



# Shropshire SEND Local Offer

## Annual Report

### April 2024 – March 2025

Website - [The SEND local offer](http://www.shropshire.gov.uk/the-send-local-offer/)

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[@SENDLocalOfferShropshire](https://www.facebook.com/SENDLocalOfferShropshire)



[@ShropshireSENDLocalOffer](https://www.instagram.com/ShropshireSENDLocalOffer)

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## The Statutory Duty

The SEND Code of Practice sets out the statutory duty upon local authorities to publish a Local Offer and annual report.

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 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, and
- To make provision more responsive to local needs and aspirations by directly involving disabled children and young people and those with SEN and their parent carers, and service providers in its development and review.

## How have we developed the Shropshire Local Offer over the past year?

### Section Updates

Changes are made to content on a regular basis. This includes information updates but also changes to the structure and layout of information, to continue to ensure it is easy to navigate.

We have a Local Offer content tracker which documents pages, content owners and when a review of the information is required (every 6 months) however some content owners will contact us as and when the content needs updating.

It can sometimes be a challenge to get updated content for some section owners, but with the support of the SEND Quality and Assurance Group (QAG) we have reviewed the section owners and will be contacting them to request reviews of the content.

A lot of work has been undertaken on the Preparing for Adulthood (PFA) top level category, as part of a multi-agency PFA workstream established to undertake a larger scale review of the preparation for adulthood processes for education, health, and social care. The aim of the group is to review and provide easy to navigate PFA processes and information to young people, families and practitioners.

Membership includes education, health, social care, Shropshire's Parent and Carer Council (PACC) and a young person by experience. The group also links in with other workstreams and an employment forum. The work is informed by surveys, legislation, reports and personal experiences.

As part of this workstream the Local Offer content and ease of navigation has been reviewed. Several development areas were identified including duplication of links, old content and difficulties with navigation due to the lack of section clarity or requiring pages to be split into easy-to-read formats and placed into a different section. As a result, the PFA pages have been re-designed and are now [live](#).

Further work to inform the Local Offer is on-going including mapping PFA pathways, reviewing the Transition Protocol and pathway guidance document and creating an overarching PFA strategy and transition plan for young people.

### New Service Directory

Shropshire's Local Offer has two elements, an information section and a directory section. We have focused on enhancing the accessibility and usability of our service directory to ensure that families can easily find relevant information and resources and are due to launch the new directory on 1<sup>st</sup> April 2025.

This new online directory includes comprehensive details about available services in education, health, social care and the voluntary sector, tailored to the needs of children and young people with SEN and disabilities, and their families

Work has taken place to compile and categorise these services, providing clear descriptions, contact information, and guidance on accessing support.

The directory is designed to be user-friendly, allowing parent carers and professionals to search for services based on specific needs and preferences. Additionally, the directory brings together directories from elsewhere within the Local Authority and therefore enhances the information available.

### Young People's Local Offer

For several years, we have been working with young people to design and develop a Local Offer specifically for young people, and continued with this project during 2024-2025. Based on the information they told us, we designed template webpages, including a homepage, and information pages, and asked for their feedback. We also involved them in the naming of the new website with them preferring Shropshire Youth Zone as the name.

We spoke to Shropshire Council's digital services about building the new website but unfortunately, the design template used on the Shropshire Council website can't accommodate the young people's designs.

The audience of the Shropshire Youth Zone is young people with SEND, it is quite unique compared to typical users of the Shropshire Council website, and as such the standard template is not going to appeal and meet their needs. The solution would be to build a sub-site – where the design and functionality are more flexible, but this comes at a cost.

### Events in the community

We have had the opportunity of working with colleagues from the Early Help and wider partners and have been attending various events to promote the SEND Local Offer to parent carers.

These events have included:-

- Early Help hosted SEND Meet and Chat – these drop in sessions have been taking place throughout the county where parent carers had the opportunity of talking to a number of

professionals, including members of the SEN team, the Designated and Associate Clinical Officers for SEND, a Psychologist, Neurodiversity practitioners, members of our Early Help team and representatives from PACC. Autism West Midlands, SEND IASS, and the Family Information Service were also in attendance at some of the sessions.

- Understanding your child with SEND – we attended two sessions attended by parent carers to introduce the Local Offer and support available. These sessions were held face to face and virtually. We were able to show the Local Offer introductory video and spoke about our 5 social media sites, many of those attending followed the pages there and then. We also highlighted the newsletter for parent carers of children with SEND and all participants gave their email address to sign up for the newsletter.
- Early help and community drop ins - a number of drop in events are hosted by Early Help for all parent carers to access information and support. These drop ins take place within communities throughout Shropshire, giving parent carers access to early help workers, and support for their families. The SEND Local Offer attends various drops ins to promote the information available.

