

The SEND Local Offer – Summary Annual Report (August 2025)

What is the SEND Local Offer?

The SEND Local Offer is a website that helps children and young people (aged 0–25) with special educational needs and disabilities (SEND), as well as their families and carers. It gives information about schools, health, activities, and support in one place, so it's easier to find help when you need it.

Why do we have it?

The law says every area in England must have a SEND Local Offer. This is to make sure families know what help is available. The website must be easy to use and have up-to-date information.

Who runs it?

A team called the SEND Communications and Web Team looks after the website. They make sure it works well, is easy to use, and has the right information.

What are the main goals?

- Make sure the website follows the law.
- Listen to children, families, and people who work with them to make the website better.
- Make the website easy to use for everyone.
- Tell more people about the website.
- Check that all the information is correct and easy to understand.

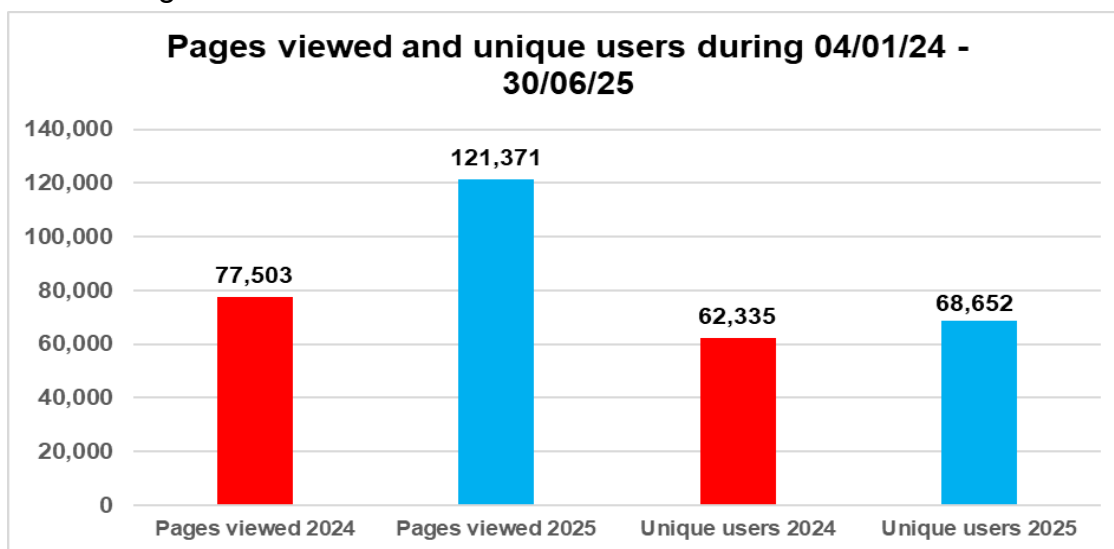
What has happened this year?

- The website is now easier to use on phones, tablets, and computers.
- The team checked all the information to make sure it is correct.
- More people are visiting the website than last year.
- There are new pages about things like autism, ADHD, and workshops for parents.
- Some old pages were removed or changed to make things clearer.

How many people use the website?

- In 2025, more people visited the website than in 2024.
- There were more page views and more unique users (the number of different people who visited the website)
- The most popular pages are about activities, special schools, and help for families.

- Page views increased by 34,868 and unique users increased by 6,317 as the below image shows:



How do people use the website?

- Most people use a computer (50.7%) or a mobile phone (42.7%) to visit the website.
- Only a few people use tablets.

What's new?

- The website has a new "Latest News" section.
- There will be a newsletter soon to share updates.
- The team is working with families and professionals to make the website even better.
- There will be workshops and a feedback form on the website so everyone can share their ideas.

What's next?

- The website will be relaunched in January 2026 with better navigation and more helpful information.
- The team will keep asking for feedback to make sure the website meets everyone's needs.
- Other councils will review the website to give advice on how to improve it.

Our promise

We want the SEND Local Offer to be the best it can be. We will keep listening, making changes, and helping families find the support they need.