

The SEND Local Offer – Interim Annual Report August 2025

Introduction

The Special Educational Needs and Disabilities (SEND) Local Offer provides a centralised, accessible hub of information, support, and services for children and young people aged 0-25, their families, carers, and practitioners.

The SEND Local Offer was developed in collaboration with a wide range of stakeholders, including parents, carers, practitioners, and service providers, to ensure it reflects the real needs and experiences of those it serves. This co-production approach remains at the heart of how it's maintained and improved.

The SEND Local Offer brings together essential information about education, health, social care, leisure, and support services in one place, making it easier for families and practitioners to find the right support, at the right time.

What the Law says

Under the Children and Families Act 2014, all local authorities in England are legally required to publish a SEND Local Offer. This must set out, in one accessible place, information about the education, health, and social care services available for children and young people aged 0–25 with SEND.

The SEND Code of Practice: 0 to 25 years, which came into force on 1st September 2014, provides statutory guidance on how these legal duties must be fulfilled. It applies to:

- Local Authorities
- Health bodies
- Schools and Colleges
- Early Years Providers
- Social Care Services

SEND Local Offer Core Purposes:

1. To provide clear, comprehensive, accessible, and up to date information about the available provision and how to access it.
2. To make provision more responsive to local needs and aspirations by directly involving children, young people, parents, carers, and service providers in its development and review.

Local authorities must also work in co-operation with partner bodies and agencies to ensure the SEND Local Offer is inclusive, accurate, and reflective of the services available in the local area.

Governance

The SEND Local Offer is managed and maintained by the SEND Communications and Web Team within Inclusion Services. The team is responsible for ensuring the website remains compliant, accessible, and responsive to the needs of its users.

Governance Objectives

- **Statutory Compliance** - Ensure the SEND Local Offer meets its legal obligations under the Children and Families Act 2014 and the SEND Code of Practice 2015.
- **Co-Production** - Involve children and young people, parents, carers, and practitioners in the ongoing development and review of the SEND Local Offer.
- **Accessibility** - Maintain and improve the accessibility of the website across all devices and formats.
- **Promotion & Awareness** - Promote the SEND Local Offer and ensure stakeholders understand their roles and responsibilities in supporting its use and development.
- **Content Oversight** - Keep all content under regular review to ensure it is:
 - Accurate and up to date
 - Easy to understand and navigate
 - Reflective of local services and needs
 - Aligned with the expectations of children, young people, and families

Progress and Priorities Since Launch

Since its launch, the SEND Local Offer has continued to evolve. We have focused on:

- Improving accessibility across all devices and formats
- Ensuring compliance with statutory requirements
- Enhancing content relevance and clarity
- Expanding engagement through targeted promotion and feedback

In 2025, we have built on the foundations laid above by:

- Conducting a full content review
- Gathering feedback on site navigation, language, and gaps
- Strengthening our co-production model
- Preparing for the relaunch of the refreshed website in January 2026

This report outlines the progress made over the past year, highlights key achievements, and sets out the next steps on our journey to ensure the SEND Local Offer remains inclusive, informative, and responsive to the needs of Suffolk's SEND community.