Attending sessions like this gives us the opportunity of gaining insight into the current information needs of parent carers, so we can make sure information is available and support then in accessing that information. They also give us the opportunity of gaining meaningful feedback directly from parent carers about the Local Offer, and also their views on how the Local Offer could be improved.

### Co-produced newsletter

The Local Offer co-produce a newsletter with the Parent Carer Council (PACC), NHS Shropshire, Telford and Wrekin and partners from education, social care and the voluntary sector. This newsletter is issued each half term to a distribution list of over 5000 parent carers and professionals.

The contents are based on topics parent carers have told us they want information on and news and updates from services. Copies of the newsletter can be viewed on the Local Offer.

### Social Media

We use social media extensively to communicate with parent carers, ensuring they are informed about the SEND Local Offer and available support. Our presence spans Facebook and Instagram where we regularly post updates, events, and valuable information.

By consistently evaluating the reach and impact of our social media posts, we gain insights that inform the planning of future campaigns. This data-driven approach helps us tailor our messages to better suit the needs and preferences of parent carers, ensuring they receive timely and relevant information.

In addition to organic posts, we have trialled Facebook adverts to broaden our reach. These targeted adverts proved to be highly successful, increasing engagement and driving traffic to the Local Offer.

The success of these adverts underscores the importance of utilising a variety of channels to reach our audience effectively. By monitoring the performance of these campaigns, we can refine our strategies and continue to improve our efforts.

Below shows the insights from one Facebook advert, which ran for two weeks.

- Reach (number of people the advert was seen by): **7402**
- Link Clicks (number of people who clicked through to our page): **192**
- Post Shares (number of people who shared the post): **5**
- Post Reactions (number of people who click the like, love, care post buttons): **19**
- Post Saves: **7**
- Post Comments: **2**
- Total engagement: **220**
- Total spend: **£28.50**

### Local Offer Project Group

The Shropshire Local Offer Project Group met again to look at the future development and to give feedback. We really value this group and the support they provide. The group has representation from education, health, social care, the voluntary sector, parent carers and from within Shropshire Council. The group meet each term.

### Local Offer regional group

We attended a West Midlands Regional Local Offer meeting, which brought together the Local Offer leads for the West Midlands region. There was also an update from the West Midlands strategic lead. The meeting allowed for the exchange of ideas, good practice and learning from one another and those attending found the meeting to be very productive. Common challenges were discussed and solutions suggested. The group will meet again in the summer term.

## Feedback – Parent Carers

### Feedback – EHCP Process

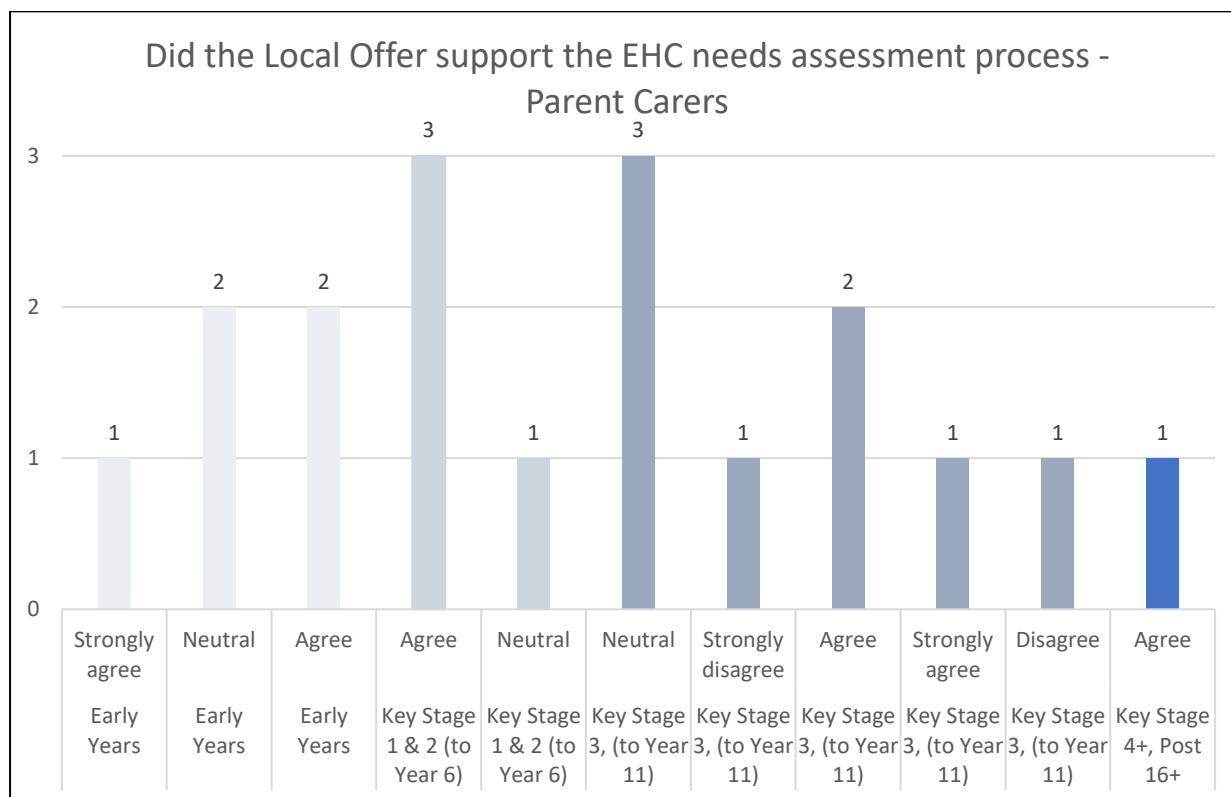
When a parent carer has been through the EHCP process they are asked for their feedback. One of the questions in that feedback asks how the Local Offer supported them.

