

Local Offer Annual Report 2025

The Swindon Local Offer

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Executive Summary

The last 12 months (Apr 2024 – Mar 2025) have again been a busy year for the Swindon Local Offer. It is constantly changing, improving and evolving to meet the needs of the children, young people, parents and carers that it serves. Work continues to ensure the webpages are as accessible as possible for the audience, including a project to reduce the number of PDFs attached to the Local Offer website (as they are not accessible when using screen readers and other AI tools). Where possible, webpages are co-produced with children, young people and their families.

Other staffing changes in the last 12 months include the employment of a Level 2 Customer Service Apprentice from Sept 2024 to support the Local Offer, and the Local Offer Development Officer position being vacant from January 2025.

The SEND governance groups of Information, advice and support services (IASS) and Local Offer Champions continue to meet regularly in line with their terms of reference, to bring improvement and to advertise the SEND Local Offer more widely within the local community. In relation to the previous Marketing and Engagement Plan for the Swindon Local Offer, in autumn 2025, it was agreed that it should be displayed in two different elements – Local Offer Governance; Calendar of Events. The Local Offer Governance is published on the Local Offer website, and the Calendar of Events is due to be published soon.

The continued improvement of information available to children, young people and families with SEND for the last 12 months has been tracked within the SENDi &AP Strategy Priority Group 5 whose aim was: 'We will make sure that accurate and accessible information is readily available to children, young people and their families, including transparency around key decisions'. Each quarter, analytics around the Local Offer inbox, website and YouTube channel are circulated to managers and page owners, and shared with Local Offer Champions to support the information being used to identify gaps in provision and drive commissioning. It also encourages page owners to keep their webpages updated.

SEND Newsletters have continued to be published in line with the requests of families with SEND, and professionals who work with them. Unfortunately, due to capacity of staff, the weekly SEND News Splash has been published fortnightly since January 2025, but the monthly Families News Splash has continued to be published monthly as usual. The SEND Summer Activities News Splash was published in July 2024, for the fifth time, before the summer school holidays, to support parents/carers in knowing what is available for their children/young people over the summer.

Finally, there is a plan of future developments, along with Appendix 1 below detailing the number of events that the Local Offer has been promoted at in the community over the last 12 months – upwards of 23 different events, many of them multiple times in the last year, and Appendix 2 details what has been done with feedback from residents about how to improve the Local Offer between Apr 2024 – Mar 2025.

Thank you to all who have been involved in promoting Swindon Local Offer, including the website and YouTube channel, to children, young people and their families with SEND.

The SEND Local Offer

The Swindon SEND Local Offer refers to all the services in the local area that support children and young people with SEND in Swindon and their families, whether employed by the Local Authority, external commissioned services, Educational Academy Trusts, or voluntary services within the local community, eg: schools, health care services, social care services, early intervention/SEN Support services, universal services available for all to access. The Swindon SEND Local Offer website is the medium used to store and share information about all these services available in the local area.

The Swindon SEND Local Offer is constantly changing, improving and evolving to meet the needs of the children, young people, parents and carers that it serves.

This year has been no exception, with the employment of a Level 2 Customer Service Apprentice from Sept 2024 to support the Local Offer, and the Local Offer Development Officer position being vacant from January 2025.

The following report is a snapshot of what has been achieved in the past 12 months of the Local Offer and what will be the main development points in the next 12 months.

Statutory compliance

[The SEND Code of Practice: 0-25 years](#), specifies that every local authority has a legal duty to develop and publish a Local Offer. The Local Offer must set out, in one place, the support that they expect will be available in their area across education, health and social care to children and young people with special educational needs (SEN) and/or disabilities, including those who do not have an Education Health and Care Plan (EHCP) (SEND Code of Practice, section 4.1).

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 those with SEN and their parents, and disabled young people and those with SEN, and service providers in its development and review

Section 30 of the Children and Families Act 2014 states that: “(a) local authority must keep its Local Offer under review and may from time to time revise it.”

