

# Service Definition Document: Pop Pop Studio

## SEND Local Offer Platform

- Pop Pop Studio SEND Local Offer is a co-designed, accessible digital platform enabling local authorities to publish, manage, and share SEND information and services.
  - It supports compliance with SEND Code of Practice 2015, OFSTED requirements, and UK GDPR, with WCAG 2.2 AA accessibility standards.
  - Key features include customisable mini-sites, real-time updates, filterable directories, step-by-step guides, and privacy-friendly analytics.
  - The platform is cloud-based with UK data storage.
  - Comprehensive support includes onboarding, training, content maintenance, and ongoing technical assistance with a dedicated account manager and 24-hour SLA for critical issues.
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## 1. Service Overview

**Service Name:** Pop Pop Studio SEND Local Offer Platform

**Short Description:** The Pop Pop Studio SEND Local Offer platform is a digital solution designed to help local authorities and SEND Partnerships deliver comprehensive, accessible, and up-to-date information and directories for children, young people, and adults with Special Educational Needs and Disabilities (SEND). The platform supports the statutory requirements of the SEND Code of Practice 2015 and OFSTED inspections by providing a centralised, co-designed, and user-friendly digital space. It enables the creation of tailored mini-sites for diverse audiences, including Preparing for Adulthood and Care Leavers, with real-time updates, filterable directories, and step-by-step guides to complex processes such as EHCP applications.

### Key Use Cases:

- Publishing and managing statutory SEND Local Offer information in compliance with the SEND Code of Practice 2015 and OFSTED requirements.
- Creating customised mini-sites for specific audiences (e.g., Preparing for Adulthood, Care Leavers).
- Centralising and managing directories of organisations, services, and events.
- Facilitating multi-agency collaboration and information sharing across health, education, and social care sectors.

- Providing accessible, up-to-date, and user-friendly information to parent carers, young people, and professionals.

### Target Users:

- Local authority SEND teams and multi-agency partners.
  - Parent carers and young people with SEND.
  - Professionals working in education, health, and social care sectors.
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## 2. Key Features

- **Separate Local Offer Websites with Unique URLs:** Enables distinct sites for different audiences (e.g., Adults, Early Years) with tailored content and branding.
  - **Co-designed and Localised Interface:** Developed in collaboration with young people, parent carers, and professionals to ensure relevance and usability.
  - **Colour-coded Sections:** Clear visual organisation for Education, Health, Social Care, and Preparing for Adulthood (PfA) content.
  - **Filterable and Shareable Directory:** Comprehensive listings of services, organisations, and events with advanced filtering and sharing capabilities.
  - **Mini-sites for Specialised Audiences:** Customisable sections for specific groups such as Care Leavers or young people transitioning to adulthood.
  - **Real-time News Feed and Events Listings:** Dynamic updates to keep users informed of the latest developments and opportunities.
  - **Step-by-step Guides:** Detailed walkthroughs for complex processes (e.g., Education, Health and Care Plan applications).
  - **Accessible Publication Pages:** Dedicated spaces for important documents such as SEND Strategies, policies, and reports.
  - **Nested Pages with Breadcrumbs:** Intuitive navigation structure to enhance user experience.
  - **Privacy-friendly Analytics:** Data collection and analysis that respects user privacy and complies with GDPR.
  - **Optional OFSTED Childcare Feed Integration:** Seamless incorporation of OFSTED childcare data where applicable.
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## 3. Key Benefits

- **User Empowerment through Co-design:** Ensures content and features reflect real user needs, promoting engagement and ownership.
- **Reduced Administrative Burden:** Centralised directories and automated updates save time and resources for local authorities.

- **Compliance with SEND Legislation and OFSTED Standards:** Meets statutory requirements and inspection frameworks.
  - **Accessibility and Inclusivity:** WCAG 2.2 AA compliance and user-friendly design ensure access for all users, including those with disabilities.
  - **Time Savings through Content Support and Automation:** Ongoing content maintenance and real-time updates reduce manual effort.
  - **Enhanced User Experience:** Intuitive navigation, clear visual cues, and interactive elements improve engagement.
  - **Improved Information Dissemination:** Real-time news and events keep users informed and engaged.
  - **Cost-effective Solution:** Flexible pricing models and scalable features provide value for money.
  - **Comprehensive Support and Training:** Ensures users and administrators can fully leverage the platform's capabilities.
  - **Data Security and Privacy:** GDPR-compliant data handling and encryption protect sensitive information.
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## 4. Technical Specifications

| Aspect                     | Description                                                                                                                                             |
|----------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|
| Hosting and Infrastructure | Cloud-based. UK-based data storage. Green energy.                                                                                                       |
| Integration Capabilities   | OFSTED childcare feed integration (optional). Compatible with local authority CRM and case management systems. API access for third-party integrations. |
| Accessibility              | WCAG 2.2 AA compliant. Screen-reader compatible. Adjustable text sizes and colour contrast options.                                                     |
| Security                   | GDPR-compliant data handling. Privacy-friendly analytics (no third-party tracking). Role-based access control.                                          |

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## 5. Compliance and Standards

- **Legislative Compliance:** SEND Code of Practice 2015, Equality Act 2010 (accessibility), UK GDPR, and Data Protection Act 2018.
- **Standards Met:** WCAG 2.2 AA, G-Cloud 15 framework requirements, Cyber Essentials certification.

## 6. Service Management

- **Onboarding:** Typical timeline of 4–6 weeks. Includes project scoping, prototype co-production, design, and content co-production.
  - **Ongoing Support:** Weekly technical and organisational meetings. Dedicated account manager. 24-hour SLA for critical issues.
  - **Content Support:** Optional add-on services for content updates, maintenance, and further development.
  - **Training:** Online tutorials, live sessions, and comprehensive documentation for administrators and users.
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## 7. Pricing

- **Pricing Model:** Subscription-based (monthly/annual) or one-time setup fee with ongoing costs.
  - **Cost Tiers:** Base package includes core features. Add-ons available for content support, OFSTED feed integration, and mini-sites.
  - **Example Costs:** Available on request or via custom quote based on specific requirements.
  - **Discounts:** Possible discounts for multi-year contracts or bulk purchases.
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## 8. Case Studies or Examples

- **Example Implementation:** Calderdale SEND Local Offer site showcases the platform's capability to deliver a comprehensive, user-friendly, and compliant Local Offer.
  - **Testimonials and References:** Available upon request, highlighting user satisfaction and improved engagement.
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## 9. Data and Security

- **Data Handling:** User data collected, stored, and processed in compliance with GDPR and UK data protection laws. Data retention policies.
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## 10. Terms and Conditions

- **Contract Length:** Minimum 12 months.
  - **Termination Clause:** 30 days' notice period.
  - **Data Ownership:** Local authorities retain full ownership of all content and data.
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## 11. Additional Information

- **Scalability:** Platform supports addition of new mini-sites and features as needs evolve.
  - **Future Developments:** Roadmap includes AI chatbots, mobile app integration, and enhanced analytics.
  - **Customer References:** Contact details for existing clients available on request.
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