

Welcome to the SEND Local Offer Annual Report for 2019-20, which provides an overview of the work we have been doing over the last year to update and improve content.

Achievements

- Continued to grow the use of Facebook, from 832 Likes in September 2019 to 1,189 likes in July 2020, an increase of 357 likes.
- The Local Offer and its associated Facebook page were the main means of sharing information, activities, resources and other guidance with parents and support networks during the Covid-19 pandemic.
- The Local Offer was also the main means for Health to communicate with families during this time.
- The SEND Local Offer website was relaunched in September, and positive feedback has been received on the new look, both locally and further afield.
- Took part in a South East Network peer review of content, which was a positive experience.
- We continue to develop the directory to improve quality and accuracy, using new software to help with this.
- Enhances accessibility of the Local Offer by reducing the number of clicks necessary to reach the desired information

Plans for the future

- Page titles and headings to be improved to increase clarity
- Reduce the amount of professional terminology to make Local Offer easier to understand
- Increase awareness of SEND Local Offer
- Use Facebook to increase communication between Local Offer and users

Our vision is for the SEND Local Offer is that it will be your first port of call.

You said: We don't know who some of the content is aimed at.

We did: We have now used Key Stage and also age range to make it clearer who should be viewing which pages.

You said: The icons for the parent pages need to be more family orientated.

We did: Changed the icons in coproduction with parents.

Most popular areas of the Local Offer*

Page	Views
Education	6,778
EHC needs assessment	3,515
Information for schools and settings	3,432
SEND Local Offer for schools and professionals	1,811
SEND services	1,541
Children and young people with SEND in schools and settings	1,443
Early Years	1,333
SEN Team	1,284
Specialist Teaching Team	1,078
Young People's Local Offer	868

* Figures cover the year 2019, not academic year 2019-20. The Local Offer structure was changed and a new version launched in September 2019, which may have affected overall statistics.