SEND Local Offer Promotion

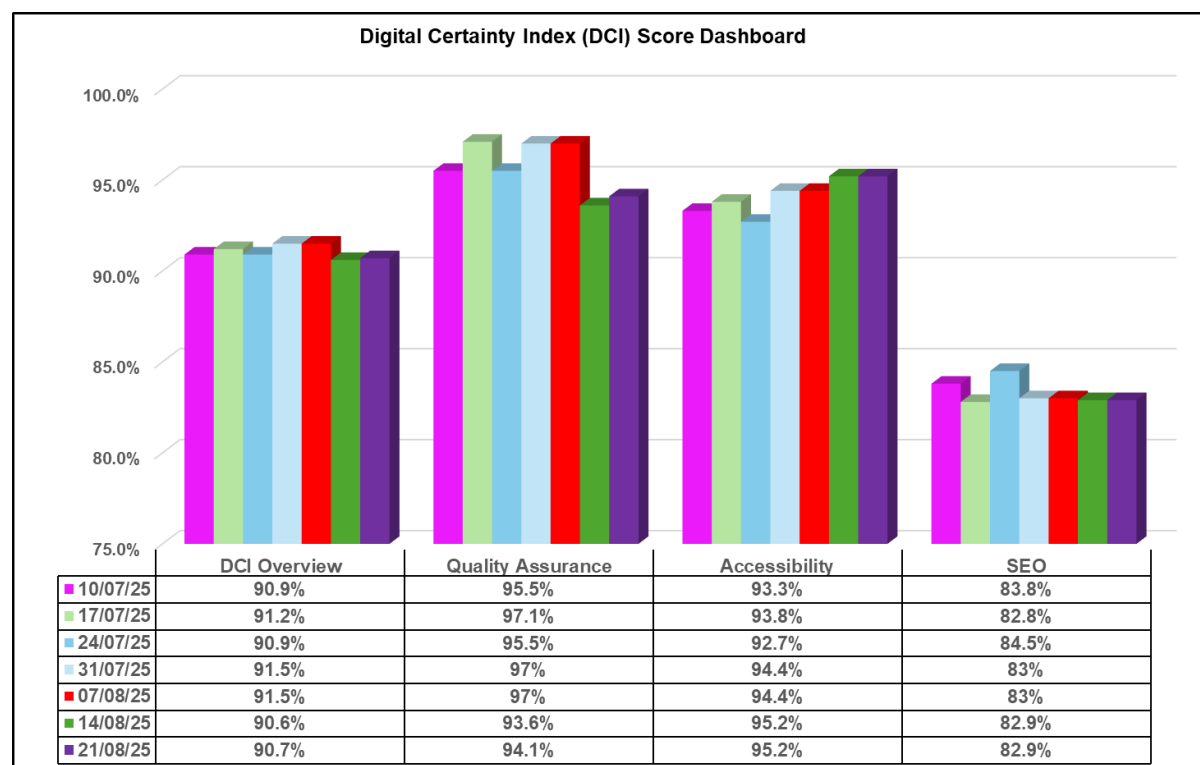
We continue to actively promote the SEND Local Offer to parents, carers, and practitioners through a range of targeted communication channels. These efforts aim

to increase awareness, encourage regular use, and ensure the website remains a trusted source of information and support. We are now identifying future activities to further strengthen promotion, broaden reach, and enhance visibility across Suffolk.

SEND Local Offer analytics

There is still work to do to promote the SEND Local Offer and ensure that it remains a valid source of information for those already aware of it. The below statistics demonstrate the sites digital presence whilst also highlighting the number of visitors, further progress will be monitored and tracked to ensure that these figures rise.

Siteimprove Digital Certainty Index (DCI) measures the quality and potential impact of digital presence, including its accessibility and usability, its credibility and trustworthiness, and how well-poised it is to respond to Search Engine Optimisation (SEO) challenges. The final DCI score is calculated as an overall score of points awarded in three categories: Accessibility, Quality Assurance, and SEO.



Here's a summary of the key trends from 10 July to 21 August 2025 across the four categories:

DCI Overview

- Stable performance around the 90.6% - 91.5% range.
- Slight dip on 14 August (90.6%) but recovered marginally by 21 August (90.7%).
- Overall, this metric has remained consistently strong with minimal fluctuation.

Quality Assurance

- Peaked at 97.1% on 17 July, maintaining high levels through early August.

- Noticeable drop on 14 August to 93.6%, followed by a small recovery to 94.1%.
- Despite the dip, the trend shows strong quality control overall.

Accessibility

- Gradual improvement over time, starting at 93.3% and reaching 95.2% by mid-August.
- This indicates successful efforts in maintaining accessibility standards.

