

SEND Local Offer

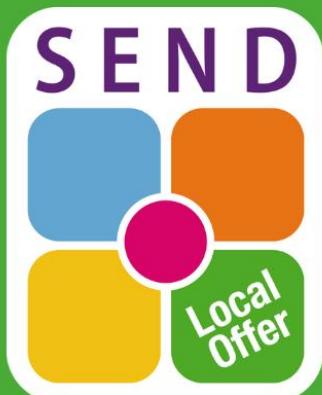
ANNUAL REPORT

2025 - 2026



Telford & Wrekin
Co-operative Council

Protect, care and invest
to create a better borough





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Introduction

In this report, we aim to provide an overview of the key developments of the SEND Local Offer and the impact of our work over the past year. The Local Offer plays a vital role in ensuring children and young people with Special Educational Needs and Disabilities (SEND), and their families, have access to clear, accurate, and up-to-date information about the services and support available to them. This report highlights key improvements, demonstrating how feedback has informed change through the ‘You Said, We Did’ approach and outlines our commitment to continuous improvement in the year ahead.

In November 2024, a dedicated SEND Local Offer Implementation Coordinator was appointed, providing additional capacity and focus to support the review, development, and ongoing improvement of the Local Offer. This role has supported consistent communication and enabled significant progress in responding to feedback from families and professionals.

Over the past year, our work has focused on strengthening coproduction, improving website navigation and updating the information available. Working in close partnership with PODS Parent Carer Forum, parent carer representatives in the Working Together Parent Participation (WTPP) group and a wide range of key stakeholders across education, health, and social care, the Local Offer has continued to evolve to reflect current local need. In the year ahead, we plan to build on this work by further improving the accessibility and functionality of the SEND Local Offer and by tailoring content to better meet the distinct needs of our key audiences: families, young people and professionals.

Statutory Guidance

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.



Local Offer Voice

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 ongoing commitment to the parent carer voice has meant that we have fed in valuable feedback, comments, suggestions, and experiences regarding the Local Offer. We have seen some significant changes to the Local Offer over the past 12 months and this work that has been led by the dedicated LO implementation co-ordinator has meant that changes and recommendations have been acted on swiftly.

The Local Offer has become a very valuable resource, that is up to date, a responsive and effective source of information to signpost families to confidently. It provides a balance of thoughtfully written summaries with the option to access more in-depth information.

The link to the Local Offer is integral to our weekly ebulletins and we use it as part of our social media sharing, especially when there is a new article to 'show off' or highlight to families and parent carers.

Jayne Stevens (Ba) Hons
PODS PARENT CARER FORUM
Strategic Lead

SEND Information, Advice and Support Service (SENDIASS)

Throughout the various levels of support provided to families by Telford and Wrekin SENDIASS, whether it is universal or more complex the Local Offer is accessed and shared from their initial point of contact. Telford and Wrekin SENDIASS work to the minimum standards requirement set out in the Children and Families Act 2014 and the SEND Code of Practice. This directs us to ensure that provision of information, advice and support should help to promote independence and self-advocacy for children, young people and parents – the Local Offer provides us with this opportunity. During our face-to-face contact with parents and families, SEND workshops and various events that SENDIASS attend over the year including with young people in school and colleges, sign posting to and including the local offer as a reference point and helping families to navigate all the support on offer in one place is vital to meet this requirement. Our service can highlight what is available through the SEND parent and carer Newsletters published on the Local Offer and also the support that the service can provide and when the team are available within the local community and how to contact us including a direct link to our website.

Kit Pool
Service Manager
Telford and Wrekin SENDIASS



Telford All Age Autism Hub

The Telford All Age Autism Hub provides opportunities for autistic children, young people, and their families to access clear, consistent information and support pre and post autism diagnosis. As part of its offer, the Hub supports families with information, support and guidance, face-to-face appointments, telephone support, and group-based activities.

