



## Hull Local offer website Annual Report – April 2019

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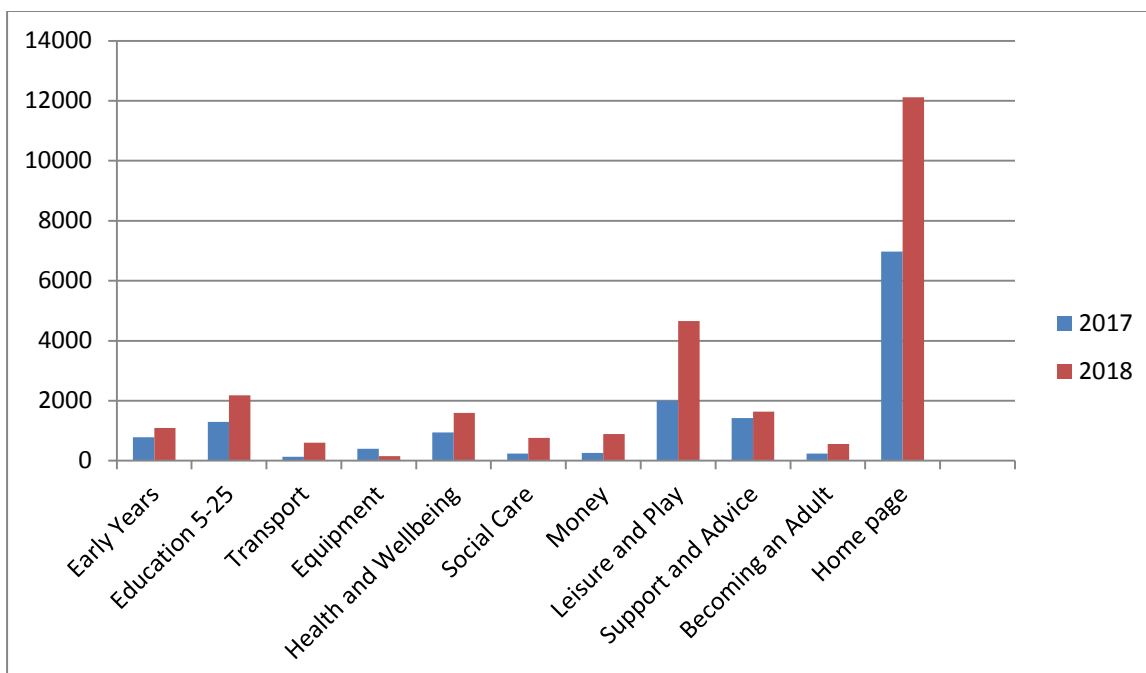
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#### 1. Introduction

Over a year has passed since the last annual review. The data in this review is from 1 Jan 2018 to 31 December 2018 so is comparable with 2017 data on the previous report. The survey ran from January to 31 March 2019. This was to enable us to capture responses from people at the Differently Abled event on 14 February 2019. However although this event was extremely well attended, there was no time for attendees to complete the survey.

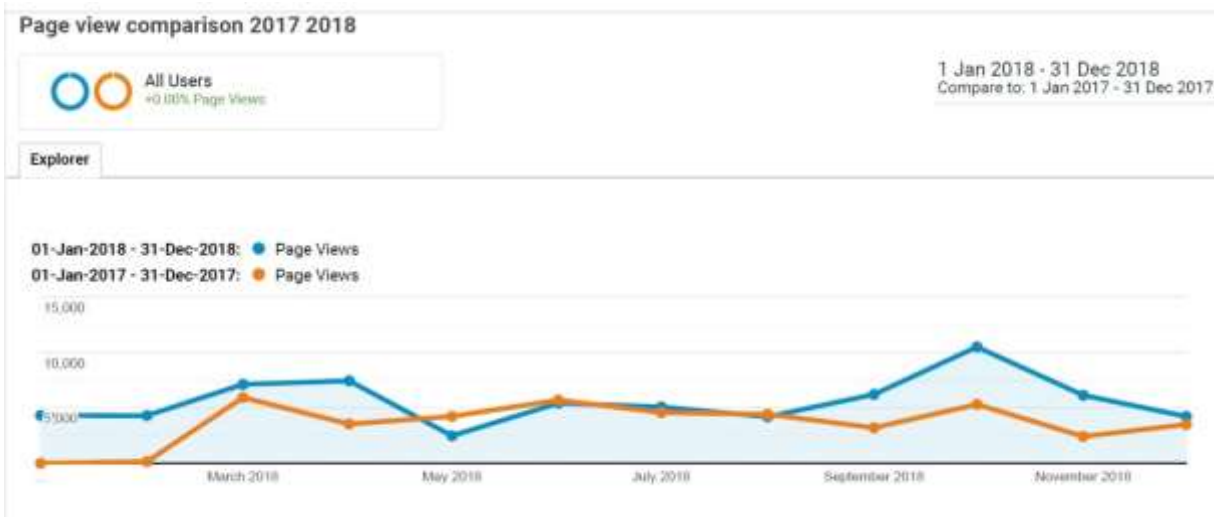
#### 2. Where have users visited?

