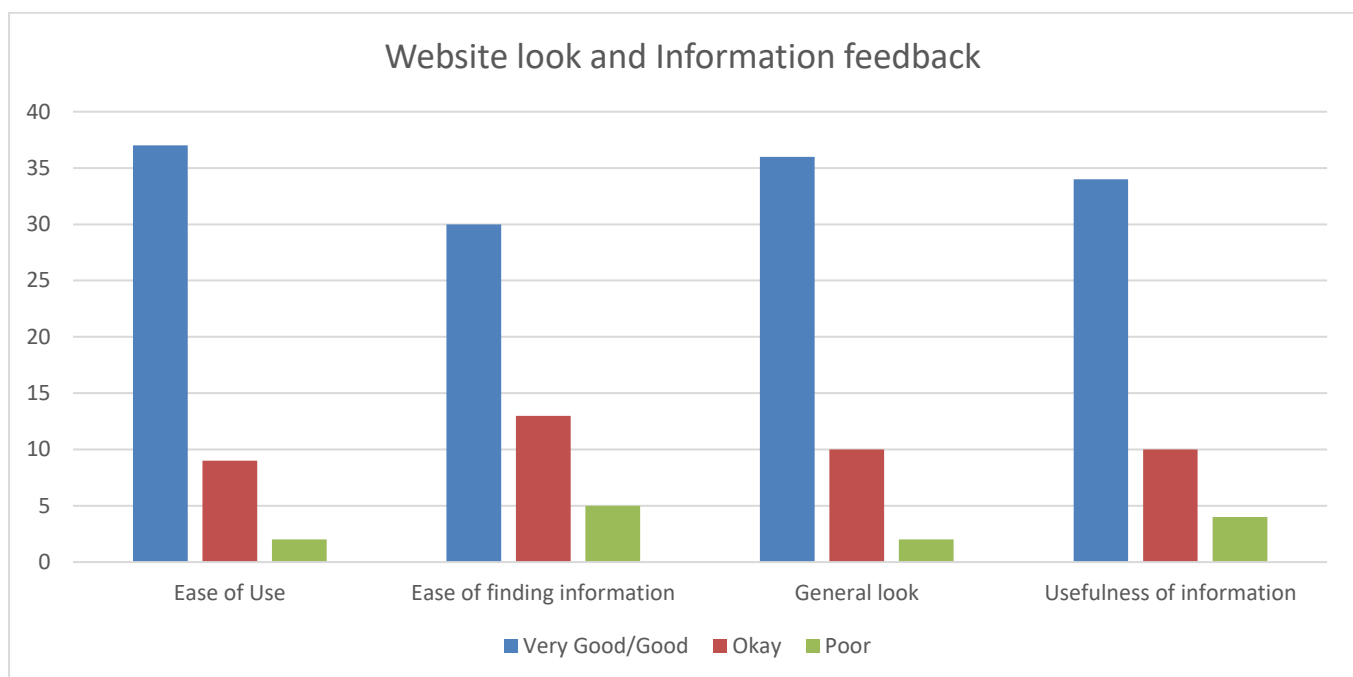
The Development Group have fed back useful information over the year including -.....

We have kept this quite flexible due to coronavirus and parents having to home school etc but we have kept in touch and people are still interested.

The Engagement Officer post became vacant from January 2021. The Information Officer has gather contacts for the new Officer when in post, and approached a young person's group in the meantime to gather feedback as well as utilising the Loudmouths group, This work should be completed before 1 April 2021.