The team actively promotes awareness and understanding of available support through Autism Hub information sessions, drop-in services, workshops, and attendance at local SEND and community events.

The service provides inclusive opportunities for families who may not feel confident using online systems, or who have limited access to digital resources, by offering supported access to facilities within the Autism Hub. This enables families to self-serve where appropriate and to identify local services and resources that are relevant to their circumstances.

The Telford Autism Hub is pleased to contribute to the ongoing development of the Local Offer through regular engagement with the local authority and wider SEND partners. The service ensures that families and young people are consistently signposted to up-to-date information and support at the earliest point of contact and throughout their journey with the Hub. Parent and carer feedback highlights the value of being able to explore available support locally and to better understand what is accessible to them.

The Hub also supports the promotion of local events and services through autism-focused communications, including newsletters and community engagement activity, and continues to raise awareness of the support available and the Hub's presence within the local community. This approach ensures that the Telford Autism Hub remains accessible and responsive to autistic children and young people aged 0–25, and their families, across Telford and Wrekin.

Lucie Roberjot
Telford All Age Autism Hub Senior Manager
Telford and Wrekin CVS



2025 Developments

Review and Development

In 2025, significant improvements were made to refresh the SEND Local Offer, ensuring that information is accurate, accessible, and up to date. The initial review and development process was guided by a document from the Regional Local Offer Group, which supports West Midlands local authorities by providing national and regional updates and opportunities to share best practice. Following this, we were provided with a document from the University of Cambridge outlining the statutory requirements for the Local Offer, based on the [SEND Code of Practice](#). The website was then systematically reviewed against these criteria. By the end of 2025, 95% of the website met the statutory guidance requirements.

Coproduction, carried out in partnership with key stakeholders, has been fundamental in delivering a website that accurately represents the support and services available and responds effectively to the needs of families in Telford and Wrekin.

Content across the website was comprehensively reviewed and developed in collaboration with the Statutory SEND Team, parent carer groups, and a wide range of professionals from Education, Health and Social Care. Updates were informed by monthly and quarterly website analytics, including data on page views, users, user acquisition and most popular pages. This approach ensured that developments were driven by the priorities of families in Telford and Wrekin and that outdated information was identified and addressed as a priority. Moving forward, all information will be reviewed annually to maintain its accuracy and relevance.

New and updated pages in 2025:

<ul style="list-style-type: none">• Preparing for Adulthood• Early Years• Education Services• Alternative Provision• Specialist Provision Hubs• SEND Support (Inclusive Provision)• Education, Health and Care Plan (EHCP)• Health• Travel Assistance	<ul style="list-style-type: none">• Moving to Adult Social Care from SEND• Activities and Events• Young People Zone• SEND Interventions• Personal Budgets and Financial Support• Information for SENCos (including LSAT, BSAT, EPS, Early Years, EHCPs and Inclusive School Forum)
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See '[You Said, We Did](#)', for further details.



Coproduction

In recent years, The [Working Together for Parent Participation \(WTPP\)](#) group has been formed to unite Parent Carer groups that coproduce within the local area. The WTPP aims to develop and deliver a communication system that will support productive discussion, development, and coproduction between Telford and Wrekin Council, Education, Social Care, Health partners and Parent Carers in the community. The group includes the Parent Carer Forum, which is recognised by the Department for Education as a Strategic Partner for coproduction. This partnership helps to ensure a consistent and coordinated approach to communication and coproduction across services.

WTPP has played a key role in supporting the review and ongoing development of the SEND Local Offer. Newly developed webpages and website features are regularly shared and discussed at WTPP meetings to ensure information is relevant, up to date, and comprehensive. By working collaboratively with parent carers who have lived experience, the group helps to drive positive and meaningful change.

Further opportunities to ensure parent carer voices are heard include the PODS Parent Carer Forum Annual Experience Survey. Each year, PODS gathers feedback from families of children and young people aged 0–25 on education, health, social care and community services. This work is supported through an annual grant from the Department for Education to enable ‘Participation and Co-Production’.