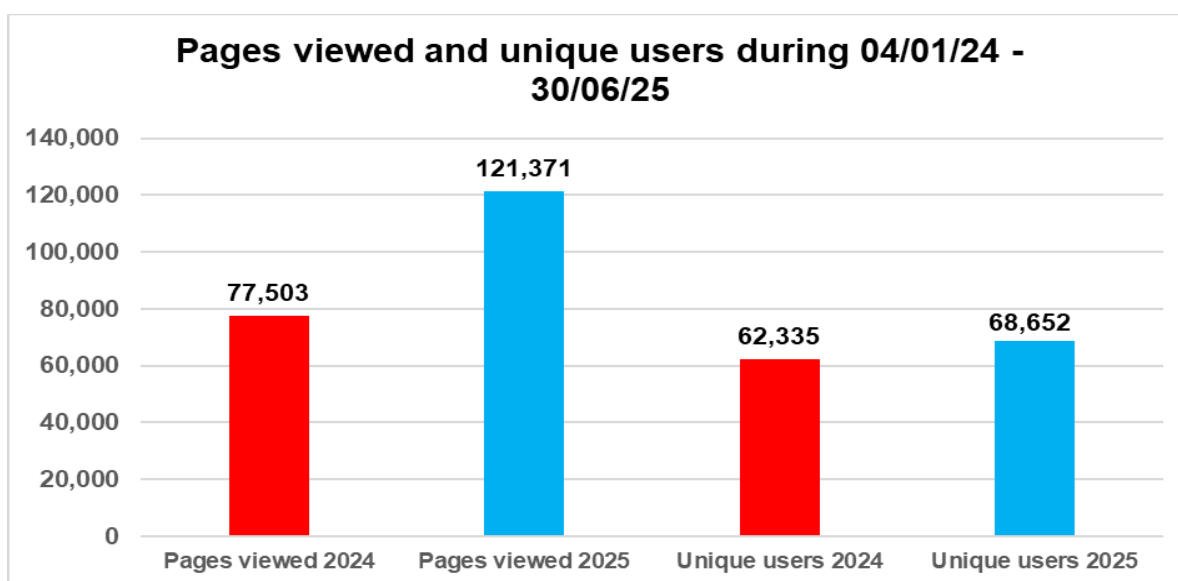
SEO

- This metric shows the most fluctuation.
- Dropped from 84.5% (24 July) to 82.8% (17 July and again on 14 August).

Overall Insights

- Accessibility and Quality Assurance are trending positively.
- DCI Overview is stable and reliable.
- SEO requires some focus to reverse the slight downward trend.

SEND Local Offer Visitors (2024 – 2025)



During the above reporting period, we observed a significant increase in engagement metrics.

- Page views increased by 34,868
- Unique users increased by 6,317

The increase in page views and unique users demonstrates growing engagement. With the accessibility improvements and content enhancements made this year, we anticipate further growth in usage.

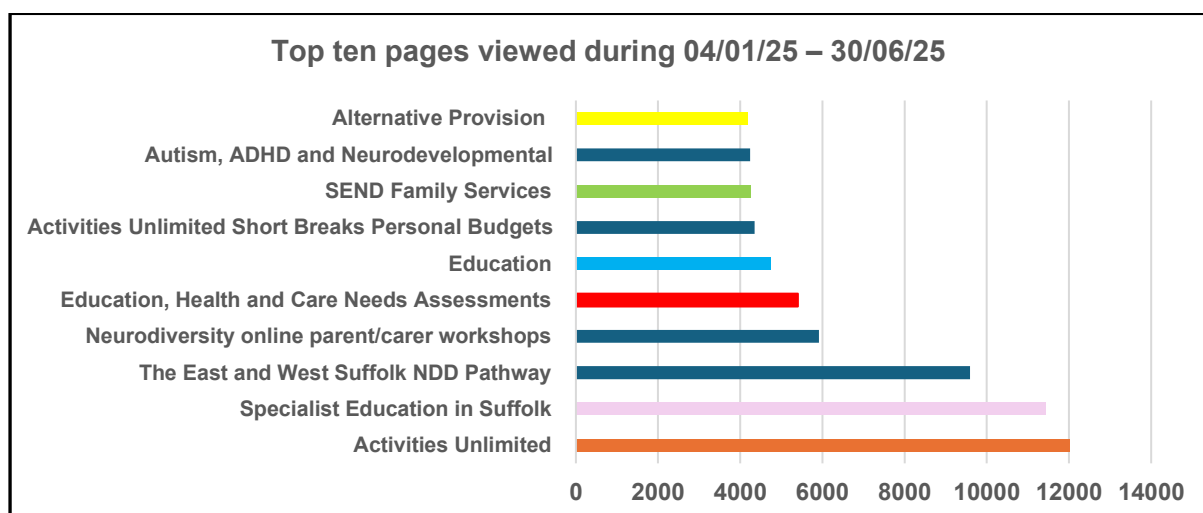
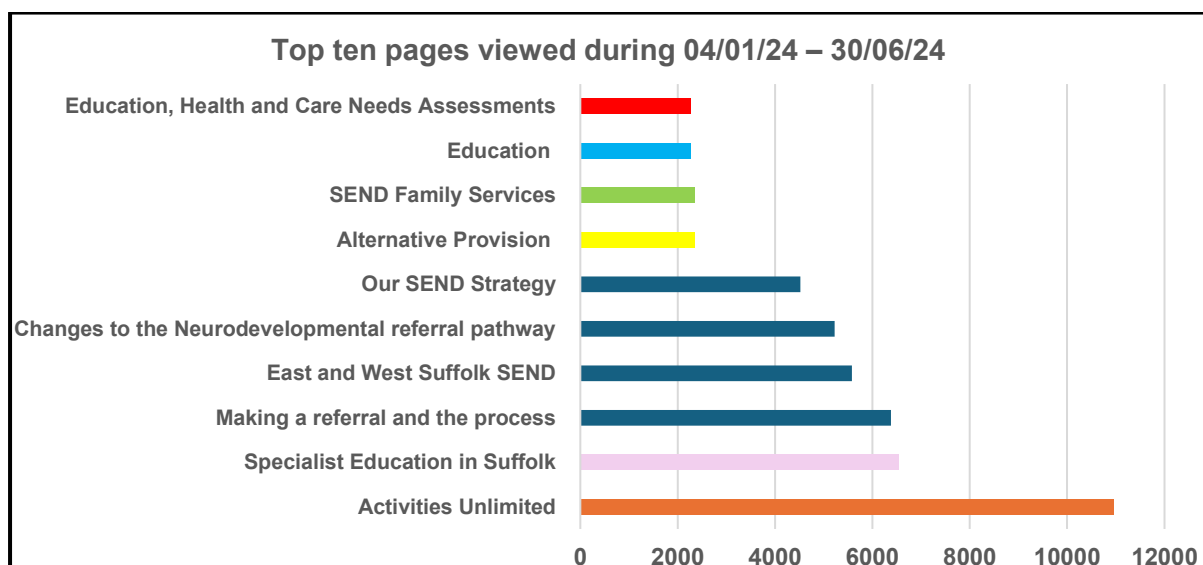
User Engagement Analysis: Comparing 2024 and 2025