*Q - The information on the SEND Local Offer supported you to understand the EHC needs assessment process*

Although the response rate was low, 18 replies for 2024, there is still some useful information from the responses.

The graph below shows if parent carers agreed or disagreed with the above question, based on the age groups of their children, from early years to key stage 4 post 16+. Although there are 2 responses

who disagree or strongly disagree, the majority agree that the Local Offer did support them to understand the EHC needs assessment.



### Feedback- Preparing for Adulthood Survey

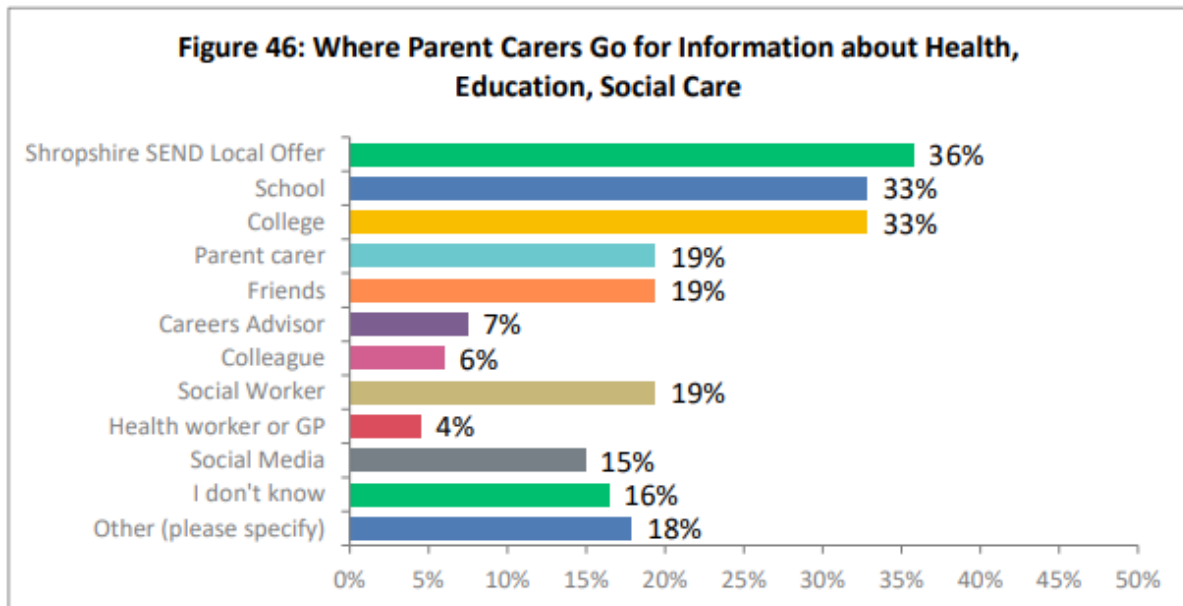
Shropshire Council undertook research between mid-August and the end of October 2024 to understand more about the experiences of people with SEND when preparing for adulthood and completing education. The research considered the views of children and young people from year 9 upwards, parents and carers and professionals.

There were 207 responses to the survey and there were 3 surveys, one for parents and carers, one for young people and a survey for professionals. Table 1 below shows the overall response total for each survey.

