

SEND

Telford and Wrekin SEND Local Offer

Annual Report 2025

Local
Offer

Content

Introduction.....	3
Statutory guidance.....	3
Local Offer Voice.....	4
PODs.....	4
SENDIASS.....	4
How have we developed the Local Offer in 2024?.....	5
What's next for the Local Offer?.....	6
Website Analytics.....	7
Who's been looking at the Local Offer?.....	7
Most popular pages.....	7
Where are visitors accessing the site from.....	8
Devices used to access the Local Offer.....	8
You Said, We Did.....	9

Introduction

In this report, we aim to provide you with an overview of our achievements for the Local Offer over the past year, along with our ongoing developments.

Statutory Information

The SEND Code of Practice (2015) states that local authorities must publish a Local Offer, setting out in one place information about provision they expect to be available across education, health and social care for children and young people in their area who have SEN (Special Educational Needs) or are disabled, including those who do not have Education, Health and Care (EHC) plans.

The Local Offer has two key purposes:

- To provide clear, comprehensive, 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 disabled children and those with SEN and their parents, and disabled young people and those with SEN, and service providers in its development and review

The Local Offer should not simply be a directory of existing services. Its success depends as much upon full engagement with children, young people and their parents as on the information it contains. The process of developing the Local Offer will help local authorities and their health partners to improve provision.

Local Offer Voice

The success of the Local Offer hinges on collaborative efforts to guarantee that information is accessible, up to date and responsive to the community's needs. We partner with key organisations to gather feedback from and support community members, fostering opportunities for collaboration. Below are remarks from our key organisations regarding the development of the Local Offer in 2025.

PODS Parent Carer Forum

PODS Parent Carer Forum is the recognised strategic partner and Parent Carer Forum partly funded through a DfE Participation Grant. Our commitment to the parent carer voice has meant that we have fed in valuable feedback, comments, suggestions, and experiences regarding the Local Offer. We welcome the current review of the Local Offer and a dedicated project to bring it "back to life".

As any online resource, information is ever changing and we do our best to keep up to date with information, alongside changing legislation and conflicting priorities across health, social care and education.

When sharing information, we regularly signpost families or share the Local Offer links with them. The Local Offer generic link is shared on our ebulletins every week.

Jayne Stevens

PODS Strategic Co-ordinator

Working with our Independent, Advice and Support Service

Telford SENDIASS provides opportunities for parents/carers and young people to access the Local Offer from their initial point of contact as part of its universal offer and throughout the various levels of support provided to families. The team facilitate the use of the Local Offer through their SEND Information Sessions, face to face meetings and Talking SEND Sessions, including promotion through SEND events. Young people are also supported to find their way around the Local Offer at various drop-in sessions held in schools and colleges. The service provides opportunities for families who may not feel confident or have access to internet facilities, to use the facilities available within Telford SENDIASS to support them to self-serve and identify for themselves appropriate services that are available to them within the area.

SENDIASS are pleased to be involved in supporting the ongoing development of the Local Offer, through regular meetings alongside wider SEND partners. The Service continues to ensure that parents and young people who access the service at the first point of contact are signposted to where they can find information and available services to meet their needs. Parents have expressed that it has been helpful to find out for themselves what is available locally. The Service is able to promote events, through the SEND parent and carer Newsletters available on the Local Offer and also highlight the support that the Service can provide and when the team are available within the local community. This enables the service to continue to be accessible to all parent carers, children and young people: 0-25 years across Telford and Wrekin.

Julie Collins

Service Manager

Telford SENDIASS

How have we developed the Local Offer in 2024?

In 2024, the Local Offer has undergone many exciting developments, with updated resources designed to support improvements in 2025.

Parent carer Zone

Recent developments feature the new Parent Carer Zone, an initiative designed to offer valuable information and resources in one place. Our parent carers requested a more accessible experience to help in directing them to essential charities and organisations which offer support and guidance. We are working in coproduction with our parent carer reps to further develop this area.

Redesign

There has been a thorough redesign of important sections including Early Years, [Glossary of Terms](#) and SEND News, to enhance user experience and ensure that content remains current and easily accessible. Early Years has been redesigned and updated with quick links to essential, easy to read information. The Glossary of Terms has been updated with new direct links to relevant websites, focusing on information published by Telford and Wrekin including [Healthier Together](#). [SEND News](#) has also seen a redesign which provides a better user experience for people accessing the Local Offer on a mobile phone (73% of our visitors) and a new page dedicated to latest newsletters, as requested by parent carers.

Newsletters

In response to feedback, we now publish a [SEND family newsletter](#) every half term which provides information for parents and carers of children and young people with SEND with the latest updates, support and services. The newsletter, alongside Short Breaks, Hearing Impairment and Visual Impairment are now collated in one place in SEND News. We provide a separate SENCO newsletter, accessed in the [SENCO Space](#).

