

SEND Local Offer Webpages

Annual Report

April 2024 – March 2025



Welcome to the April 2024 – March 2025 annual report for Warwickshire’s SEND Local Offer webpages.

The SEND Local Offer is Warwickshire’s way of communicating the support and services available to young people, parents, carers, and practitioners in Warwickshire.

The purpose of the report is to provide an update on what has been achieved and outline future plans.

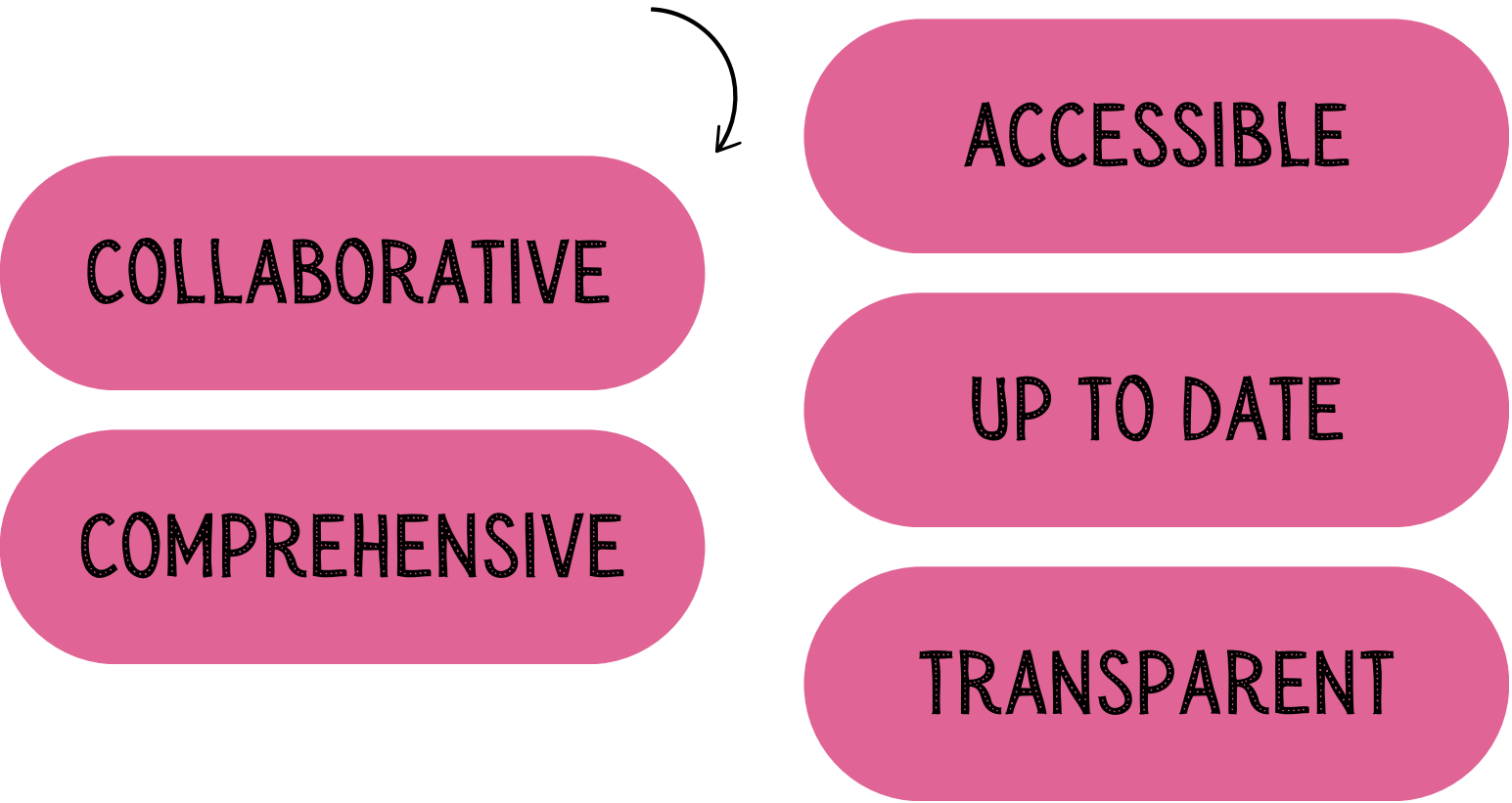
If you have any queries or would like to provide feedback, please email sendlocaloffer@warwickshire.gov.uk.