Information, advice and support services (IASS) group

The Children and Families Act (2014) requires local authorities to ensure children and young people with Special Educational Needs and/or Disabilities (SEND) and their parents/carers have access to an up to date, relevant and impartial information and advice. The Local Authority work with representatives from:

- Swindon SEND Families Voice (SSFV), who are the recognised parent/carers forum in Swindon.
- STEP, a registered charity providing a safe and supportive environment for children and young people aged 7-18. STEP are commissioned by Swindon Borough Council

to gain the voice of children/young people with SEND for particular projects, so attend meetings with this agenda.

- Swindon SEND information, advice and support service (SIAS) who provide information, advice and support about education, health and social care for children and young people from 0-25 with SEND, as well as their parents or carers.
- Health Watch Swindon – whose aim is to understand the needs, experiences and concerns of people who use health and social care services and to speak out on their behalf.

The group also seeks to contribute to ensuring that services are responsive to local needs and aspirations, by directly involving children, young people and their families with Special Educational Needs and Disabilities (SEND) alongside service providers in the development and review of practices and provisions.

Local Offer Champions

The Local Offer Champions meet quarterly to promote the Local Offer, both within the service to their service areas and externally to their service users and their families.

The purpose of the Local Offer Champions is to ‘champion’ (support, be an advocate for) the Swindon Local Offer. This includes;

- Making sure their teams/services understand the wealth of information, advice and service information available on the Local Offer website [Swindon Local Offer - Home](#)
- Promoting the Local Offer website content to service users including at events/conferences/meetings
- Working with the Local Offer Development Officer to ensure the site provides accurate and up to date information whilst considering user experience
- Using the Swindon Local Offer website and analytics (see Local Offer Analytics section) to inform commissioning of services in the Local Area. This may include feeding to the service commissioner where this is not the role of the Local Offer Champion

Who is the Local Offer website aimed at?

The Local Offer’s website success is built on full engagement with children, young people and their parents. Therefore, content should be aimed at all children and young people in Swindon with SEND aged 0 to 25 years old, with or without an Education, Health and Care (EHC) Plan, and their parent carers. The Local Offer is also a useful resource for the professionals who work with the families of children and young people with SEND.

What is included in the Local Offer website

The Local Offer website should not be simply a directory of services. It should also not be a place to put documents as ‘there is nowhere else to put them’. The main menu on Swindon’s SEND Local Offer website focuses on different themed menus; developed using the content requirements of the SEND Code of Practice 2014 and allowing users to browse information by topic/subject area.