Information from Google Analytics shows the number of people visiting each area of the website. The Home page (12,112) Leisure and Play (4,654) and Education and training 5-25 (2,179). The chart shows a substantial increase in users from the previous year.



The home page continues to be the most viewed page which makes sense as it is the landing page. Leisure and play continues to be a popular page along with Education 5-25 years. Money, social care, equipment and transport, becoming an adult continue to be the least visited. A lot of work has been done recently on the Transport page, so this may increase figures in the coming year.

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



### 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
- in person when visiting parents groups
- online survey

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 appendix 2).

Users have been slow to participate in giving feedback via the website form and need to encourage feedback/capture user's experiences. We could do this by offering incentives and prize draws. The feedback below was received in February 2019.

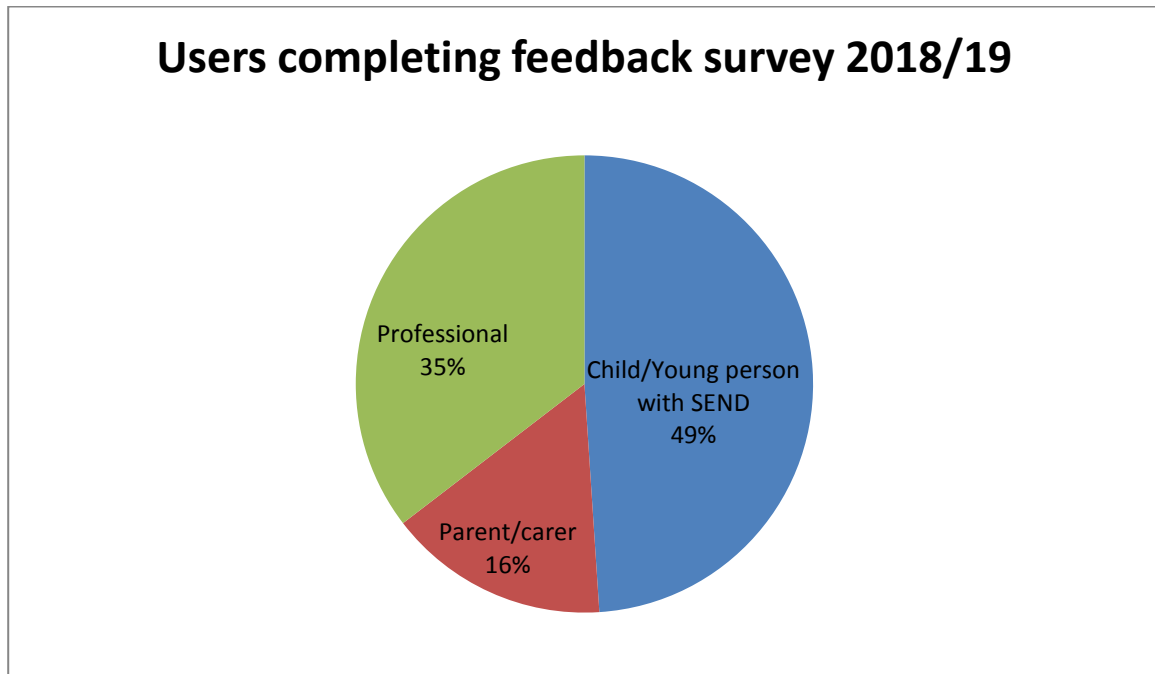
*"Hi, I work for the SaPTS services in East Riding and am also a parent of a disabled child. Today I looked at your website as a comparison to the East Riding and what a fantastic website, it's interesting, fun, and very easy to navigate. I will keep on my own personal crusade with the East Riding Council to get their own website improved and tell them to look at yours as an example. Really well done to you all."*