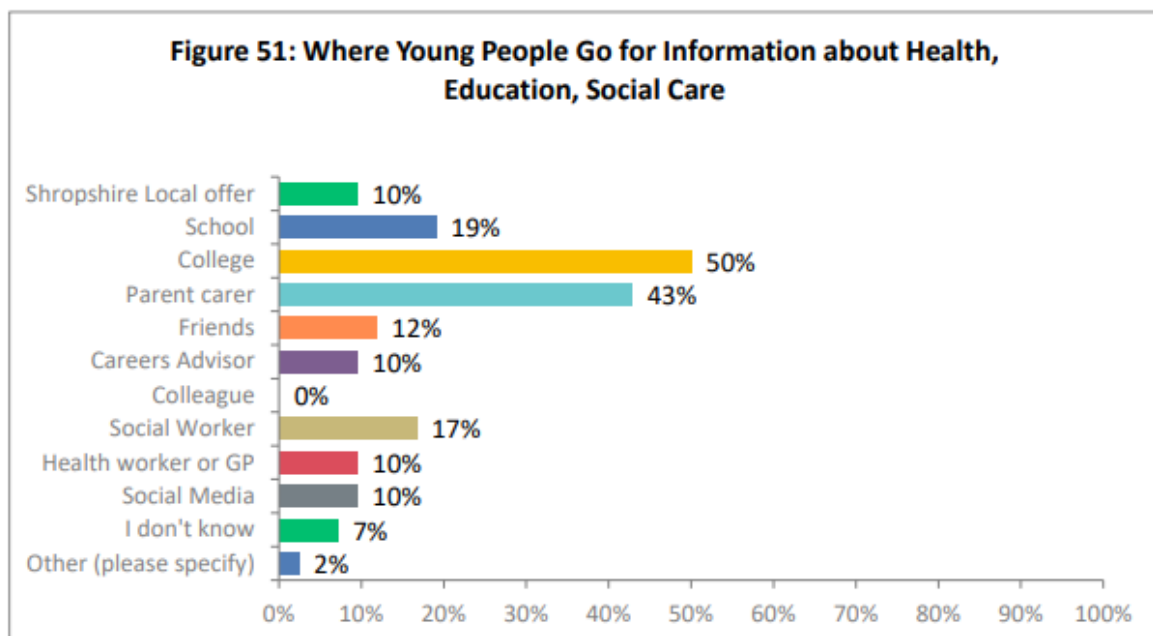
Survey and Audience	Number of respondents
Parents and Carers	88
Young People	46
Professionals	73
Total	207

One of the questions in the survey asked where respondents go for information about health, education, or social care, with the opportunity to tick as many options as applied to them.

The graph below demonstrates that for over a third of parent carers responding, the Shropshire SEND Local Offer is an information resource. Around a third of respondents also said that school or college are resources for this information.

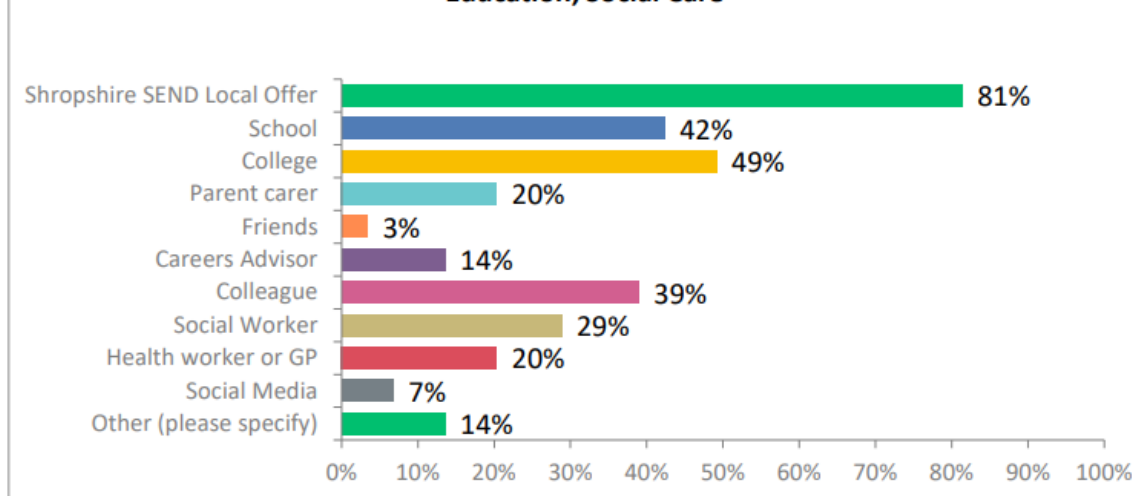


When asked about where they are likely to go for information about health, education, and social care, children and young people were most likely to say their college, school, or parent carers, as shown in the graph below. These sources are unsurprising, as they represent the most common authority figures in the lives of children and young people. However, 10% said the Local Offer.



Most professionals (81%) said that they visit the Shropshire SEND Local Offer for information about health, education, and social care, as shown in the graph below.

**Figure 56: Where Professionals Go for Information about Health, Education, Social Care**



### Feedback- Local Offer Feedback Form

We have a specific Local Offer feedback survey, which is regularly promoted through social media, newsletters, and email footers. The survey results help us understand if the information on the website is accessible, what users like and dislike, and if there are any gaps that need addressing.