The Statutory Duty

The Children and Families Act 2014 places a duty on every local authority to publish a SEND Local Offer, providing information about services and support available for children and young people in their area who have special educational needs and/or disabilities.

- The Local Offer has two key purposes:
- To provide accessible and up to date information about the available provision and how to access it.
 - 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.

The Local Offer should be



SEND Local Offer webpage development

- Monthly meetings are now embedded on rotation with Warwickshire Parent Carer Voice, Voice Influence and Change Team, and the Web Team to support with SEND Local Offer review and developments.
- Attendance at monthly SEND communications meeting with the Marketing and Communications Team, Warwickshire Parent Carer Voice, Voice Influence and Change Team, SEND and Inclusion Strategy and Commissioning, and SENDIASS is supporting a collaborative approach to the sharing of SEND related information.
- The SEND Local Offer annual review spreadsheet trialed in 2023/2024 proved effective at tracking updates and planning future work and has therefore continued into 2024/2025.
- The Local Offer is included in the [Family Information Service \(FIS\) Discovery Webinar](#), which explains what the SEND Local Offer is, how to navigate it and the use of Reachdeck (accessibility toolbar). There were 57 attendees to these webinars from April 2024 - March 2025.

SEND Local Offer webpage updates

The webpages are regularly reviewed for general maintenance, broken links, accuracy and expansion which shapes plans for webpage developments.

- Tile descriptions were added to the topical tiles on the SEND Local Offer front page to support with navigation.
- IMPACT, the Young Person's Forum for SEND, information was added to the SEND Local Offer front page alongside Warwickshire Parent Carer Voice.
- Introductions to all topical areas have been added once you click into the topical tile, e.g Health.
- Transitions webpages expanded to include Moving Up and Sorted for School.

The webpage updates also stem from feedback from parents, carers, young people and practitioners.

You said

We did

Wrong Size Fits All short film would fit well in supporting learners in a mainstream education setting section.

Embedded the YouTube video in the requested section.

There isn't information specific to SEND and the education system for families where English is an additional language.

Worked with colleagues to develop a suite of webpages that explain this and provides links to resources to support with learning English.

There isn't much information for children and young people who require support with vision and hearing.

Worked with colleagues and experts by experience to complete a full review and develop the hearing and vision webpages.

The annual health checks information doesn't provide information about the Learning Disability Register.

Added a link to more information about the Learning Disability Register on the annual health checks webpage.

The information for young people webpage content needs developing and to be more engaging.

Used feedback from young people to complete a full review of the whole section, adding topical tiles with descriptions and requested content in all areas.