Feedback and suggestions gathered through the WTPP group, the PODS Annual Experience Survey, and other engagement opportunities are all captured and evidenced through Telford and Wrekin’s [‘You Said, We Did’](#) process. This demonstrates how feedback is listened to, investigated and acted upon in partnership with key stakeholders.

Raising Awareness

To ensure that updates and changes to SEND services are communicated effectively to local children, young people, and families, representatives from the Statutory SEND Team have engaged proactively with the community. This has included regular attendance at workshops, events, drop-in sessions and partnership meetings. These opportunities are used to raise awareness of the SEND Local Offer, provide guidance on how to access key information, navigate the website and understand the services available to them.



Throughout 2025, the team participated in a wide range of community-based events, including:

- PODS Picnic in the Park
- PODS Annual SEND Conference
- SENDIASS workshops
- Dandelion drop-in
- Family Hub team meetings
- Future Focus Team meeting
- Future Focus careers events
- SENCo network meetings
- SEND Champions meetings
- Sensory Inclusion Service (SIS) family group
- SENDIASS Elevate youth group
- Telford Autism Hub – Girls Autism group
- Telford Autism Hub – Synapse youth group
- Care leavers young people's Local Offer co-production session

In addition to face-to-face engagement, timely information about upcoming events, service developments, and support pathways is shared through the [SEND Family Newsletter](#) and [SENCo Newsletter](#). These newsletters are published at the end of each half term and include a regular message from the SEND Service Delivery Manager, SEND Local Offer signposting, and updates across education, health, and social care. Contributions from local parent carer support organisations, including PODS, SENDIASS, and Family Hubs, are also featured to promote joined up working and local engagement. From October 2025, the newsletters were migrated to a new digital marketing platform. This enabled improvements to layout, design and accessibility, supporting improved readability and engagement for families and professionals.

From August 2025, key Local Offer pages, newsletters, and essential service updates have also been shared via Telford and Wrekin Council's corporate Facebook page to broaden reach and increase community engagement. Posts are published on a bi-weekly basis, following a planned and monitored schedule developed in partnership with the Council's Communications team. This approach has been effective, with performance data showing an increase in traffic to the SEND Local Offer originating from social media channels. This demonstrates improved reach and accessibility of information for families who may not previously have engaged with traditional communication routes.



Young People's Voice

One of the key priorities for 2025 was to strengthen the voice of young people and ensure that their views actively influenced decision-making. In response, the SEND Local Offer now includes a dedicated [Young People's Zone](#), co-produced with a diverse group of local young people aged 11–25 with a wide range of Special Educational Needs and Disabilities. Engagement took place through several community-based youth groups, including SENDIASS Elevate, Autism Hub Synapse and the Autism Hub Girls Group.

Young people were introduced to the existing SEND Local Offer, including the information already available and the previous SEND Local Offer for Young People page. Through interactive discussions and an online survey, they shared their views on what worked well, what was missing and how they wanted information to be presented. This feedback directly shaped the design and content of the new Young People's Zone, which now provides clear and accessible information on topics identified as most important by young people. These include emotional health and wellbeing support, financial information, travel guidance, and local activities and events. Their views are captured in a dedicated 'You Said, We Did' section, where young people can see how their ideas are listened to and acted upon, titled [Listening to Young People with SEND in Telford](#).

Further development of the Young People's Zone will feature videos co-produced with young people in local specialist and mainstream settings. Throughout 2025, filming has taken place at Southall Special School, Kickstart Academy, and [Telford College](#), capturing young people's voices surrounding their thoughts on transitioning into post-16 education. The outcome will ultimately offer guidance around the Telford offer and provide reassurance to young people creating a 'What's next: Moving on from school' a Telford guide to education transition from secondary to post 16, and beyond. This content will highlight young people's hopes and aspirations and provide them with meaningful opportunities to share the support they need to feel confident, prepared and empowered to make successful transitions to their next stages in life.