In 2024-2025 we received 9 completed questionnaires, and although all feedback is helpful, it is disappointing that we haven't received more. Eight of those received were from parent carers of a child with SEND and one was a young person.

### How did you hear about the Local Offer?

As part of the feedback form, we ask those completing it, where they heard about the local offer.

- Another parent x 2
- Social Media x 2
- Internet Search x 2
- Health Professional x 1
- Educational Setting x 1
- Shropshire Council SEN Team x 1

It is good to see that some of these are from recommendations, either from other parent carers or practitioners.

### What information were you looking for?

Only 8 responded to this question, with the following replies

- How to apply for an EHCP
- Information on Child in need assessment, direct payments and supported living
- Access to support and services
- Activities for my daughter and support for me.

- EHCP, the SEND team, activities and newsletter
- Activities
- Advice
- Education, health, EHCP

As you can see a number of parent carers were looking for information on activities, support for parent carers as well as information on EHCPs.

How would you rate your experience of using the Local Offer?

Only 7 responded to this question, with the following replies:-

- Very satisfied x 1
- Satisfied x 3
- Neither satisfied or dissatisfied x 1
- Very dissatisfied x 2

Of those who were very dissatisfied, the comments were

1. make it more accessible across the whole of Shropshire
2. I couldn't find information or signposting links for ADHD. The neurodiversity section could do with more info and links on it. Knowing how to get support for ADHD including diagnosis path would be helpful.

Comment one related to activities in Shropshire and not the Local Offer website.

Comment two is something to have a conversation with NHS Shropshire, Telford and Wrekin about, as the request was for the neurodiversity section of the Local Offer to link to the Healthier Together website.

How could the Local Offer website be improved?

- Well, it's just information on how things are supposed to work, but they don't work like that do they. Just because a child legally should have all this support doesn't mean they do. Where you live plays a huge factor as professionals will literally tell you it's ok far to travel if you live outside of Shrewsbury. All services are based in Shrewsbury, everything.
- There are no support or activities outside of Shrewsbury. It's an absolute waste of time if you live outside of Shrewsbury.
- Activities or support for me in Ludlow.
- Any useful information, anything about legislation, limited information on processes

Some of these comments don't relate to the Local Offer website but to activities and accessing SEND services.

## Feedback from Partners

### Clive CE Primary School

Reference to Shropshire Council's Local Offer is a permanent feature of our weekly newsletter that goes out to all parents, staff and governors and published on our website. Additionally, FIS is promoted through the same publication every week. The Local Offer also features largely on the SEND page of the school website which then has the school's SEND Information Report as an attached document.

Referrals to external agencies frequently make reference to whether parents are aware of the Shropshire Local Offer and these are always noted during referral meetings with parents.

The school became involved with the Partnership for Inclusion of Neurodiversity in Schools (PINS) at the end of the 2023/24 academic year. In the current academic year, we have received whole staff training around Neurodiversity and also Mental health and wellbeing. Staff have been asked to trial strategies in class that would particularly benefit ND children (eg movement breaks) but would also be of benefit to all children. At the time of writing, these strategies have yet to be evaluated for impact. The training for staff, whilst delivered by our ND partner for PINS, will be rolled out to two further schools in the MAT in the near future. Additionally, the school has organised, in conjunction with PACC, a number of parent-carer forums. Whilst low in attendance these have been really useful to share experiences and ideas. As a school, we hope to continue these in some form, perhaps inviting speakers to come along and chat with the group.

In addition to PINS, the school has received support for individual children from an ND Partner from The Educational Psychology Service. It has been a great benefit to have the same individual supporting our PINS work.

Dave Watts

Administrator and SENCo

Clive Church of England Primary School

### Shropshire SENDIASS

Shropshire SENDIASS recognises the Local Offer as a vital resource for families and professionals, providing key information across education, health, and social care. We continue to signpost families through direct conversations, emails, and social media to ensure they can access relevant support.

Over the past year, positive developments have included improvements to the Personal Budgets section and streamlining of pages, making navigation easier. Regular updates have also helped keep families and professionals informed.

However, gaps remain. Families struggle to find clear information on Education Otherwise Than At School (EOTAS) and alternative provision. While the local authority is developing its EOTAS approach and has shared a draft for feedback, ensuring this is clearly reflected in the Local Offer will be

essential. Specialist placements are another frequent enquiry; currently, the Local Offer lists LA-maintained schools but does not cover all available specialist provisions in Shropshire.

The EHCP process remains a major concern for families. While a dedicated section exists, clearer guidance on communication with the EHCP team would be beneficial. Transport information is another area where parents seek clarity.

Emotionally Based School Avoidance (EBSA) is an area of increasing need. While resources exist on the Learning Gateway, including them within the Local Offer would improve accessibility.

