 **Guidance Health providers template**

**What is the Local Offer?**

From September 2014 every Local Authority will be required to publish information

about services they expect to be available in their area for children and young people

from birth to 25 who have special educational needs and/or disabilities (SEND); and

also services outside of the area which they expect children and young people from

their area will use. This will be known as the ‘**Local Offer’**.

The Local Offer will put all the information about education, health and care services,

leisure activities and support groups in one place.

It has two main purposes:

* to provide clear, comprehensive and accessible information about the support

and opportunities that are available; and

* to make provision more responsive to local needs and aspirations.

**Why is it important for my organisation?**

Information is provided in lots of different ways already; the Local Offer aims to make

it simpler for parents to find, understand and use a vast range of information so it is

important that services of a similar type answer the same questions following the

order they are presented and keeping to the same format.

The questions were designed with parents/carers so you can be sure that your Local

Offer will answer the main questions that parents/carers will have about your service.

By providing the information that forms the Local Offer settings and services will:

* help communicate to parent carers, and others who work with the

organisation, how children and young people with SEND are supported

* provide a clear ‘profile’ of the individual organisation
* help to prevent misunderstandings which can sometimes make working

together difficult

* be co-producing the information with parent carers and children and young

people which will help develop strong partnerships and increase

understanding

* be an opportunity to review processes and ways of working together

**Top Tips for presentation**

Thinking about the wide audience who may want to access your Local Offer:

* Use short, ‘bite-size’ sentences or paragraphs to communicate the information
* Include **direct** links to other information sources where further detail/

investigation would be recommended, e.g. service referral form

* Avoid where possible the use of jargon, abbreviations or ‘professional speak’;

use plain English

* To ensure the Offer is clear ask an independent person to proof read the final

version of the Offer (preferably a parent or carer) before uploading to the website