

Local Offer Annual Report 2026

The Swindon Local Offer

For more information:

Call us: 01793 445500

Visit: <https://localoffer.swindon.gov.uk/home/>

Or email localoffer@swindon.gov.uk



SCAN ME



Contents

Executive Summary	Page 3
The SEND Local Offer	Page 4
Statutory Compliance	Page 4
Information, advice, and support services (IASS) group	Page 4
Local Offer Champions	Page 5
Who is the Local Offer Aimed at?	Page 5
What is included in the Local Offer website	Page 5
The SBC Web Team	Page 7
Accessibility	Page 7
Keeping the Local Offer website up to date	Page 7
SENDI and AP Strategy 2023-28	Page 8
Local Offer Front Door	Page 8
Local Offer Change Requests	Page 9
Local Offer Governance	Page 9
SEND Newsletters	Page 10
SEND Summer News Splash	Page 11
Local Offer in the Community	Page 11
Merchandise	Page 12
Local Offer Analytics	Page 13
Local Offer website sections	Page 14
Local Offer YouTube analytics	Page 14
The SEND Annual Survey results	Page 15
Future Developments	Page 17
Appendix 1 – Local Offer in the Community	Page 18
Appendix 2 – You said, we listened	Page 19

Executive Summary

The last 12 months (Apr 2025 – Mar 2026) 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 and young people with SEND and their parents/carers that it serves. Work continues to ensure the webpages are as accessible as possible for the audience, including reducing the number of PDF documents 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 with SEND and their families.

This past year, the Level 2 Customer Service Apprentice has continued to support the Local Offer, and the Local Offer Development Officer position has continued to be vacant.

In relation to SEND Local Offer Governance, information is published on the Local Offer website here: [Local Offer governance | Swindon Borough Council](#). It includes details about the Local Offer Champions (see page 5), the Information, Advice and Support Services (IASS) group (see page 4) and the SENDI & AP Strategy 2023-28 (see page 4). The Local Offer the Calendar of Events has also now been published.

The continued improvement of Local Offer information available to children/young people with SEND and their families for the last 12 months has been tracked within the SENDI & AP Strategy Priority Group One focussing on 'Communication, collaboration and co-production'.

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 parents/carers of children with SEND. The fortnightly SEND News Splash and monthly Families News Splash has continued to be published regularly. The SEND Summer Activities News Splash was published in July 2025, for the sixth time, before the summer school holidays, to support parents/carers in knowing what is available for their children/young people over the summer.

Finally, at the end of this report 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 detailing how we have listened to feedback from residents about how to improve the Local Offer between Apr 2025 – Mar 2026.

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.

As reported last year in relation to staffing, this past year the Level 2 Customer Service Apprentice has continued to support the Local Offer, and the Local Offer Development Officer position has continued to be vacant.

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 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 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 website 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 for?

The Local Offer website should be aimed at children and young people with SEND aged 0-25 years old, with or without an Education, Health and Care (EHC) Plan, and their parents/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 should not simply be a directory of existing services. 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.