SENDIASS has contributed to the Local Offer newsletter, which remains a valuable communication tool. We see opportunities to improve accessibility by adding videos, such as an introductory guide to the Local Offer. A dedicated section for young people with SEND—beyond ‘Preparing for Adulthood’—could also provide targeted support on school anxiety and emotional well-being. Families have also raised questions about the 'Right to Choose' pathway, and making this information clearer would be helpful.

We remain committed to collaborating with the Local Offer team to ensure it continues to be a comprehensive and accessible resource for families, young people, and professionals across Shropshire.

Carrie Choudhary

Shropshire SENDIASS Manager

## Reporting

### Website Statistics

We use a system called Site Improve for website analytics, this provides useful information on page hits, devices visitors are using and the source route for visitors.

This table compares website data to the previous two years, showing an increase in overall numbers compared to the previous year, showing the Local Offer is being well used.

	Page visits	Page views	Unique visitors	Returning visitors
1 <sup>st</sup> April 2024 to 31 <sup>st</sup> March 2025	30,649	100,134	14,134	1,824
1 <sup>st</sup> April 2023 to 31 <sup>st</sup> March 2024	28,910	76,109	12,567	1,939
1 <sup>st</sup> April 2022 to 31 <sup>st</sup> March 2023	39,745	80,669	27,603	1,704

Page visits - A visit is defined as a series of page requests from the same uniquely identified visitor with a time of no more than 30 minutes between each page request.

Page views - A page view is a count of how many times a page has been viewed on a website or the chosen group within the chosen period of time. All page views are counted no matter how many times a user has visited the website in the chosen period of time.

Unique visitors - The total number of unique visitors during the selected period.

Returning visitors - A returning visitor is a user that has visited our website prior to the selected period and is now returning.

### Most popular pages on the Local Offer – Year End

The table below shows the pages with the most views and visits during 2024-2025. The highest ranking pages are those linked to EHCP and education. This is similar to previous years. Travel and transport also always ranks highly.

	Title and page	Page views	Page visits
1	The SEND local offer <a href="https://next.shropshire.gov.uk/the-send-local-offer/">https://next.shropshire.gov.uk/the-send-local-offer/</a>	6,214	3,531
2	Education, health and care plan (EHCP) <a href="https://next.shropshire.gov.uk/the-send-local-offer/education/how-is-sen-funded-in-schools/education-health-and-care-plan-ehcp/">https://next.shropshire.gov.uk/the-send-local-offer/education/how-is-sen-funded-in-schools/education-health-and-care-plan-ehcp/</a>	3,339	1,732
3	Education <a href="https://next.shropshire.gov.uk/the-send-local-offer/education/">https://next.shropshire.gov.uk/the-send-local-offer/education/</a>	2,490	1,119
4	How do I apply for an education health and care needs assessment (EHCNA)? <a href="https://next.shropshire.gov.uk/the-send-local-offer/education/how-is-sen-funded-in-schools/education-health-and-care-plan-ehcp/how-do-i-apply-for-an-education-health-and-care-needs-assessment-ehcna/">https://next.shropshire.gov.uk/the-send-local-offer/education/how-is-sen-funded-in-schools/education-health-and-care-plan-ehcp/how-do-i-apply-for-an-education-health-and-care-needs-assessment-ehcna/</a>	1,986	1,045
5	Parent/carer <a href="https://next.shropshire.gov.uk/the-send-local-offer/education/how-is-sen-funded-in-schools/education-health-">https://next.shropshire.gov.uk/the-send-local-offer/education/how-is-sen-funded-in-schools/education-health-</a>	1,925 2.6%	1,026 5.2%

	<a href="#">and-care-plan-ehcp/how-do-i-apply-for-an-education-health-and-care-needs-assessment-ehcna/parentcarer/</a>		
6	Travel and transport <a href="https://next.shropshire.gov.uk/the-send-local-offer/travel-and-transport/">https://next.shropshire.gov.uk/the-send-local-offer/travel-and-transport/</a>	1,428 1.9%	899 4.5%
7	Apply Transport <a href="https://next.shropshire.gov.uk/the-send-local-offer/travel-and-transport/apply/">https://next.shropshire.gov.uk/the-send-local-offer/travel-and-transport/apply/</a>	1,286 1.7%	753 3.8%
8	The Parenting Team <a href="https://next.shropshire.gov.uk/the-send-local-offer/early-help/the-parenting-team/">https://next.shropshire.gov.uk/the-send-local-offer/early-help/the-parenting-team/</a>	1,148 1.5%	878 4.4%
9	Safeguarding <a href="https://next.shropshire.gov.uk/the-send-local-offer/social-care/childrens-social-care/safeguarding/">https://next.shropshire.gov.uk/the-send-local-offer/social-care/childrens-social-care/safeguarding/</a>	1,137 1.5%	897 4.5%
10	Education services <a href="https://next.shropshire.gov.uk/the-send-local-offer/education/education-services/">https://next.shropshire.gov.uk/the-send-local-offer/education/education-services/</a>	1,066 1.4%	457 2.3%
11	Special Educational Needs (SEN) Team <a href="https://next.shropshire.gov.uk/the-send-local-offer/education/education-services/special-educational-needs-sen-team/">https://next.shropshire.gov.uk/the-send-local-offer/education/education-services/special-educational-needs-sen-team/</a>	1,017 1.4%	523 2.6%
12	EHCP annual reviews <a href="https://next.shropshire.gov.uk/the-send-local-offer/education/how-is-sen-funded-in-schools/education-health-and-care-plan-ehcp/ehcp-annual-reviews/">https://next.shropshire.gov.uk/the-send-local-offer/education/how-is-sen-funded-in-schools/education-health-and-care-plan-ehcp/ehcp-annual-reviews/</a>	996 1.3%	614 3.1%
13	Contact the SEN Team <a href="https://next.shropshire.gov.uk/the-send-local-offer/education/education-services/special-educational-needs-sen-team/contact-the-sen-team/">https://next.shropshire.gov.uk/the-send-local-offer/education/education-services/special-educational-needs-sen-team/contact-the-sen-team/</a>	927	708

