

Welcome to the SEND Local Offer Annual Report for 2018-19, 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 603 Likes in September 2018 to 827 likes in July 2019, an increase of 224 likes.
- Began work on redesign of Local Offer to improve ease of use.
- Re-established the SEND Local Offer working Group to increase involvement in coproduction.
- Coproduction in updating the SEND Local Offer, working with parents, Health, mainstream and specialist settings, Children's Social Care and Adult Social Care.
- Participation in the South East Regional Network, focusing on the development of the Local Offer and sharing best practice.
- Rating from SOCITM (Society for Innovation, Technology and Management) continues to be at highest level.

## Plans for the future

- New design Local Offer to go live in September 2019
- More use of visuals, to increase the appeal of the web pages
- Establish mini-groups within the SEND LO Working Group, to focus on different aspects of the content in depth
- Improve the ability to search the Local Offer

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

You said: we struggle to find the information we're looking for

We did: improve the navigation by separating out content so the layout was easier.

You said: we don't understand your headings

We did: We met with parent groups to discuss this and agreed on new headings to use.

You said: We don't find out about training until it's too late

We did: We continue to advertise out training through the SEND Local Offer, but have also increasingly used Facebook to further promote these events, for example the Post-diagnosis meetings.

You said: the links to schools are broken

We did: We have checked and fixed all links within the schools directory to ensure all are live and also go to the correct site.

### Most popular areas of the Local Offer\*

Page	Views
Education	9,332
Information for schools and settings	5,169
EHC needs assessment	4,361
SEND Services	1,964
Early Years	1,863
Children and young people with SEND in schools and settings	1,842
Early Years information pack	1,247
Specialist Teaching Team	1,227
Home to school transport	1,122
Support for families	931

\* Figures cover the year 2018, rather than academic year 2018-2019