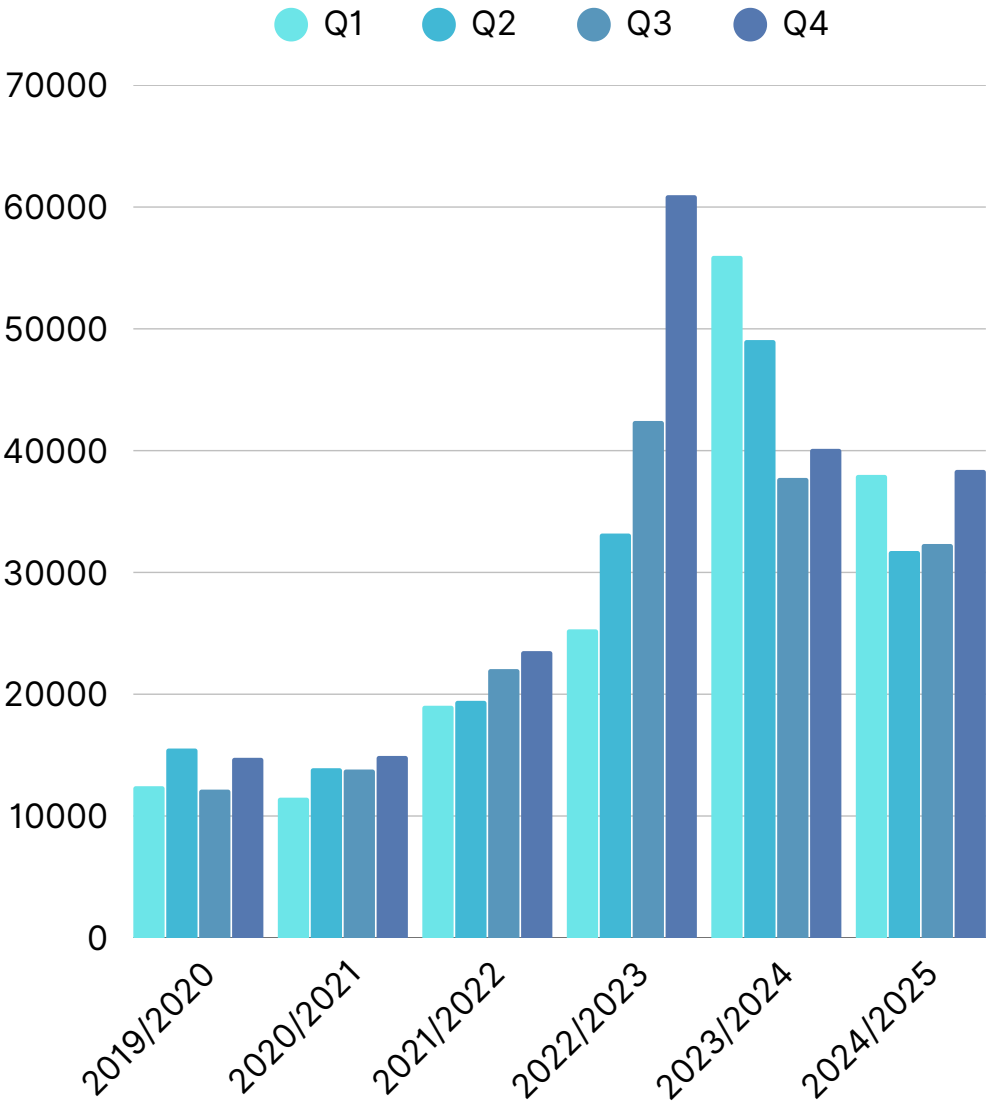
The dates displayed next to the parent carer webinars make them look out of date.

Discussed with experts by experience and decided to order the webinars by topics, and remove ones that were out of date. Also embedded the videos to make the page more interactive.

Statistics

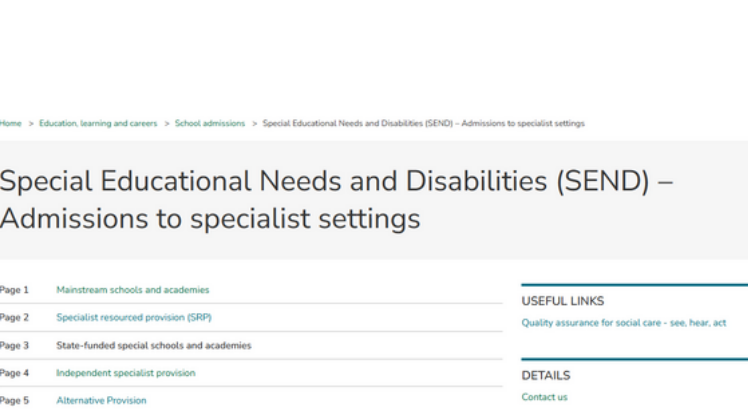
SEND Local Offer webpage views

In 2023, the SEND Local Offer webpages were relaunched which likely accounted for the increase in views.