The following analysis compares user engagement across the most visited pages of the SEND Local Offer during the same six-month period in 2024 and 2025.

Top ten pages viewed during 04/01/24 – 30/06/24	
Education, Health and Care Needs Assessments	2260
Education	2260
SEND Family Services	2345
Alternative Provision	2347
Our SEND Strategy	4517
Changes to the Neurodevelopmental referral pathway	5224
East and West Suffolk SEND	5576
Making a referral and the process	6381
Specialist Education in Suffolk	6542
Activities Unlimited	10968

Top ten pages viewed during 04/01/25 – 30/06/25	
Alternative Provision	4187
Autism, ADHD and Neurodevelopmental	4237
SEND Family Services	4251
Activities Unlimited Short Breaks Personal Budgets	4346
Education	4750
Neurodiversity online parent/carers workshops	5916
Education, Health and Care Needs Assessments	5402
The East and West Suffolk NDD Pathway	9590
Specialist Education in Suffolk	11420
Activities Unlimited	12015

Both graphs use colour coding to highlight recurring search themes across both years, revealing areas of consistent interest or concern among users. This insight has helped to inform future content development and prioritisation.



New or Replaced Pages in 2025

These pages did not appear in the 2024 data set, indicating new content or restructuring:

- East and West Suffolk NDD Pathway
- Neurodiversity Parent/Carer Workshops
- Autism, ADHD and Neurodevelopmental
- Short Breaks Personal Budgets

Pages Removed or Replaced in 2025

These 2024 pages were not listed in 2025, possibly due to restructuring or merging:

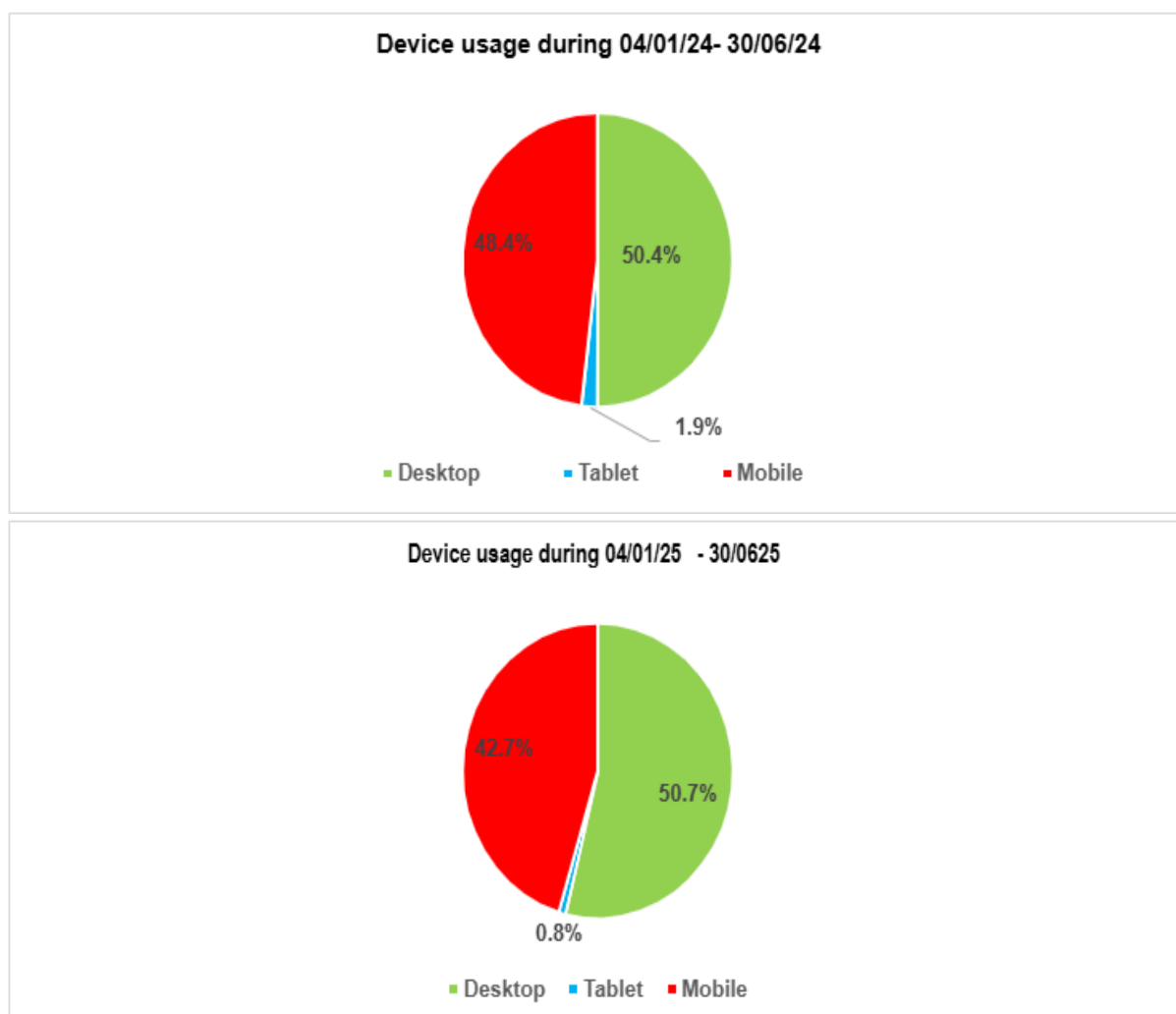
- Making a referral and the process
- Changes to the Neurodevelopmental Disorder Referral Pathway
- Our SEND Strategy
- East and West Suffolk SEND (may have evolved into the Neurodevelopmental Disorder Referral Pathway)

Key Insights

- Overall growth in page views across returning content suggests successful updates and increased visibility.
- Traction gained, especially around neurodiversity and referral pathways.
- Education and Education Health Care Plan related pages saw significant increases, indicating rising demand for statutory support information.
- Activities Unlimited continues to be the most visited page, showing consistent interest in leisure and short break services.

SEND Local Offer Access Patterns

Analysis of user access patterns shows that the SEND Local Offer is predominantly accessed via mobile phones and desktop computers, with a smaller proportion of users engaging through tablet devices. This reflects a continued trend in multi-device usage, underscoring the importance of maintaining high levels of accessibility and usability across all platforms to ensure inclusive access for all users.



Achievements in the past 12 months

Resource

- A project team established to support the ongoing development and maintenance of the SEND Local Offer.
- The team ensures focused delivery, cross-functional collaboration, and sustained progress toward strategic goals.

Comprehensive Content Review: (June–September 2025)

A full audit of the SEND Local Offer was completed between June and September 2025

This review ensured all content is:

- Accurate
- Relevant
- Compliant with the SEND Code of Practice.

This process involved both internal and external stakeholders, laying a strong foundation for the upcoming January 2026 site relaunch.