#### 4. Survey

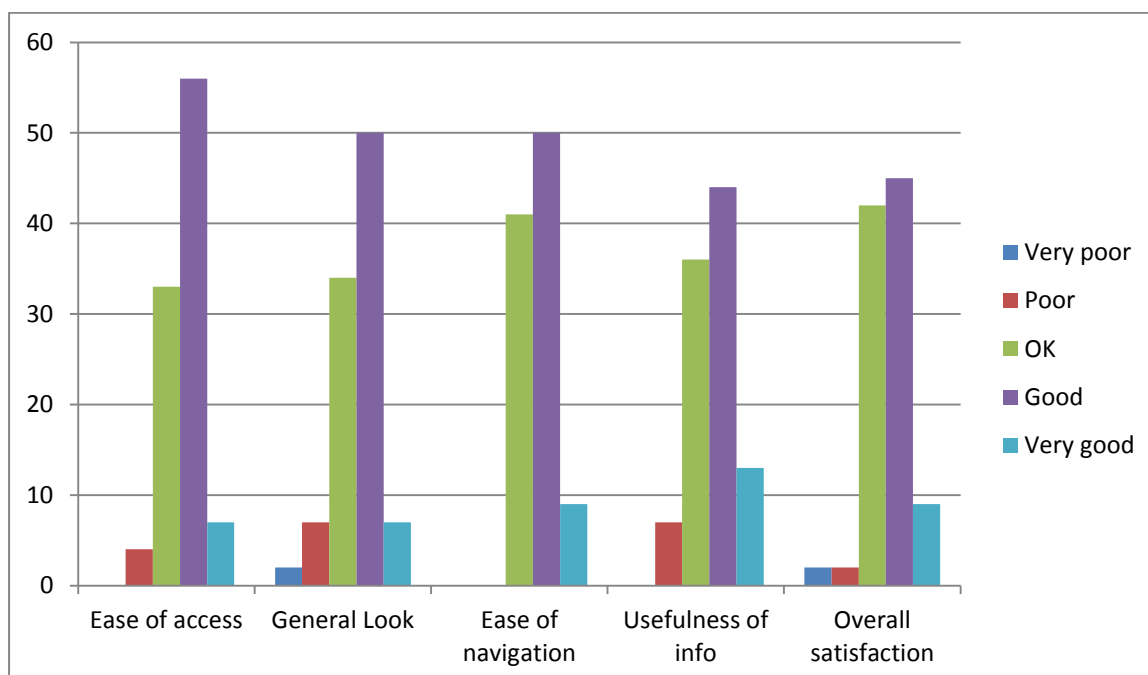
90 respondents completed the SurveyMonkey survey which is now closed.

[https://www.snapsurveys.com/wh/SURVEY\\_PREVIEW.asp?k=149684228599](https://www.snapsurveys.com/wh/SURVEY_PREVIEW.asp?k=149684228599)

The chart below shows users who completed the survey. Nearly half of the users were children and young people with SEND. In 2017 no children and young people with SEND completed the survey, which was predominantly completed by professionals (72%).



The chart shows results of how users rate the different aspects of the website.



% of areas rated okay, good or very good –

Ease of access –98%

Ease of navigation 92%

Ease of finding information 97%

Usefulness of information 92%

Overall rating 97%.

Compared to the previous year, figures are similar, however 'General Look' has improved from 96% to 100% and 'Usefulness of information' increased from 91% to 93%. 76% of users would recommend the website to someone else.