What's Next?

Website Migration

In 2025, the SEND Local Offer began preparing for a system migration which involves moving the current content, components and features to a new content management system (CMS) platform. To support this transition, regular meetings were held with IT Project Developers to review progress, update existing components and design new features. As part of this process, the website underwent a comprehensive content cleanse, resulting in the removal of over 200 outdated pages, including homepages, document pages and downloads.

This transition creates an opportunity to introduce modern, visually appealing designs and intuitive navigation to enhance user engagement. While ongoing feedback has already informed decision-making, such as refining search functionality and breadcrumb navigation, our next step in 2026 will be to share upcoming changes with parent carer groups and other key stakeholders. Their input will help shape the final design, ensuring updates are suitable, accessible and meet the needs of families with children or young people with SEND.

The new platform will deliver significant benefits for families, including improved accessibility through full compliance with SEND standards, enhanced navigation and a modern, user-friendly design that is visually engaging. It will also be fully mobile-friendly and offer personalised content tailored for young people, parent carers, and professionals. Additionally, the streamlined system will allow faster and more accurate updates, ensuring information remains current and relevant.

Improving Accessibility

Alongside enhancements to the website's functionality and design, there is a strong commitment to improving the accessibility of existing content. A key initiative supporting this work is the introduction of Easy Read Guides, which will present simplified versions of core homepage information using clear images, large text and short, straightforward sentences. These guides will support young people and families to better understand key SEND information, reduce barriers to access and build confidence when navigating the website.

By combining visual support with accessible language, the Easy Read Guides will offer a consistent and inclusive experience for users with learning difficulties. The guides will be co-produced in partnership with parent carer groups to ensure they reflect real user needs and preferences.



To further support accessibility improvements, reports will be generated to assess the reading age of website content and inform future updates. The aim is for the majority of content to be written at a reading age of 9–10 years, supporting broader understanding and engagement.

Local Inclusive Support Offer (LISO)

The West Midlands SEND and Alternative Provision (AP) Change Programme is a Department for Education-led initiative focused on improving support for children and young people with special educational needs and disabilities (SEND). The programme aims to improve outcomes for children and young people, enhance the experiences of families, and support long-term financial sustainability.

As part of this programme, a Local Inclusion Support Offer (LISO) will be introduced. The LISO is designed to strengthen inclusive practice within mainstream education settings through early identification, targeted intervention and workforce development. It will provide training, guidance and direct support through a coordinated multi-agency approach, building on and enhancing existing services.

The LISO will initially be available to Early Years settings and mainstream primary and secondary schools, with the potential to extend to further education settings in the future. The offer will support whole-setting approaches to inclusion, enabling settings to deliver more accessible and inclusive provision. As a result, children and young people will experience quicker access to specialist support and interventions where needed.

To access the service, settings will be given login details for a dedicated SharePoint site. This will be available via the Local Offer and will replace the current SENCo Space. This will support clearer pathways for schools and settings, improve consistency of practice and ensure professionals can easily access clear, accurate and up-to-date information.



Website Analytics

We regularly collect data insights and information about how the website is used, using Google Analytics (GA4). Google Analytics enables us to monitor and report on website traffic and user behaviour. This helps us understand who is visiting the site, how they are finding it, and which pages they view. These insights support performance monitoring, content optimisation and improvements to user experience. Analytics reports are reviewed on a monthly and quarterly basis to support data-driven decisions.

Total Views and Users

A page view represents the number of times a specific page is loaded or displayed, while a user refers to the total number of individual visitors to the website.

- Total page views (1 January 2025 – 1 January 2026): 133,286
- Total users (1 January 2025 – 1 January 2026): 26,792

Views per Month

The table below shows the number of page views recorded each month in 2025. January was the highest-viewed month. Data also shows an increase in visitors during the first three months of the academic year (autumn term), followed by a decrease during the school holidays, particularly August.