14	Early years <a href="https://next.shropshire.gov.uk/the-send-local-offer/early-years/">https://next.shropshire.gov.uk/the-send-local-offer/early-years/</a>	910	408
15	Nurseries, schools, colleges and specialist provision <a href="https://next.shropshire.gov.uk/the-send-local-offer/education/nurseries-schools-colleges-and-specialist-provision/">https://next.shropshire.gov.uk/the-send-local-offer/education/nurseries-schools-colleges-and-specialist-provision/</a>	882	392

## Social Media

Our use of social media has continued to be a success, with an increase in the number of followers, engagement with our audience, and the reach of our posts, which shows that parent carers welcome information being delivered through this particular channel.

As of 31<sup>st</sup> March 2024, the Local Offer has a total of **2225 followers** on Facebook and Instagram, which is an increase of 281 on the previous year.

	2022-2023	2023-2024	2024-2025	Difference to previous year
Facebook	1446	1784	2025	+241
Instagram	85	160	200	+40
Total	1531	1944	2225	+281

In July 2024 the Local Offer X/Twitter account was closed down, which saw a loss of 246 followers.

Our annual account impressions – which is the total number of times our contents has been shown on a person’s screen is 300,899.

Our average **daily** account **reach**, which is the number of times our content has been seen by different people each day on Facebook and Instagram was **612**. We have written and published **520** posts and shared many more from partner accounts.




Post engagement, which includes people liking, commenting, clicking on links etc has increased over the last year. Hootsuite state that “most social media marketing experts agree that a good engagement rate is between 1% and 5%. Our engagement rate for Facebook is **1.98%** and **2.33%** on Instagram.

Our top three posts by clicks for the year were:-

From April 2024 – an update on how the BeeU service will be supporting children, young people and their families in the year ahead

From March 2025 – how to keep your child safe online, following the release of the Netflix drama, Adolescence

From May 2024 – the latest edition of the SEND newsletter


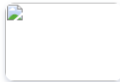

<p>View post</p> <p><b>sendlocaloffershropshire</b> f 30 Apr 2024   11:14</p> <p><b>NEWS: Update on how the BeeU emotional wellbeing and mental health service will be supporting children, young people and their families for the year ahead.</b> <a href="https://orlo.uk/zEkJB">https://orlo.uk/zEkJB</a></p> 	<p>6 18</p> <p>13 259</p> <p>3.1K 3.4K</p> <p>8.89 10</p> <p>1 259 CLICKS</p>
<p>View post</p> <p><b>sendlocaloffershropshire</b> f 21 Mar 2025   12:55</p> <p>Have you seen the new Netflix series Adolescence? If so, you many be wondering how to keep your child safe online. Kooth, the online mental health and wellbeing service for young people, have just produced this short video for young people and their families <a href="https://orlo.uk/sZgTt">https://orlo.uk/sZgTt</a> If your...</p> 	<p>2 26</p> <p>0 154</p> <p>3.8K 4.5K</p> <p>4.08 2</p> <p>2 154 CLICKS</p>
<p>View post</p> <p><b>sendlocaloffershropshire</b> f 26 Nov 2024   18:01</p> <p>The latest SEND newsletter for parents, carers and families in Shropshire is now on the local offer here: <a href="https://orlo.uk/kFJjf">https://orlo.uk/kFJjf</a> #shropshiresendlocaloffer #sendlocaloffer #localoffer #sendnewsletter #shropshiresendnewsletter #shropshire #shropshireparents #SENDNE...</p> 	<p>1 12</p> <p>0 96</p> <p>1.8K 1.9K</p> <p>5.7 1</p> <p>3 96 CLICKS</p>