Feedback from parent carers and professionals

We have had the opportunity to hear and respond to parent carer feedback through regular meetings with PODS, IASS, local health partners and other parent care reps. We have published these comments alongside our response and action in our You Said, We Did. [SEND - Local offer](#).

What's next for the Local Offer?

We remain committed to reviewing and developing the Local Offer to provide a timely, comprehensive and accessible picture of the information and services available in Telford and Wrekin. Co-production is core to our approach and we look forward to collaborating with our parent carers, young people and other key stakeholders to make further progress in 2025.

New to SEND

In January 2025, we launched our 'New to SEND' page, offering parent carers and young people a starting point to navigate the Local Offer and access essential information and services in one place. We are currently developing additional support areas: a 'Navigating the Local Offer' video to improve accessibility and a 'Parent Carer and Children and Young People's Voice' section, where we aim to share the thoughts and experiences of parent carers and young people with SEND. We have added these as Task and Finish actions to our SEND and AP action plan, we are excited to explore a 'Let's talk SEND' podcast.

Redesign

As part of our ongoing improvements, we are dedicated to enhancing the overall look of our Local Offer. To achieve this, we are in the process of developing a style guide. This style guide will be a vital resource in ensuring that our content is not only accessible but consistent and easy to read. It will establish clear guidelines for language choices and design elements to create a more user-friendly experience.

Preparing for Adulthood (PfA)

In 2025, the '[Preparing for Adulthood](#)' page will undergo significant improvements to make information accessible, easy to navigate and current. Throughout the year, we aim to feature the voices of young people with SEND, sharing their lived experiences and good practice stories. We will create podcasts and publish quotes from young people at a range of educational settings in our local community.

Health Services and Emotional Health and Wellbeing

We are working with [Healthier Together](#) and other local health partners to review and develop our information on health and emotional health and wellbeing. By reaching out to local health services we aim to provide more organised and targeted information on the service, age ranges, referral process and transition support and reduce repetition of information across local platforms by creating links.

On the Local Offer we are in the process of a redesigning the [Health](#) page and additional information on reasonable adjustments and [neurodiversity](#).

Website Analytics

Who has been looking at the Local Offer?

Below you will find data from the past year with regards to page views, most popular pages, devices used and how the public accessed the Local Offer.

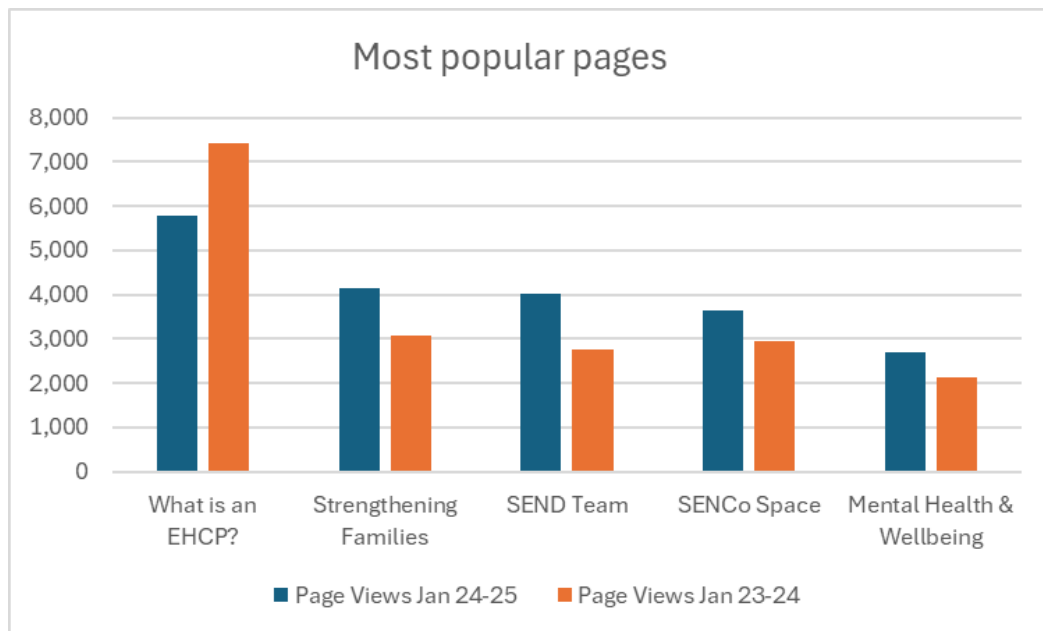
You will also find data from the 2023-2024 Local Offer Annual Report for comparison.

