

Minds of All Kinds Notts Website

Aim of the project: Create a central resource of support and pathway guidance for neurodivergent individuals of all ages, families, and professionals.

Area: Nottingham City and Nottinghamshire County.

Learning area: 'Closing the loop' in Co-production.

Contents:

- The evolution of the project.
- The importance of 'closing the loop'.

 A 6 minute read.

Introduction from the Coproduction Team...

In this case study, we explore the evolution of the Minds of All Kinds website and the approach taken to 'closing the loop' - a key mechanism for making all participants feel valued.

The Scope of the Work...

- Feedback from families showed that there was a need for a website providing a single point of support and guidance for neurodivergent children, young people and adults.
- The website needed to provide accessible and reliable information for those thinking about getting a neurodivergent assessment, or waiting for the results of their assessment.

Co-production Process...

- Word of mouth, along with the support of community organisations and system partners enabled the establishment of a steering group, comprised of parents & carers, young people with lived experience and professionals.

- The steering group:
 - Provided a forum for co-producing the design and content of the website, supported by technical insight from a web developer.
 - Beta-testing the website, ensuring it delivered against its original aim and met user need.
 - Had oversight of the communications plan, for publicly launching the website.
 - Identified preferred names for the website to be voted on by
- As the process evolved, 2 smaller task and finish groups were established - 1 focused on content, the other focused on design.
- Members of the group maintained momentum, taking tasks away to progress outside of the meeting, and feeding back at the next session.
- A survey was carried out to choose a name from the options proposed by the steering group.
- The website was close to being complete however due to system capacity the technical web development support was withdrawn.

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It's clear how much work and thought has gone into the site and most of all it's clear that the views of those with lived experience have been really taken on board.

Nicky Lees, a Nottinghamshire parent

mindsforallkindsnotts.co.uk

Reliable information, guidance and local support, tailored for all ages:

- Neurodivergence
- Autism
- ADHD

Minds of All Kinds
...here to support every unique mind



Overcoming challenge...

- The lack of technical web development brought the project to a standstill.
- For several months, work progressed behind the scenes to secure a new web developer, and in January 2025 Create Inc came on board, agreeing to develop the website incorporating much of the pre-created content and design.
- A scaled down steering group was convened to mobilise the website, and ready it for user testing and a public launch.

Launch...

Before going live in July 2025, the wireframe of the website was user tested by parents & carers, and children & young people, along with professionals/system partners. The extensive feedback identified several common themes which were used to enhance the final version.

The multi-media launch reached audiences across Nottingham & Nottinghamshire, and encouraged continued sharing and promotion of the website. Channels of promotion included:

- Notts TV
- Social media
- Newsletters
- Press release
- School portals

Closing the loop...

To ensure the parents and carers involved were recognised for their valuable contributions, they:

- Received an email thanking them for their contribution and support and providing a link to the live website.
- Were given a voucher as a token of appreciation.
- Publicly acknowledged and thanked on the website and by Rosa Waddingham, Chief Nurse, on Notts TV.

Impact of the Minds of All Kinds website...

The website is now live and has so far had over 8,000 active users seeking:

- Clear, jargon-free explanations of ADHD, Autism and other neurodivergent differences.
- Local and national service directories and referral pathways for Nottingham & Nottinghamshire.
- Practical advice for navigating education, health and social care systems.
- Personal stories and lived experiences from young people and families.
- The website will continue to evolve to meet the needs of our local neurodivergent population.

To access the website, visit

<https://mindsforallkindsnotts.co.uk/>.

Lessons Learnt:

- A project of this scale would benefit from a dedicated content writer, to oversee the planning, creation and publication of the website's content.