#### 4. Survey

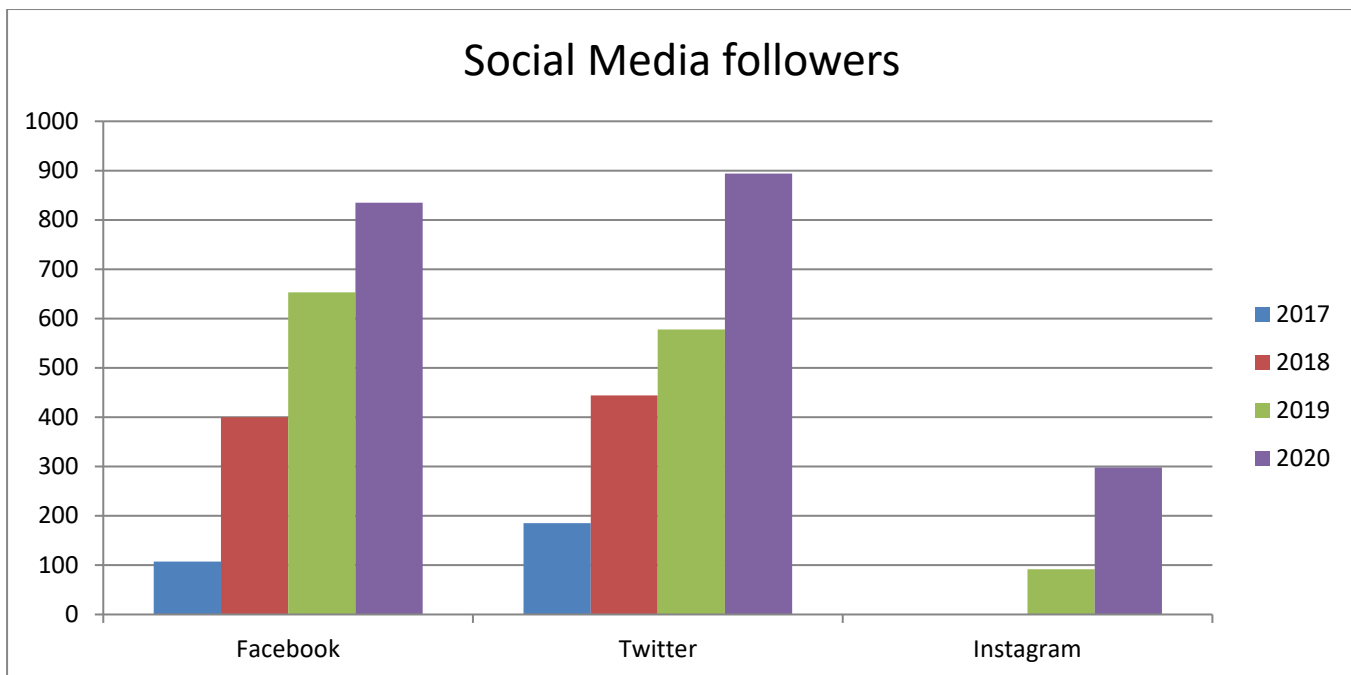
The survey went out via social media, newsletter and on the Local Offer website. Only 30 responses were received, however this is probably due to the current situation with Covid19.



The feedback showed that the majority of people thought the website look and information was good and very good. From this information we can see that there are some issues with ease of finding information and this is something we can explore with the Development Group.

#### 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. It also builds up rapport between the Information Officer and children, young people, parents and other professionals. Parents have asked that the Local Offer Information Officer appears more approachable and a video was produced by the Information Officer introducing herself, more will be done in the future. 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 throughout 2017 to 2019 and then a big jump in 2020. This could be due in part to the Covid19 pandemic and more people being at home having access to social media and more time.

As before, it is worth remembering that each person who follows the page on Facebook/Twitter, can then share to all of their followers. Some, such as 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 Local Offer also has a presence on LinkedIn and Instagram, the latter going from 92 to 298 followers in a year.

## 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 (1 February 2021) 1513 subscribers up from 1259 the same time in 2020.

## 7. Main developments

- Ongoing work with the Local Offer Development Group
- Contacts made with existing groups of young people to obtain future feedback – passing on to Engagement Officer.
- Development of the Becoming an Adult area is well underway and feedback from Gig Buddies and Loudmouths in March 2021.
- Increased number of subscribers to the e-newsletter
- Increased visitors to Facebook and Twitter
- Utilising Instagram and LinkedIn.
- Marketing strategy continues will all settings, schools, colleges getting leaflets. Text service with GP on hold due to Covid vaccination programme.
- Continued development of workable search function
- New marketing materials purchased including masks given out to Development Group members to thank them for their hard work.
- Professional area still under development
- Working with Early Years team to promote their service which often overlaps with SEND

- Accessibility – work started reviewing the accessibility of the website using Silktide app and the WCAG guidelines.
- Monthly regional Local Offer meetings
- National Local Offer event resulting in an online forum to share information and concerns.

## 8. Future developments

- Area being developed to feedback information to parents/other professionals about services, including You Said.... We Did <https://hull.mylocaloffer.org/s4s/WhereILive/Council?pageId=5410>
- 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
- 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 – engagement officer post (currently vacant)
- 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 – look at changing the format of this which does not meet accessibility standards.
- Development of a professional area for training, forms, policies etc.

Vicki Pellatt  
1 April 2021

[← Back](#)[🏠 Home](#)[Search 🔍](#)

## 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 <a href="#">here</a> .
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. <a href="#">See details here</a> .
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 <a href="#">link to the Holidays section of the website</a> and the <a href="#">Hull Special Olympics gymnastic page</a> .
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.