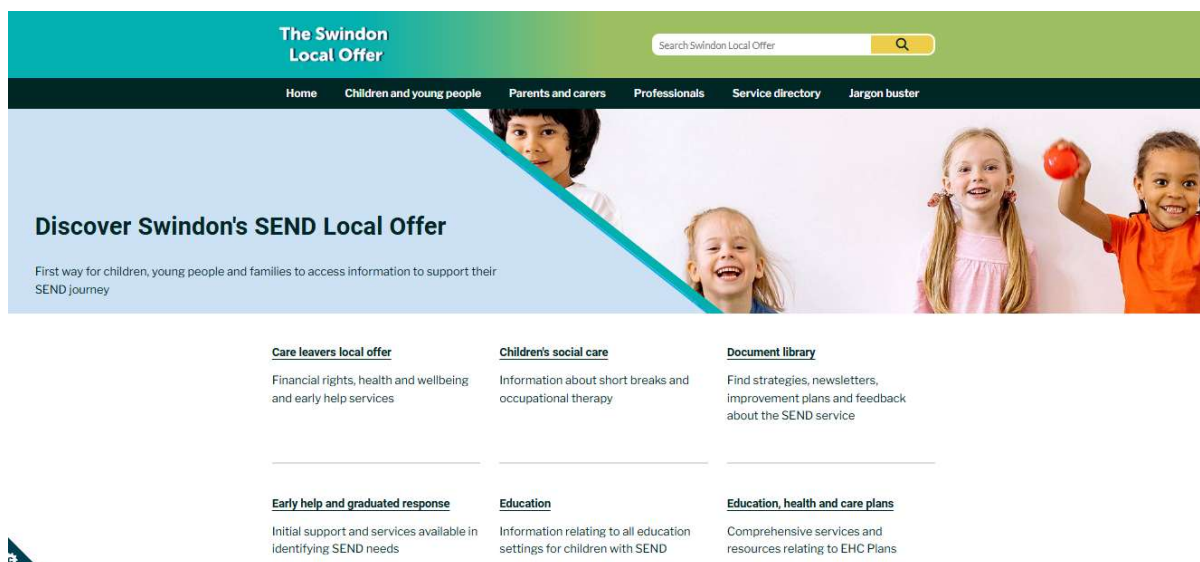


Figure 1: Local Offer main menu

This layout makes it easier for families, who may not know what their needs are or what they are eligible for, to easily find the information they require. The themes on the Swindon SEND Local Offer are:

- Care leavers local offer (link to)
- Children's Social Care
- Document library
- Early help and the graduated response (Contact Swindon)
- Education – including post-16 education and training provision and apprenticeships, traineeships and supported internships
- EHC Plans – with details of how parents and young people can request an assessment and arrangements for identifying and assessing children and young people's SEND – including arrangements for EHC needs assessments
- Frequently asked questions (FAQs) about SEND
- Health needs
- Information, advice and advocacy – including arrangements for resolving disagreements and for mediation, and details about making complaints
- Jargon Buster
- Leisure and activities
- Money matters
- Preparing for adult life – advice and information about provision to assist in preparing children and young people for adulthood
- SEND news and events
- Travel assistance - arrangements for travel to and from schools, post-16 institutions and early years providers
- The Synergy portal
- What is the Local Offer
- Your voice

The SBC Web Team

Swindon Borough Council's Web Team carry out the design, development, structure and updating of the content on the Local Offer website. The Web Team also manage the main Swindon Borough Council's web pages. Although there is a different look to the Local Offer and the SBC website, the Web Team are able to bring a consistency of approach in terms of information style and improved accessibility. This means that the Local Offer website has web content experts at its disposal and enables the delivery of web pages that are easy to read and understand, free of jargon, scannable, and up to date.

Accessibility

As stated above, one of the key purposes of the Local Offer website is to provide accessible information. The Local Offer website achieves this in the following ways:

- Ensuring that information is accessible to those with special educational needs and/or a disability
- Ensuring that information is accessible to all
- Ensuring that information is available to those who cannot gain access to the internet

Accessibility is important to ensure information can be found and read. This is done by ensuring that information is up to date and accurate, is able to be found on all main search engines in the UK and not hidden away in word or pdf documents or in complicated navigation.

Documents that are uploaded to the Local Offer website need to be checked for accessibility using the tools found on Microsoft Word, Adobe, or anywhere else used to create documents.

There are different ways that access can be gained to the information on the services and advice available for Swindon residents, not just by accessing the website.

Professionals from education, health and social care will use the Local Offer website as a source to provide the information needed.

Swindon Borough Council Customer Services Team, the Initial Contact Team, Contact Swindon and Libraries staff have all received training to use the Local Offer website so they can provide residents information over the phone or face to face.

Keeping the Local Offer website up to date

In order to ensure that young people, parents/carers and professionals have confidence that the information on the Local Offer website is up to date, information needs to be reviewed regularly, co-produced and page owners need to take shared responsibility for their information. The Local Offer website is dependent on page owners, services, partners and Swindon residents to feedback on whether information is correct and up to date by emailing the Local Offer inbox at the localoffer@swindon.gov.uk.

SENDi and AP Strategy 2023-28

The Special Educational Needs and Disability (SEND), Inclusion and Alternative Provision Strategy (SENDi & AP Strategy) outlines Swindon's vision for SEND, Inclusion and Alternative Provision over a 5 year period, and outlines the identified priorities that will be worked towards. The continued development of the Local Offer website happens with children, young people with SEND and their families in mind so they can access information and advice as easily as possible. This is further strengthened by a regular audit to ensure that information is relevant, accessible and up to date.

The Local Offer website is linked with many facets of the strategy. Priority Five in the strategy is 'We will make sure that accurate and accessible information is readily available to children, young people and their families, including transparency around key decisions'. The co-production and delivery of the current platform that enables this was a key deliverable within this priority.