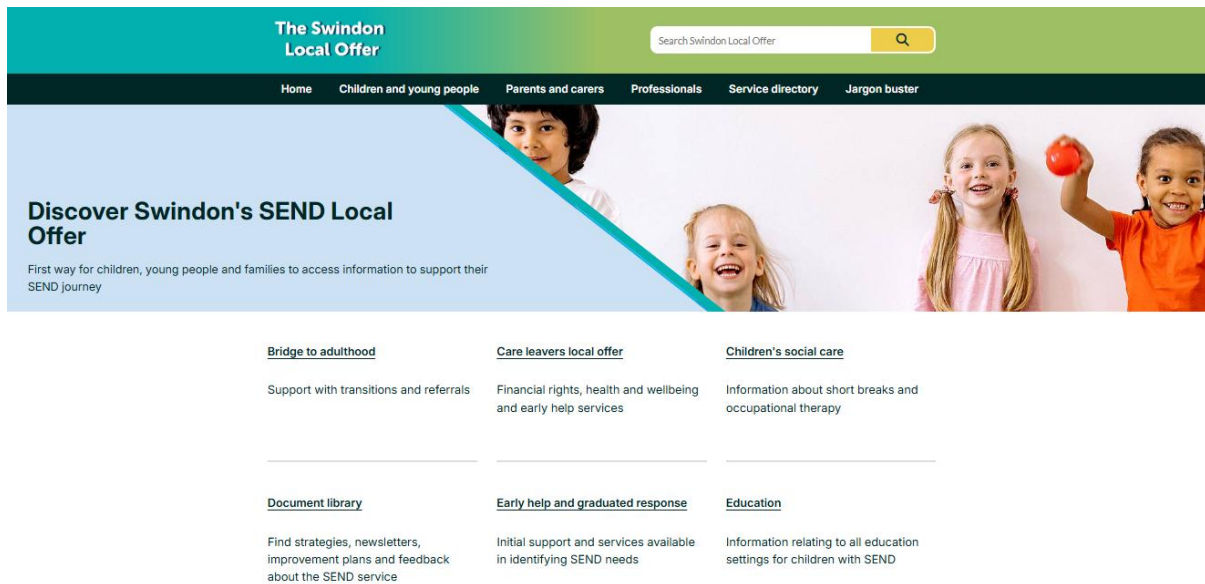


Figure 1: Local Offer main menu

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

- Bridge to adulthood - advice and information about provision to assist in preparing children and young people for adulthood
- Care leavers local offer (link to)
- Children's Social Care
- Document library
- Early help and the graduated response – including Contact Swindon information
- 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
- 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 manages 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 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.

As Swindon Borough Council creates Community Hubs in Swindon for residents to seek information, advice and support [Community hubs in Swindon | Swindon Borough Council](#), it will be important to ensure that integrated teams working at the Hubs also receive training on using the Local Offer website, to support them in their role.

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 includes 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 One in the strategy is about 'Communication, collaboration and co-production', with the agreed outcome to ensure 'An effective Co-production Charter will be in place that ensures all stakeholders feel heard, valued and actively involved in decision-making. A co-produced SEND Communication Strategy will be in place to support this'.

Local Offer Front Door

The Local Offer front door receives requests, both internal and external, via emails to localoffer@swindon.gov.uk. These requests could be for changes/update to the website, 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 35 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 2025	42	17	13	0	0	4
Jul – Sept 2025	107	69	62	0	1	6
Oct – Dec 2025	56	47	45	0	0	2
Jan – Mar 2026	220	40	37	0	1	2

12 Month TOTAL	425	173	157	0	2	14
Monthly average	35	14	13	0	0	1

The data above shows that nearly all (91%) of Local Offer change request forms received in the last 12 months were for urgent changes (to be completed within 10 working days). This is a significant increase since 2024, when it was 51.5%. However, 92.5% of all requests have still been completed on time over the last 12 months. This continues to be regularly reviewed to ensure all involved 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 works with the SEND Communication & Engagement 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 Delivery Support Officer (CPP) 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 is mitigated.

Local Offer Governance

The Local Offer Governance webpage can be found here: [Local Offer governance | Swindon Borough Council](#). It includes details about the Local Offer Champions (see page 5), the

Information, Advice and Support Services (IASS) group (see page 4) and the SENDI & AP Strategy 2023-28 (see page 4).

SENDI & AP Priority 1 includes an action to co-produce and publish the Local Offer Calendar of Events. This action is now completed, the Local Offer Calendar of Events is published here: [Calendar of events | Swindon Borough Council](#)

The purpose of the information outlined on the SEND Governance webpage is 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.

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. An annual check with subscribers to ensure they still wish to receive the newsletters is completed in line with the Data Protection Act 2018, and this will affect the overall subscriber numbers quoted in this report.

- **The Fortnightly SEND News Splash** is a short one or at most two-page fortnightly bulletin of 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 757 recipients (up 19 from the previous year). 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 2026 has published edition number 266.
- **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 fortnightly SEND News Splash. The monthly newsletter is available to parent/carers who wish to subscribe via LocalOffer@swindon.gov.uk and currently has a subscription list of 619 recipients (down 149 from the previous year). The newsletter started being published in December 2021 and by the end of March 2026 has published edition number 52.

Recent examples of the newsletters are:

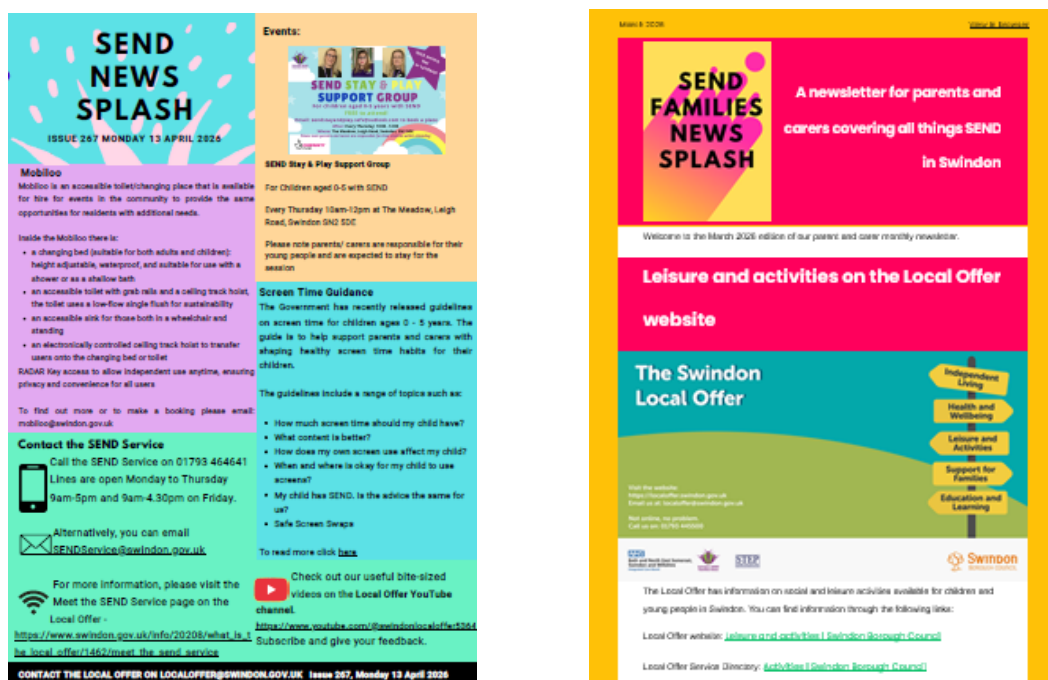


Figure 2: SEND Newsletters

SEND Summer News Splash

The annual Summer Activities News Splash was launched in July 2020, and its sixth edition was sent out in July 2025. 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. 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, and postcards have also been sent to all schools in Swindon for sharing with families as appropriate. Swindon SEND Families Voice took 300 postcards to make up packs for parents/carers of children with SEND starting school in Reception Year in September 2025.

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 Sitelmpove. The analytics give information on customer behaviour between April 2025 until end March 2026.

Analytics by quarter:

	Total Page visitors per quarter	Total new unique page visitors per quarter	Bounce rate	Mobile Phone users	Desktop users	Tablet users
Apr-Jun 2025	50,345	49,726	71.65%	42.1%	57.5%	1.1%
Jul-Sept 2025	48,701	48,157	69%	42%	57%	1%
Oct-Dec 2025	51,439	50,842	64%	38.33%	60.67%	1%
Jan-Mar 2026	53,572	52,859	64.9%	42.57%	56.4%	0.97%

- **Overall page visitors** - This represents the total number of times people have visited the 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 the website. 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 the 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 6% in the number of people visiting the Local Offer website over the last 12 months. The bounce rate has settled in Jan-Mar 2026 at 64.9% which shows that people using the Local Offer website are finding information they need more directly, without having to look at multiple places before finding what they need. People accessing the Local Offer website continue to favour desktop use over mobile phones or tablets.

Most visited webpages

Quarter 2025-26	Most visited pages per quarter
Apr – Jun 2025	1. Applying for school travel assistance 2. Books to help with Depression 3. Health Visitor Services 4. Travel Assistance 5. Wheelchairs and community equipment
July – Sept 2025	1. Applying for school travel assistance 2. Books to help with depression 3. Health Visitor Services 4. Wheelchairs and community equipment 5. Travel assistance
Oct – Dec 2025	1. Health Visitor Services 2. Books to help with depression 3. Wheelchairs and community equipment 4. Applying for school travel assistance 5. Services for children and young people
Jan – Mar 2026	1. Applying for school travel assistance 2. Health Visitor Services 3. Services for children and young people 4. Wheelchairs and community equipment 5. Education, health and care plans

For the last 4 quarters, Health Visitor services, applying for school travel assistance, and wheelchairs and community equipment webpages continued to feature in the top 5 webpages viewed.

