

Social Care template – guidance notes



What is the Local Offer?

From September 2014 every Local Authority will have to publish information about services they expect to be available in their area for children and young people aged up to 25 who have special educational needs and/or disabilities (SEND); as well as services outside their area which they expect local children and young people to 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
- to make provision more responsive to local needs and aspirations.

Why is it important for my organisation?

Information is already provided in many ways and formats - the Local Offer aims to make it simpler for parents to find, understand and use a wide range of information.

It is important that services of a similar type answer the same questions following the order they are presented in, 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

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

- use short, bite-size sentences or paragraphs to convey your information
- include **direct** links to other information sources where further detail or investigation would be recommended, like a service referral form
- wherever you can, avoid using jargon, abbreviations or 'professional speak' - use plain English
- ask an independent person to read the final version of your Offer (ideally a parent or carer) to make sure it is clear, before you upload it to the website.