Local Offer Front Door

The Local Offer front door receive requests, both internal or external, via emails to localoffer@swindon.gov.uk. These requests could be for change requests, email enquiries around SEND Newsletters and queries about information and support.

Statistics for the Local Offer front door are collected quarterly to monitor and report on how many requests are received and completed on time. These statistics are also recorded to flag if/when there may be capacity issues in keeping the Local Offer website updated.

The statistics below show that the Local Offer front door has had a consistent level of traffic for the last 12 months, averaging around 25 emails per month. Other requests received included queries about SEND services, SEND Newsletter requests and communication around various Local Offer meetings.

Month	Total number of contacts received to the LO inbox	Total number of LO change requests	Rag rated RED – to complete within 10 working days	Rag rated AMBER – to complete within 20 working days	Rag rated GREEN – to complete within 30 working days	Rag rated Blue – to complete within 40 working days
Apr - Jun 2024	75	41	25	13	1	5
Jul – Sept 2024	92	53	25	26	1	1
Oct – Dec 2024	57	36	7	25	2	2
Jan – Mar 2025	83	33	27	4	0	2
12 Month TOTAL	307	163	84	68	4	10

Monthly average	25.58	13.58	7	5.67	0.33	0.83
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The data above shows that just over half (51.5%) of Local Offer change request forms received in the last 12 months were for urgent changes (to be completed within 10 working days). Since moving in April 2024 to the Local Offer website change requests being completed by IT, they have managed to complete 96% of requests on time. This continues to be regularly reviewed moving to ensure IT have sufficient resource to continue to meet these targets.

Local Offer change requests

All change requests are sent to the Local Offer inbox (email address above), where the Local Offer Development Officer/L2 Customer Services Apprentice works with the SEND Inclusion and Training Officer to complete the following quality assurance process for Local Offer change requests:

- Logging change requests - Add change request to the Local Offer Front Door log when it arrives.
- Assessing the request – Is the information provided readable? Is the information jargon-free? Is the information free from long sentences and complicated language? Are there any accompanying documents with the request and if so do they meet accessibility criteria (see accessibility section)?
- Arranging a meeting with the person requesting changes where needed – looking at the design of the page(s), discussing any readability and accessibility issues. Provide help with any changes that are needed and/or request that information is redrafted and sent back through the process.
- Triage the change request form - when information is ready to go on the website ensure the RAG(B) rating fits the change request (red 10 working days from receiving request to completion, amber 20 working days, green 30 working days, and blue 40 working days+).
- Send change request to the Web Team – put the information in a format that enables the web team to quickly and efficiently identify where all the changes are and what is needed to be achieved for the successful completion of each request in a timely manner.
- Change request completed – ensure that the requester agrees the changes made and then log change request when completed.

In the absence of the Local Offer Development Officer, their line manager and the L2 Customer Service Apprentice have full access to the Local Offer email inbox in order to carry out the above process. Along with the Web Team now being able to carry out any immediate changes on the Local Offer website, the risk of any single point of failure has now been mitigated.

Local Offer Governance

The previous Marketing and Engagement Plan for the Swindon Local Offer was first published in 2021 and was the medium used to publish the Local Offer Governance, together with a calendar of events for the year. Its purpose was to meet the requirements of the Children and Families Act 2014 in conjunction with key partners including Swindon SEND Families Voice (the local Parent Carer Forum), the local Integrated Care Board, and STEP, who promote participation of children and young people in areas affecting their lives, by setting out a plan of how the SEND Service will communicate to the public information and services that are available to them.

In Autumn 2025, it was agreed that the SEND Local Offer Marketing and Engagement Plan would be removed from the website in PDF format as it was not easily accessible. It has been broken up into two different elements to add to the Local Offer website: Local Offer Governance; Calendar of Events. By splitting the plan, it removed the need for it to be a PDF attachment, as the information could be loaded directly onto the Local Offer webpages. The new Local Offer Governance webpage can be found here: [Local Offer governance | Swindon Borough Council](#). The Calendar of Events is currently being co-produced with CYP and families before being published on the Local Offer website.