January 2024 – 2025: Total Page Views - 141,321

Compared with:

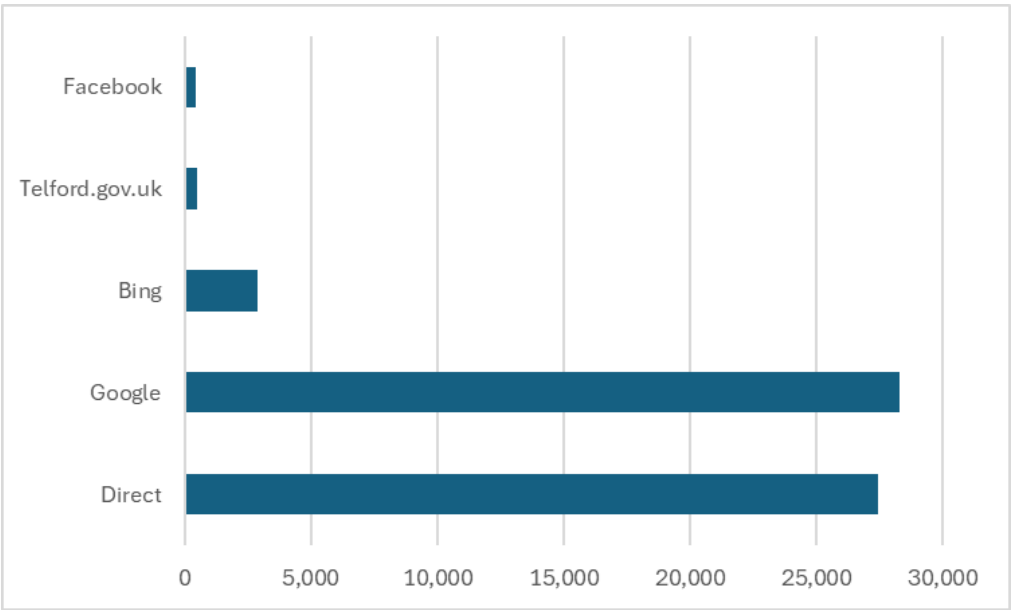
January 2023 – 2024: Total Page Views - 103,223

Most popular pages:

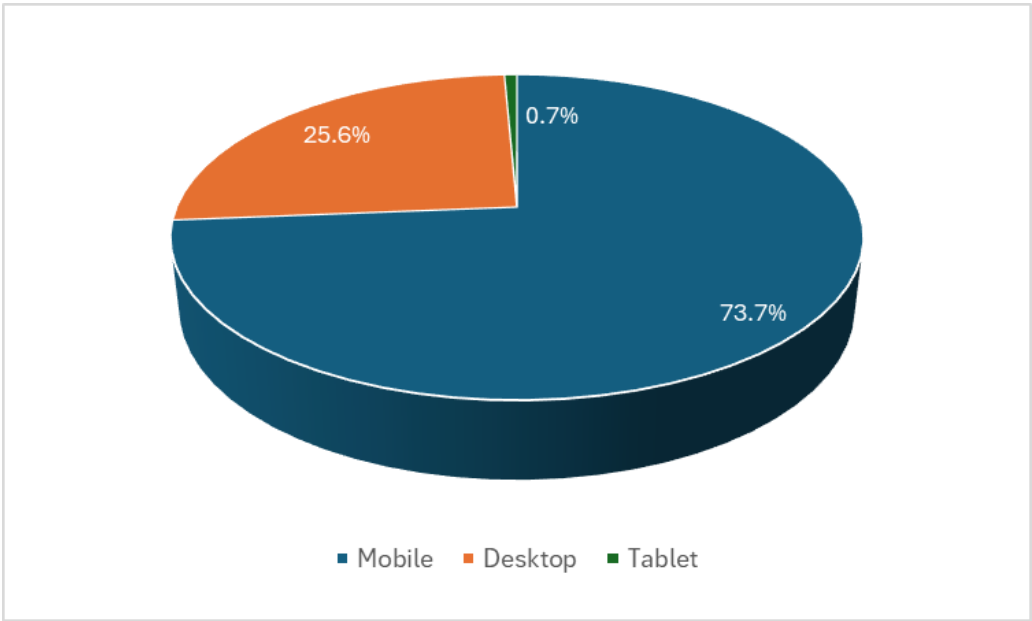


The information gathered from our analytics can help to shape and support our Local Offer and inform commissioners.

Where our visitors have accessed the site from:



Devices used to access the local offer:



You Said, We Did

You Said	We Did
"There are too many acronyms and jargon used in the world of Special Educational Needs and Disabilities."	Updated Glossary of Terms, with links direct into content on the SEND Local offer. Glossary of Terms - SEND - Local offer
"It can be hard to navigate the Local Offer."	New to SEND area is under construction. Glossary of Terms is being developed to support direct links into The Local Offer and other relevant websites. As part of our review and development, the navigation bar has been made more accessible and ongoing work in 2025 will see a uniformity across all pages. New to SEND Information - SEND - Local offer
"Collate newsletters to share on the Local Offer in one place."	All newsletters are now in SEND News on the Local Offer. SEND News
"Create more regular family newsletters."	We now create half termly Family and separate SENCO newsletters. SEND News
"Can you make it easier to find out where we can get support."	Parent Carer Zone on Local Offer being developed in coproduction with parent carer groups. SEND Team contact page updated.

If you have any feedback about the Local Offer or would like to get in touch,

click [here](#) or email localoffer@telford.gov.uk