The top 3 posts by reach for the year were:-

From 17<sup>th</sup> February 2025 – Information about the Meet N Chat SEND events hosted by Early Help

From 25<sup>th</sup> February 2025 – Information about the Meet N Chat SEND events hosted by Early Help

From June 2024 – Post about how young people can get involved in designing the Young people’s Local Offer

<p>View post</p> <p><b>sendlocaloffershropshire</b> f 17 Feb 2025   15:01</p> <p>Meet n Chat SEND drop ins are a chance for families of children with Special Educational Needs and Disabilities (SEND) to get support with general SEND enquires. You can chat with people from Early Help, Education, Health and the Parent Carer Council (PACC). The sessions are free to attend...</p> 	<p>2 12</p> <p>0 3</p> <p>6.1K 6.7K</p> <p>0.26 2</p> <p>1 6.1K REACH</p>
<p>View post</p> <p><b>sendlocaloffershropshire</b> f 25 Feb 2025   07:00</p> <p>Meet n Chat SEND drop ins are a chance for families of children with Special Educational Needs and Disabilities (SEND) to get support with general SEND enquires. You can chat with people from Early Help, Education, Health and the Parent Carer Council (PACC). The sessions are free to attend...</p> 	<p>4 14</p> <p>2 4</p> <p>4.1K 4.3K</p> <p>0.56 4</p> <p>2 4.1K REACH</p>
<p>View post</p> <p><b>sendlocaloffershropshire</b> f 27 Jun 2024   17:01</p> <p>As you know we have the SEND Local Offer website <a href="https://orlo.uk/DIZx6">https://orlo.uk/DIZx6</a> which is a single place for parent carers of children and young people with Special Educational Needs and Disabilities, to access information. We have also been working with young people to develop a Local Offer...</p> 	<p>1 5</p> <p>0 30</p> <p>4.1K 4.2K</p> <p>0.86 1</p> <p>3 4.1K REACH</p>

## SEND Newsletter

The SEND newsletter was first issued in 2020 as a way of keeping families up to date and informed through the pandemic, but it was considered a valuable means of sharing information with families, and so continues to be issued. It is co-produced with Parent Carer Council (PACC) and Shropshire, Telford and Wrekin NHS and is issued every half term. It is primarily aimed at parent carers, although some professionals also subscribe. There are 4984 subscribers.

We are able to see from the data which articles are being clicked on, which is a useful insight to see which topics are of more interest to parent carers, and so helps to inform future editions.

The figures below are for each of the newsletters issued during 2024/2025. Those rows in bold, show the total sent, which is subscribers, the unique opens, which is those subscribers who opened the newsletter, and then Total opens which is the number of times the newsletter has been opened, which would include where subscribers have shared the newsletter to their audiences or where we have shared online.

	May 2024	June 2024	October 2024	November 2024	January 2025	March 2025
<b>Total Sent</b>	<b>5,222</b>	<b>5,178</b>	<b>5,101</b>	<b>5,034</b>	<b>5,026</b>	<b>4984</b>
Delivered	4,875 (93%)	4,893 (94%)	4,826 (95%)	4,756 (94%)	4,710 (94%)	4686 (94%)
Bounced	347 (7%)	285 (6%)	275 (5%)	278 (6%)	316 (6%)	298 (6%)
Unsubscribed	4 (0%)	3 (0%)	0 (0%)	0 (0%)	2 (0%)	0 (0%)
<b>Total opens</b>	<b>1,990</b>	<b>1,731</b>	<b>2,372</b>	<b>2,135</b>	<b>1,629</b>	<b>1830</b>
<b>Unique opens</b>	<b>1,178 (24%)</b>	<b>1,278 (26%)</b>	<b>1,370 (28%)</b>	<b>1,367 (29%)</b>	<b>1,076 (23%)</b>	<b>1270 (27%)</b>
Total Clicks	146	2,364	1,365	936	368	1286
Unique clicks	138 (3%)	2,211 (45%)	1,323 (27%)	886 (19%)	326 (7%)	1111 (24%)
Number of links	38	54	51	82	35	47

## Future Developments

### Local Offer Development Officer Role

To maintain some stability within the Local Offer Development role, ensuring that the contracted 18.5 hours are worked, so day-to-day updates and future developments can continue.

### Young People's Local Offer

Continue to work with young people to develop a Local Offer specifically for them. This requires funding to be able to implement a co-produced website which meets the needs of young people.

### Section Updates

To contact content owners on the Local Offer content tracker to review the sections they have been assigned, ensuring content is provided and up to date.

### Promotion

Although the website statistics show that the Local Offer is well used, research and feedback also show that there are still a significant number of families who are not aware of the Local Offer. We need to ensure greater promotion to parent carers and also practitioners who support families, so they can promote the Local Offer to families.