SEND Newsletters

The following newsletters are regularly published and aim to provide easy access to key information and updates for families of children and young people with SEND and the professionals that work with them. A piece of work has been carried out, in line with the Data Protection Act 2018 to check subscribers still wish to receive the newsletters, and this will have affected overall subscriber numbers quoted in this report.

- **The Weekly SEND News Splash** is a short one or at most two-page bulletin of weekly events, new services, celebrations, and important information for children, young people, families with SEND and the professionals working with them. This newsletter is available for anyone who wishes to subscribe via LocalOffer@swindon.gov.uk, and currently has a subscription list of 738 recipients. It has been published since 2019 in line with the SEND Code of Practice Section 4 requirement to publish the Local Offer, and by the end March 2025 has published edition number 240. Due to current capacity issues, the Weekly SEND News Splash has been published fortnightly since January 2025 and will continue fortnightly for the foreseeable future. In the results of the Annual SEND Survey 2024, 59% of professionals who responded said they currently receive information about the services available for SEND via the Weekly News Splash, showing it is read and a valuable resource for professionals in the SEND Local Area.
- **The Monthly Families SEND News Splash** is a longer bulletin that was developed following a request from families asking for a SEND newsletter. It is aimed specifically at parents/carers of children/young people with SEND, and is not a replacement for, or a repeat of, the weekly SEND News Splash. The monthly newsletter is available to parent/carers who wish to subscribe via SBC website [Sign up for our newsletters | Swindon Borough Council](#), and currently has a subscription

list of 768 recipients. The newsletter started being published in December 2021 and by the end of March 2025 has published edition number 40. In the results of the Annual SEND Survey 2024, 40% of parents/carers who responded said they currently receive information about the services available for SEND via the Families SEND News Splash, showing that it is read and a valuable resource for families in the SEND Local Area.

Recent examples of the newsletters are:



Figure 2: SEND Newsletters

SEND Summer News Splash

The annual Summer Activities News Splash was launched in July 2020 and its fifth edition was sent out in July 2024. The aim of the newsletter is to provide information on outdoor, indoor and online activities for children and young people in Swindon over summer.



Figure 3: Summer News Splash

Local Offer in the Community

Public events are important in promoting the Local Offer, to inform people of what it is, who it's for and how they can access it. It is also key to provide parents/carers of children and young people with Special Educational Needs and Disabilities between 0-25 years old, and the professionals that work with them, the opportunity to feedback on any issues that they have experienced accessing the information, advice and services that they need to help families in their SEND Journey.

In order to promote the Swindon Local Offer, branded merchandise has been designed and developed to give out to the public and to professionals. This merchandise highlights what the Local Offer is, how to access it (via the website) and how to contact us. This merchandise includes postcards, tote bags, mugs, scented candles, stress balls, tissues, pencil cases, rulers, notepads, trolley tokens, and fidget spinners that are also highlighters.

In line with the corporate priority of ensuring information is accessible to local residents where they live, the Local Offer Development Officer and/or Local Offer Champions attend events in the community each year, going to events where children and young people and parents/carers would be attending, rather than just professionals. The aim is to continue to extend the reach of the Local Offer website and promote services to people who may not be aware of the Local Offer or able to access websites. Events, like the SEND Conference, Teacher's Conference and SEND Employer Forum were opportunities to network with services including health, education and social care. A full list of community events attended can be found in Appendix A at the end of this report.

Merchandise

As well as attending events with the Local Offer Development Officer and/or Local Offer Champions, the Local Offer banners and merchandise are available to services to promote with their service users and customers. A Local Offer banner and postcards were taken to Central Library for attendees to utilize. Postcards were also taken to Swindon Hub to display in their information and advice section. Packs were made up for new staff and visitors to the SEND Service and to well-being warriors and Swindon SEND Families Voice took 230 postcards to make up packs for parents/carers of children with SEND starting school in Reception Year in September 2024.

If you would like any Local Offer merchandise for your event or to display for people to take, please email the Local Offer at localoffer@swindon.gov.uk.

Local Offer Analytics

Local Offer website analytics

Local Offer website analytics are available via SiteImprove. The analytics give information on customer behaviour between April 2024 until end March 2025.

