

# SEND Local Offer Webpage Information

## Good Practice and Quality Assurance Guidance



### What is the Local Offer?

Oldham's Local Offer is an online resource that details services, support and guidance available to children and young people with special educational needs and disabilities (SEND) aged 0-25 and their families.

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.

When updating your information for parents, carers and professionals on the SEND Local Offer directory or your webpages, please ensure the following good practices are followed.

### 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
- Will service users (parents, professionals, children and young people) understand it?
- Can professionals navigate the site easily enough to signpost parents?
- Is the information ...
  - Clear?
  - Comprehensive?
  - Accessible?
  - Up-to-date?
  - Telling parents what they need to know e.g. time, date, costs and who?
- Does it show how to access support or how to refer for support?
- Do the phone numbers get answered or is there an answerphone?
- Do all your web links work? How often are they checked?
- If a person's name is used do are they still doing that job? It is better not to use names where you can use job titles
- Does it tell a parent/carer what to do if they are not happy?
- To ensure the Offer is clear ask an independent person to proof read the final version of the Offer (preferably a parent or carer).

## Other considerations

- Do you have your leaflet or fact sheets uploaded on to your website/webpage?
- Can you put in web links to other useful website and resource?
- Ask your service users to review your information and make suggestions on how it can be improved.
- Ask a fellow service provider to review your information and provide peer to peer support and feedback
- Always spell out acronyms
- Always spell check and proof read text and documents
- Does your website link to and signpost to other sources of information, advice and support in the local area? Such as:-
  - Parents of Oldham in Touch (POINT)
  - SEND Information and Advice Support Service (SEND IASS)
  - Family Information Service (FIS)

If not then email [onlinedirectory@oldham.gov.uk](mailto:onlinedirectory@oldham.gov.uk) for support.

## RESOURCES

Useful resources and guides to help you design your website/page



How to use easy words and pictures



Making Myself Clear MENCAP.pdf

- <http://www.plainenglish.co.uk/>
- <http://www.plainenglish.co.uk/free-guides.html>

If you are aware of any services or useful websites, please can you share these with us [onlinedirectory@oldham.gov.uk](mailto:onlinedirectory@oldham.gov.uk)

## Note

Please give a copy of this leaflet as a guide to your ICT person or the member of staff responsible for keeping your website/page up to date.