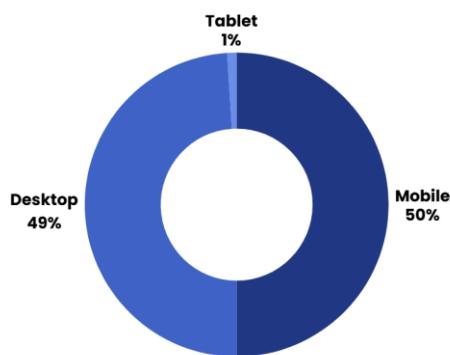
Month	Views
January	13,863
February	11,973
March	11,832
April	9,575
May	10,484
June	10,810
July	10,753
August	7,418
September	11,862
October	12,430
November	13,284
December	9,002



User Device

Google Analytics identifies users primarily through a unique device ID and categorises visits by device type (desktop, mobile or tablet). GA4 reports this data based on active users rather than total users. An active user is defined as someone who has an engaged session, meaning a session lasting 10 seconds or longer, or including two or more page views. The relatively even split between mobile and desktop usage could suggest the website is accessed equally by professionals and families.

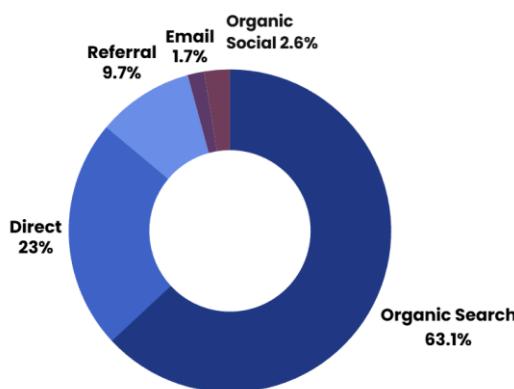
- Mobile users (1 January 2025 – 1 January 2026): 12,707
- Desktop users (1 January 2025 – 1 January 2026): 12,596
- Tablet users (1 January 2025 – 1 January 2026): 219



Traffic Acquisition

The pie chart below shows how users arrive at the website. Traffic acquisition data highlights the sources that bring visitors to the site for each session:

- Organic Search: users arriving via search engines such as Google or Bing
- Direct: users who type the website URL directly or access it via saved bookmarks
- Referral: users who click a link from another website
- Organic Social: users who arrive via social media platforms such as Facebook
- Email: users who click a link from an email





Most Popular Pages

The table below outlines the most viewed website pages during 2025. The 'SEND Team' became the most viewed content page, replacing 'What is an Education, Health and Care Plan?', which was the most viewed page in 2024.

Page name	Views
SEND Team	4671
SENCo Space	4491
SEND Support	2415
Education, Health and Care Plan	2086
Activities and Events	2016
Travel Assistance	2010
Early Years	1971
Education	1949
New to SEND?	1887
SEND News	1746



You Said, We Did

Local authorities must publish a summary of comments at least once a year. This should be an ongoing process and could use a 'You Said, We Did' approach. This means listening to feedback, exploring issues, and responding to key stakeholders.

Below you will find comments that 'you said' and a response to what 'we did' in 2025:

Parent Carer Voice

You Said	We Did
"The information might be difficult for some people to access"	The SEND News page now features a SEND Local Offer Accessibility Tool video that describes to users what the accessibility tool is, how to use it and how it might help them to navigate and access all of the information on the website. The New to SEND? page also features a SEND Local Offer overview video which offers a useful starting point and signposts users to essential information.
Parent carers were unaware of the available services and support during the Early Years and felt that there was a lack of information	The Early Years page has been completely revamped in collaboration with the Early Years and Childcare team. The updated page aims to reassure parent carers and guide them through the initial stages of their journey. The information is now more accessible, using jargon-free language and providing quick links to useful websites.
"The SEND Support page is quite out of date"	The SEND Support page has been completely revamped in collaboration with SEND professionals. It now features accessible language and images, along with updated information and clear signposting, all designed to assist parent carers in navigating the SEND system.
"It can be hard to know where to start on the Local Offer"	Following user feedback, the homepage now includes a carousel that directs visitors to recent updates, events, and information. It provides quick links to useful pages and ensures access to reliable, up-to-date content.
"It can be hard to find information on the Preparing for Adulthood page"	The Preparing for Adulthood page has undergone a complete refresh in collaboration with the Preparing for Adulthood team and shared with our