Analytics by quarter:

	Total Page visitors per quarter	Total new unique page	Bounce rate	Mobile Phone users	Desktop users	Tablet users

		visitors per quarter				
Apr-Jun 2024	51,243	50,762	66.15%	30.4%	68.5%	1.1%
July-Sept 2024	48,115	47,581	71.20%	37%	61.9%	1.2%
Oct-Dec 2024	50,664	50,252	71.02%	36%	62.93%	1%
Jan-Mar 2025	55,590	55,120	73.11%	41.43%	57.13%	1.4%

- **Overall page visitors** - This represents the total number of times people have visited your website. A single person could visit multiple times and each session would count as a separate visit.
- **Unique page visitors** - This refers to the number of distinct users who have visited your site. Unlike visits, which count every session, this metric identifies individual users (based on cookies or IP addresses).
- **Bounce rate** - This is the percentage of visitors who leave your website after viewing only one page without interacting further. A high bounce rate (above 75%) typically means that users are not engaging with additional content.

The above data shows overall there is an increase of just over 9% in the number of people visiting the Local Offer website. There is also a slight increase in the bounce rate, however, as noted above, it remains just under 75% which would be deemed as high. There continues to be a slight increase in mobile phone users rather than desktop users this quarter, which is an expected trend.

Most visited webpages

Quarter 2024-25	Most visited pages per quarter
Apr – Jun 2024	<ol style="list-style-type: none"> 1. Applying for school Travel Assistance 2. EHCPs 3. Meet the SEND Service 4. Needs Assessment of an EHCP 5. Making a referral for help with Speech and Language
July – Sept 2024	<ol style="list-style-type: none"> 1. Applying for school Travel Assistance 2. Books to help with Depression 3. Meet the SEND Service 4. Needs Assessment of an EHCP 5. Accessing the Synergy Portal

Oct – Dec 2024	<ol style="list-style-type: none"> 1. Books to help with Depression 2. EHCPs 3. Early Help conversation and plan 4. Meet the SEND Service 5. Health Visitor Services
Jan – Mar 2025	<ol style="list-style-type: none"> 1. Books to help with Depression 2. Early Help conversation and plan 3. Applying for school travel assistance 4. Health Visitor Services 5. Short Breaks

Between Jan-Mar 2025, the Home to School Travel Policy consultation was live via the Local Offer website, and also due to lack of capacity, the Local Offer weekly News Splash was published fortnightly. Both of these may have influenced the figures above.

Over the past 12 months, 'Applying for school travel assistance', 'Books to help with Depression' and 'Meet the SEND Service' pages have all featured in 3 of the 4 quarter's top 5 results, making them the most visited pages on the Local Offer website.

Local Offer website sections

Since the three new sections in the main menu tool bar for children and young people, parents and carers and professionals were launched in April 2024, they have seen increased usage.



Figure 4: main menu tool bar

This should mean easier access to relevant information for young people, parents/carers and professionals within the SEND Local Area. Viewing figures are available for Oct 2024 – Dec 2024 and Jan – Mar 2025 for these three menu pages as follows:

Main Menus	Total page visitors Jan-Mar 2025	Total page visitors Oct-Dec 2024	Total new unique page visitors Jan-Mar 2025	Bounce rate
Services for children and young people menu	981 views	1016 views	980 views	58.15%
Services for parents and carers menu	776 views	792 views	773 views	62.24%

Services for professionals menu	658 views	750 views	658 views	57.31%
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Bounce rate for these three menus continues to be lower than 75%, and people accessing these menus continue to favour desktop use over mobile phones or tablets.

Swindon Local Offer YouTube analytics

The Swindon Local Offer YouTube Channel was launched on 26 August 2020. Since then, views have slowly but steadily grown. The overall number of subscribers remains low, despite regular advertising of the site in all regular Local Offer newsletters.

Quarter	Views	Watch time	New Subscribers	Overall number of subscribers
Apr-Jun 2024	1,100	11.7 hours	+4	64
July-Sept 2024	762	7.3 hours	+8	68
Oct- Dec 2024	618	6.4 hours	+4	76
Jan-Mar 2025	917	6.7 hours	+6	82

Overall, the Swindon Local Offer YouTube analytics above show the number of views has increased in Jan-Mar 2025 from last quarter by 33% and watch time has also slightly increased. In order to further improve views and watch time, new videos need to be regularly added to the channel and advertised to the SEND Local Area. The number of subscribers is slowly increasing, and the link to subscribe is advertised regularly in the regular News Splash e-bulletin.