Further comments included –

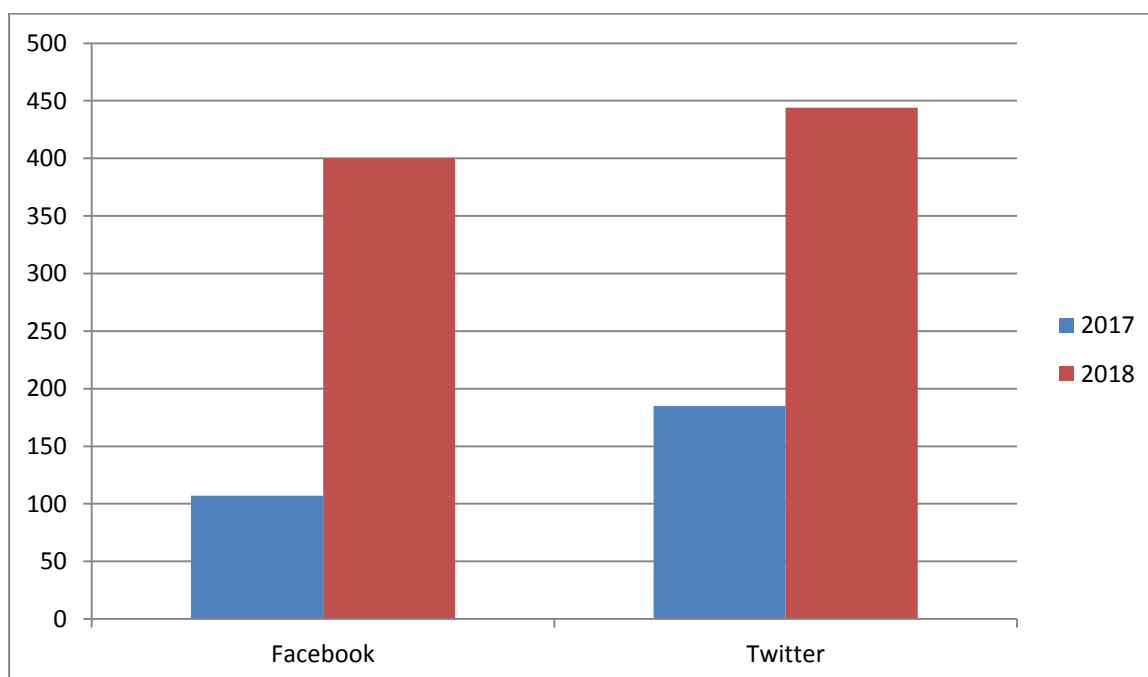
*'The website has become much more comprehensive and easier to navigate over the last 12 months or so'*

*'I think that the Local Offer website should be promoted more by the services and schools. It's never mentioned at the school or doctor meetings'*

*'I haven't been on the site for a while and it has improved'*

## 5. Social media

The aim of social media for the local offer is to direct people to the Local Offer website and also peer support for people with SEN and their parents/carers. Increasing Social media 'likes' and followers is taking a lot of time. An online promotion was undertaken on both Facebook and Twitter and although this promoted the Local Offer it did not increase the 'likes' and 'follows'. It was decided that more targeted promotion may be more successful and the marketing plan includes ways of doing this.



## 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 (18 March 2019) 1098 subscribers, an increase of 254 from the same time in 2018.

## 7. Main developments

- Appointment of a Family Engagement and Participation Officer (SEND)
- Continuation of quarterly e-newsletters
- Increased number of subscribers to the e-newsletter
- Increased visitors to Facebook and Twitter
- Marketing strategy developed and implemented. All under 5's with SEN in process of receiving information and all GP surgeries have fliers and pharmacists have posters.
- Continued development of workable search function
- Hull City Council A-Z produced and used by customer service staff to direct people to the website.
- New marketing materials purchased and given out at events.

## 8. Areas for development

- 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
- Action feedback from the 2019 survey.
- 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, utilising the new worker.
- Continued development of a workable search function.
- Further develop social media to gain more followers
- Continued increase of e-newsletters subscribers and contributors.
- Continue working on and developing the marketing strategy
- Browsealoud – take on licence for further 2 years.
- Keep you said we did up to date – link with workstreams to send this information is regularly sent to the Local Offer information officer.
- Development of a professional area for training, forms, policies etc.

Vicki Pellatt  
1 April 2019

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## 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.