	parent carer representatives for feedback. It now features updated content, including new pages on living independently and leisure and social activities.
"I have never heard of Portage before, what is it?"	The Portage information page has been reviewed and updated in collaboration with the Portage team. Additional links have been added to guide parent carers. The content has been carefully reviewed to ensure it is accessible, easy to navigate, and accurately reflects the updated Portage offer.
"I don't know what health services are available for my child"	The Health page has been thoroughly reviewed and updated by health professionals. To make it easier for parents to access information, services are now categorised into specialist and universal. Additionally, ongoing work with health professionals and local health services aims to expand the page with more details about available services and reasonable adjustments .
"It's hard to find information on the EHCP page"	The Education, Health and Care (EHC) Plan page has been reviewed and updated in collaboration with SEND professionals. New content has been added to help families and young people understand the EHCP process more clearly. This includes dedicated pages on 'What is an EHCP?', 'Education, Health and Care Needs Assessment (EHCNA)', and 'Annual Review of EHCP'. Resources, guidance, and documentation for SENCos and educational settings have now been relocated to the SENCo Space .
"The difference between the pre-16 and post-16 eligibility criteria is confusing and hard to understand"	In response to feedback, the Travel Assistance homepage now features a comparison table outlining the key eligibility criteria for school travel support for both pre-16 and post-16 students, based on Telford & Wrekin's statutory policies. This update aims to help families better understand the available support and how the criteria changes as



	young people move into post-16 education.
"There is no information on money or financial support"	Following feedback, we've developed a new ' Personal Budgets and Financial Support ' section, which has been reviewed by professionals. This updated page includes helpful links to key information and resources, along with a brand-new section on ' Benefits, Allowances and Support '.
"I can't find much information on social care"	Based on feedback, we've created a new information page: Moving to Adult Social Care from SEND . This page has been co-produced with the Adult Social Care team and includes helpful links to key resources and guidance for families. For more information about children's social care visit Short Breaks .
Parent carers were concerned they didn't understand the FAQs around Transport	An updated FAQs guide was created to guide parent carers through the process of applying for travel assistance. Coproduction work on the Local Offer and council website with key stakeholders streamlined the guidance and is now shared on one accessible and up to date website. Travel Assistance workshops have also been arranged in April 2025 for parent carers to receive support and guidance.
"What happens once I submit my child's Travel Assistance application form?"	A Travel Assistance Application Timeline has now been published on the Travel Assistance homepage.

Listening to Young People with SEND

You Said	We Did
"The SEND Local Offer for Young People looks like it is for children"	We've updated the design and language to make it more age-appropriate for young people.
"The mix of text, pictures and videos is good, though I prefer text"	We've ensured that all key information is presented clearly in text, while still offering visuals and videos for those who prefer them.
"The coloured boxes look neurodiverse friendly and inclusive"	The image boxes have been replaced with coloured boxes to maintain an inclusive



	and accessible design, consistent across the whole website.
"Can we have more information on mental health"	The Health for Young People page has been updated and now includes information about emotional health support, including local services, helplines and tips for wellbeing.
"There needs to be more support on applying for higher education and student loans'	We've added a Going to University in the Young Person Zone, signposting useful links such as DSA, student finance, and contacts for further support.
"I didn't know that I could get a bus pass to get to College"	A new information page on Benefits, Allowances and Supports includes links to travel assistance, including bus passes, rail cards, and blue badges.

If you have any feedback about the Local Offer or would like to get in touch, please email localoffer@telford.gov.uk.