Top viewed videos on the Swindon Local Offer YouTube channel Apr 2024 – end Mar 2025

No.	Video	Number of Views
1.	Sign for biscuit	529
2.	Sign for raisins	460
3.	Sign for break/broken	213
4.	Sign for tidy up	210
5.	Easy way to take socks off (published 3/9/24)	195
6.	Shoe tying (traditional method with story) (published 3/9.24)	170
7.	Shoe tying 2 (bunny ear method) (published 3/9/24)	165
8.	Cygnet – Parenting Support Programme	128
9.	Intro to the Swindon Educational Psychology Service	57
10.	Sign for good listening	57

There are currently 58 different videos available on the Swindon Local Offer YouTube Channel. As part of the Change Programme Partnership (CPP), the YP Champions have been working with CYP, parents/carers to develop and record a series of new bite-sized videos about navigating the SEND system from their perspective. Once completed, these will be added to the Swindon Local Offer YouTube channel, and advertised through a robust strategy, including within the weekly and monthly SEND newsletters. The aim is for the new videos to support other CYP and families in their SEND journey.

A Social Media Strategy has also been co-produced with CYP, and written by the YP Champions, showing what platform YP would prefer to use to gain information about SEND Services, as it is clear from the SEND Annual Survey results the last few years that very few YP interact with the Swindon Local Offer website. This work needs to be completed and a decision made as to how to proceed.

The SEND Annual Survey results

The annual survey for 2024 was opened on 30 September 2024 and closed on 6 December 2024. The survey was completed by young people, parents/carers, practitioners/professionals who engage with Swindon SEND services or work with those that do. 402 responses were received overall; 25 from young people, 232 from parents/carers and 145 from practitioners/professionals.

The main points in this year's survey relating to the Local Offer website are:

Young People:

- 19 (76%) of young people that completed the survey continue to find the information they need about services and support for them through their parents/carers. However, as only 25 young people responded, this may not really be seen as representative of all young people's voices.
- 8 (32%) of those young people who look for services themselves do it through online/internet searches. Through the Local Offer's current website, users are more able to find pages through internet searches more than ever before.
- It is worth noting that 14 (58.3%) of young people completing the survey did so with no help, but 10 (40%) said they got some help to complete the survey. One young person who responded did not answer this question. This means that not only is 25 respondents not really representative of all young people in Swindon's views, but that 40% of young people's responses included an adult influence due to needing support to complete the survey.

Parents/Carers

- 44% of parents/carers who responded to the survey state that they receive information about services available through Swindon SEND Families Voice. 43% state they receive information via school or educational setting and 40% state that they receive their information through the Families SEND News Splash (down from 52% in 2023)

- 81% of parents/carers who responded to the survey state they are very likely or likely to access social media channels to find out about SEND Services. 71% said they are very likely or likely to access Swindon Send Families Voice, 66% through services already being accessed and 57% are very likely or likely to access the Local Offer website (down from 60% in 2023).

Professionals/Practitioners:

- 76% of professionals receive information about services available for SEND through colleagues/team network (down from 83% in 2023), 67% through the Local Offer website (up from 59% in 2023) and 59% through the weekly SEND News Splash (down from 70% in 2023).
- 89% of professionals are very likely or likely to access training sessions/events/presentations to find out about services for SEND (down from 92% in 2023), 92% through services already being accessed (up from 89% in 2023) and 83% are very likely or likely to find out about services via the Local Offer website (down 0.1% from 2023).

This information tells us that children and young people, parents/carers and professionals want to be able to find information on SEND Services as quickly and as conveniently as possible. Accessing information directly aimed at them or by doing an online search which takes them to the information they are looking for as quickly as possible will increase a positive public opinion on SEND services. The Swindon Local Offer website now has different sections on the home page, including for children/young people and parents/carers which should increase ease of searches. The Swindon Local Offer website also allows for more online searches on popular web search platforms to successfully land on requested pages.