SEND Local Offer Content Review – Key Highlights

- The site comprises 44 landing pages and 293 content pages.
- Approximately 60% of pages were amended or updated during July and August.
- This figure excludes updates to Activities Unlimited provider pages, which are reviewed and refreshed termly.
- Some pages, such as ‘Specialist Support for Schools’, underwent multiple updates due to shared ownership across service leads.
- Pages that were not changed were thoroughly reviewed and confirmed to be up to date and compliant.
- An ongoing review schedule has been developed to support continuous improvement.
- This rolling schedule will be managed by the Website Manager, ensuring that content remains accurate and relevant over time.

Accessibility Improvements

- Navigation and readability have been enhanced in line with the Web Content Accessibility Guideline (WCAG) improving access for all users.

News and Communication

- A new “Latest News” section was launched to share updates from the SEND & Inclusion Service and its partners.
- Planning is underway for a regular newsletter to strengthen communication with families, carers, and practitioners.

Co-production

- Continued collaboration with families, carers, practitioners, and service providers continues to shape both content and structure.
- Feedback collected via workshops and online forms is actively informing the January 2026 relaunch.

User Engagement - website analytics show an increase in page views and unique users.

- Top-performing pages include:
 - Activities Unlimited
 - Specialist Education in Suffolk
 - East and West Suffolk NDD Pathway

Ongoing Development - work continues by the website development team to:

- Reconfigure site navigation for improved user flow and discoverability
- Enhance visual design
- Incorporate feedback from co-production activities

Co-Production Workshops - September 2025

As part of our commitment to co-production, three stakeholder workshops will be held in September 2025. These sessions will bring together:

- Parents and carers
- Practitioners
- Internal and external service providers

The workshops will focus on gathering meaningful feedback to inform improvements to the SEND Local Offer website ahead of its January 2026 relaunch.

In addition to the workshops:

- A Microsoft Form will be available through September to collect feedback from website users.
- The form will mirror the questions and themes explored in the workshops, ensuring broader participation.
- Users will be invited to take part in usability testing to help ensure the site remains intuitive and accessible.

These activities reinforce our collaborative approach and ensure that the voices of those who use the SEND Local Offer remain central to its development.

Next Steps

The improved SEND Local Offer is scheduled for relaunch January 2026. This updated version will deliver:

- Enhanced accessibility
- Improved navigation
- A more user-friendly experience across all platforms

- Greater inclusivity and ease of use for families and practitioners.

Ongoing engagement and feedback

- Feedback will continue to be collected via:
 - The online form
 - Usability testing

Peer Review

An independent peer review by other councils is planned to support the development and refinement of the SEND Local Offer whilst providing constructive recommendations that will inform the January 2026 relaunch.

Phase 2 Activity: Extra Changes Identified

As part of the ongoing development and refinement of the SEND Local Offer, several additional changes were identified during Phase 1 activities. These changes are being actively tracked and will be addressed as part of Phase 2 ensuring they are resolved ahead of the January 2026 relaunch.

This proactive approach reflects our commitment to continuous improvement and ensures the SEND Local Offer remains accurate, accessible and aligned with user needs.

Content Expansion

The range of information available will be expanded with:

- Tailored content and resources to support parents, carers, and practitioners
- Clearer guidance
- Practical tools
- Targeted updates aligned with user priorities

“You Said, We Did”

- A new “**You Said, We Did**” section will showcase how user feedback has directly informed improvements

This feature will highlight our commitment to:

- Listening
- Responding
- Continuously evolving the site to meet the needs of families, carers, and practitioners

Promotion and Awareness

- A range of promotional mechanisms will be used to:
 - Raise awareness
 - Encourage engagement with the SEND Local Offer

Conclusion

Significant progress has been made in enhancing the SEND Local Offer driven by a project team and a strong commitment to co-production. Through comprehensive reviews, accessibility improvements and ongoing stakeholder engagement, the site is evolving to better meet the needs of families, carers, and practitioners across Suffolk.

The upcoming January 2026 relaunch will mark a major milestone, delivering a more accessible, user friendly, and informative platform. Continued collaboration, feedback collection, and phased development activities will ensure the site remains responsive, inclusive and aligned with user profiles.

As we move forward, our focus remains on continuous improvement, transparent communication, and empowering users through clear, relevant and accessible information. The SEND Local Offer will continue to grow as a trusted resource, shaped by the voices of those who use it.