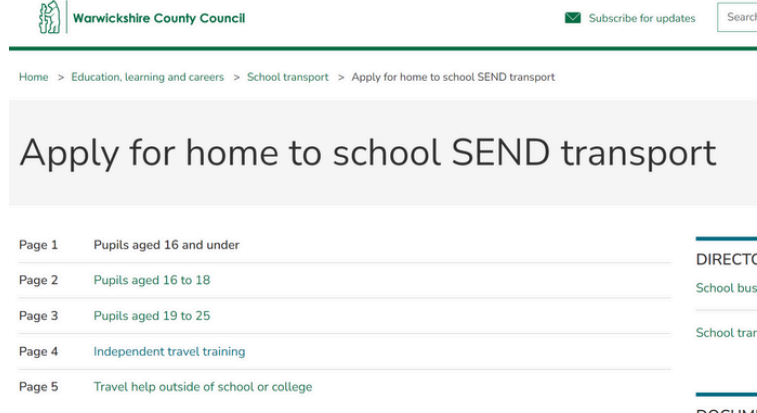
Most visited pages from the SEND Local Offer

Q1



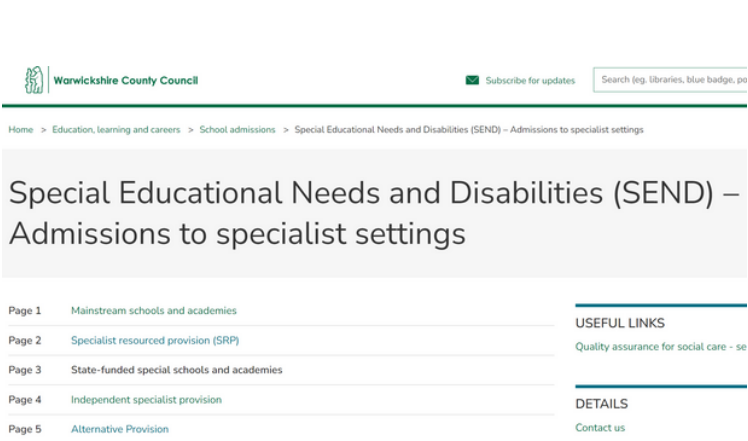
2035 views

Q2



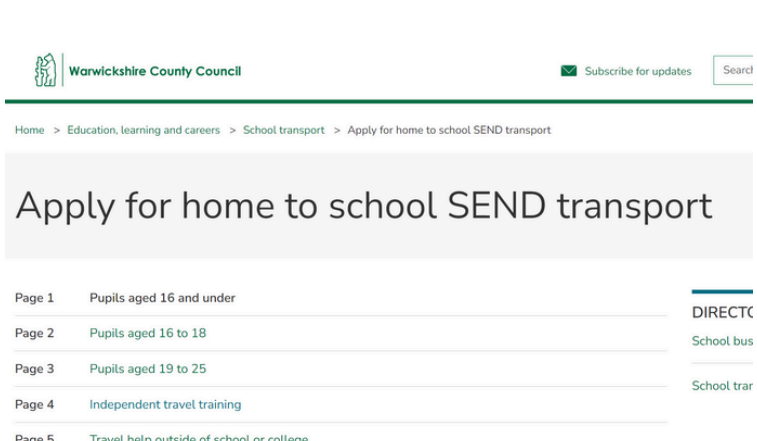
3032 views

Q3



1895 views

Q4



2174 views

Bounce rate

37%

2022/2023

17%

2023/2024

14%

2024/2025

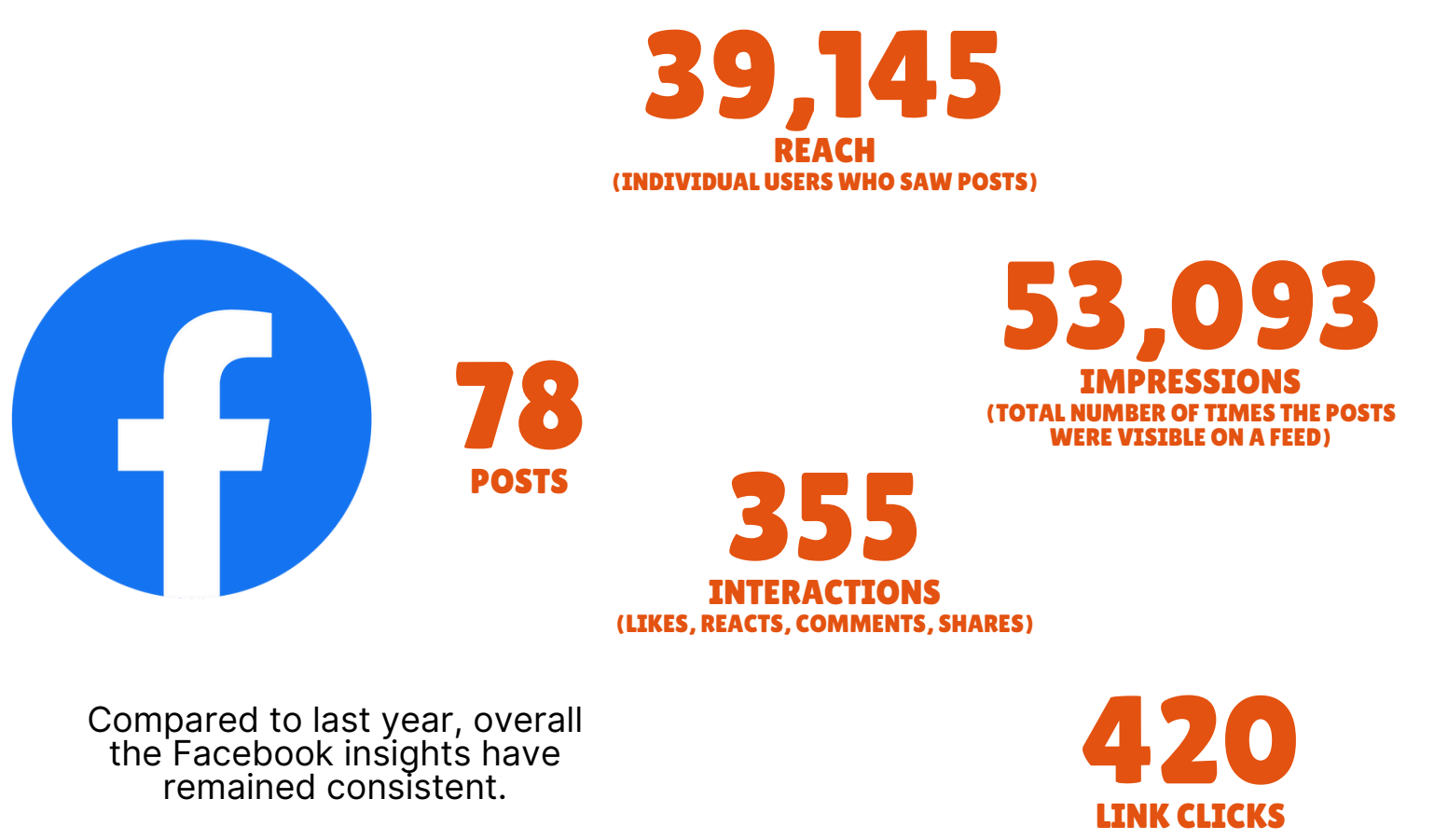
Bounce rate is the percentage of visitors to a website who navigate away from the site after viewing only one page.

High bounce rates may mean visitors didn't find what they were looking for, the content didn't meet their needs, or the website is confusing and visitors didn't know what to do next.

Therefore, a continuation of reduction in bounce rate is seen as a positive.

Promotion of the SEND Local Offer

SEND Local Offer and Family Information Service Facebook



SEND and Family Information Service newsletters



The Warwickshire SEND newsletter features a link to the Local Offer in each monthly edition.



In addition, the Warwickshire SEND newsletter also features articles (for example on the topic of transitions and parent carer webinars) linking to the Local Offer webpages. [Subscribe here.](#)



The FIS newsletter links to the SEND Local Offer webpages including promoting the Local Offer as a whole and topical features including supporting internships. [Subscribe here.](#)

Outreach

- The Family Information Service (FIS) team deliver an outreach programme attending locations and events in Warwickshire where they promote the SEND Local Offer to families and professionals.
- The FIS team attended 237 events with approximately 5232 people in attendance from April 2024 - March 2025.



SEND Local Offer leaflet

Next steps

- Review Education Health and Care Plan webpages.
- Review SEND social care information to ensure it reflects Families First.
- Review “SEND information” tile.
- Review “If you’re not happy with a decision” tile.
- Continue to work with colleagues and partners to review and update SEND Local Offer webpages.
- Increase direct promotion of the SEND Local Offer.