Future developments

The Swindon SEND Local Offer website is developed and reviewed in partnership with children and young people, parents/carers and local services, including early years settings, schools, colleges, health and social care agencies. The Local Offer website should be constantly developed and promoted in order for it to continue to be the 'go to' website for SEND in Swindon.

- Now the Local Offer has been migrated to the current website, work continues to improve the site's readability, navigation and accessibility. The Local Offer Development Officer will continue to work with partners and encourage feedback from all website visitors in order to get as much development ideas to improve the site in a reasonable and thought out way.
- Through attendance at community events, strengthening contacts and training services, the Local Offer Development Officer/SEND Inclusion & Training Officer aims to ensure that it can reach people with the information and advice who are unable to access the internet.

Appendix 1 – Local Offer in the Community

Over the last 12 months the Local Offer stand and/or information about the Local Offer website has been shared at various events promoting the services and information available to young people, parents/carers and professionals. This has been supported by the Local Offer Champions, as well as the Local Offer Development Officer/SEND Inclusion & Training Officer. Events included:

- Conference for SEND Leaders 3rd annual conference – STEAM Museum, Tuesday 18th June 2024, all day
- Conference for Headteachers and Education Leaders – STEAM Museum, Wednesday 3rd July 2024, all day
- Get Connected, at Central Library on 5th September 2024 and 14th October 2024
- UTURN event at GWR Park, Faringdon Road, Swindon on Saturday 28th September 2024
- Swindon Carers Rights Day, at Punjabi Centre on Thursday 21st November 2024
- PINS event at Punjabi Centre on 26th November 2024
- Children's Services Development Day at STEAM on 12th February 2025
- Local Offer training for all Library Staff at Central Library on 13th February 2025
- Early Help Services have been at The Meadows on Thursdays in term-time, promoting services for families including the SEND Local Offer
- Swindon SEND Families Voice have promoted the Local Offer website at the following:
 - Branches Meetings on 3rd Tuesday of each month throughout 2024/25,
 - 'Stay and Play',
 - SEND Social Club for YP,
 - Breakfast catch-up for parents/carers,
 - School Coffee Mornings
 - SEND Room (Facebook account)
 - Supported Internship events including on 28th January 2025
- SIAS has promoted the Local Offer website at:
 - the weekly SIAS drop-ins for parents/carers at Libraries in Swindon,
 - the School Coffee Morning events.
- The Educational Psychology Service have promoted the Local Offer to school staff and parents/carers in relation to specific conditions/diagnoses.
- The Local Offer website has been signposted to in Swindon Inclusion Network and Swindon Wellbeing Network meetings.
- SENCos at Swindon schools continue to share and promote the Local Offer website to families
- The YP Champions have been visiting schools in Swindon, and promoted the Local Offer website whilst there working with YP

Appendix 2 - You said, we did

You said (in 2024 Annual SEND Survey)	We did/we are doing ...
The Local Offer does not contain much useful information at all	<p>The Local Offer website was updated to a new platform from April 2024. SEND Local Offer Swindon Borough Council. This new platform has brought better accessibility of information, especially for those who use assistive technology including translation tools.</p> <p>We are working hard with page owners and partner agencies to ensure their information is kept updated and relevant to children, young people and families with SEND. There is a feedback mechanism at the bottom of each webpage to allow people to give feedback including what may be missing from the website so that we can address these concerns.</p>
You said (via Local Offer feedback function/Local Offer email inbox)	We did/we are doing ...
The information on Neurodevelopmental conditions (NDC) pathway needs to be updated, preferably on a quarterly basis.	The NDC pathway waiting times information is now updated monthly, with support from the Designated Medical Officer NDC pathway updates Neurodevelopmental conditions (NDC) pathway Swindon Borough Council
Where can I find information about special provision available for my child in Swindon?	This information is available on the Local Offer website within the Continuum of Provision: Continuum of provision Swindon Borough Council
I need advice on when and how I can apply for an EHCP for my child	This information is available on the Local Offer website: Education, health and care plans Swindon Borough Council