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 from April 2025 – Mar 2026 for these three menu pages as follows:

Main Menus	Total Page visitors Apr-Jun 2025	Total page visitors July-Sept 2025	Total page visitors Oct-Dec 2025	Total page visitors Jan-Mar 2026	Bounce rate Jan-Mar 2026
Children and young people menu	861 views	484 views	817 views	857 views	36.4%
Parents and carers menu	598 views	714 views	608 views	714 views	41.7%
Professionals menu	555 views	548 views	609 views	697 views	43.3%

Bounce rate for these three menus continues to be significantly lower than the main Local Offer website (36-43% vs 64.9%), meaning people are finding information relevant to them more accurately. These three targeted menus therefore have value as an addition to the Local Offer website and people should be signposted to use these menus. 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 has increased an average of just under 1 per month but 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 2025	888	6.2 hours	+2	84
Jul-Sept 2025	1,230 (+39%)	8.0 hours	+1	85 (+1%)
Oct-Dec 2025	1,248 (+1%)	7.1 hours	+5	90 (+6%)
Jan-Mar 2026	2,072	7.5 hours	+2	92 (+2%)

Overall, the Swindon Local Offer YouTube analytics above show the number of views has increased significantly in Jan-Mar 2026 (+824) 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 to the Local Offer YouTube channel is slowly increasing, and the link to subscribe is advertised regularly in the fortnightly and parents News Splash newsletters.

Top viewed videos on the Swindon Local Offer YouTube channel Apr 2025 – end Mar 2026

No.	Video	Number of Views
1.	Sign for Biscuit	1,172
2.	Easy way to take socks off	1,118
3.	Shoe tying 2 (bunny ears)	760
4.	Sign for raisins	703
5.	Sign for tidy up	349
6.	Sign for good listening	248
7.	Sign for break/broken	226
8.	Easy way to remove T-shirt	151
9.	How to put socks on	89
10.	Cygnet – Parenting Support Programme	80

There are currently 58 different videos available on the Swindon Local Offer YouTube Channel. As part of the Change Programme Partnership (CPP), a new video on the graduated approach to special educational needs is due to be published by Summer 2026. Once completed, this will be added to the Swindon Local Offer YouTube channel, and advertised through a robust strategy, including within the fortnightly and monthly SEND newsletters. The aim is for the new video to support CYP and families in their SEND journey.

A Social Media Strategy was previously 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. The completion of this work has been included within SENDI & AP Strategy Priority 1.

The Survey of SEND Services 2026 results

The Survey of SEND Services 2026 opened on 5 January 2026 and closed on 27 March 2026. The survey was completed by young people, parents/carers, practitioners/ professionals, and service providers who engage with Swindon SEND services or work with those that do. 353 responses were received overall including from survey responses and focus groups: 54 from young people, 121 from parents/carers, 128 from practitioners/professionals and 50 from service providers.

The main outcomes from the 2026 survey relating to the Local Offer website are:

- 69% of young people/55% of parents/carers said they prefer to access services for support in person, rather than by other methods, eg: online, whereas 44% of practitioners/43% of service providers said they prefer to contact children/young people or parents/carers by phone call to discuss support needed, and 43% of practitioners/36% of service providers said in person.
- 31% of young people/23% of parents/carers said they were very/somewhat satisfied with the current ways services communicate information to them (eg: through newsletters, websites) whereas 56% of practitioners said they were very/somewhat satisfied with the current ways services communicate information to them (eg: through newsletters, websites).
- The majority of all respondents (young people, parents/carers, practitioners and service providers) said they found email updates and in-person meetings the most useful.
- 31% of young people and 38% of parents/carers said they find the information currently received from us very/somewhat useful whereas 71% of practitioners/76% of service providers said they find the information currently received from us very/somewhat useful.
- Young people said they would like to receive more information about upcoming events, policy/service updates and education/training events.
- Parents/carers said they would like to receive more information about upcoming events, education/training events and feedback/consultation opportunities.
- Practitioners and service providers said they would like to receive more information about education/training events, upcoming events and policy/service updates.

The survey responses above show there is a difference between how young people and parent/carers prefer to make contact with services (in person), and how practitioner/service providers prefer to make contact with young people and parents/carers (primarily by phone call, but also in person). Also, practitioners/service providers seem to find the information they currently receive more useful than young people and parents/carers. This means there is more work to be done in making information available on the Local Offer and in newsletters more relevant to young people and parents/carers.

Accessing information directly aimed at different user groups 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.

- The Local Offer website is a 'sister' site of the main Swindon Borough Council (SBC) website and relies on the SBC website for its existence. This can be seen as a risk if or when the SBC website goes through contract change. This risk has been highlighted to management to consider next steps. However, there are also benefits of being linked to the main SBC website in that the Web Team are very responsive when improvements are needed, and if an external site was commissioned, the arrangement for updates may not be so favourable.
- As Swindon Borough Council creates Community Hubs in Swindon for residents to seek information, advice and support [Community hubs in Swindon | Swindon Borough Council](#), it will be important to ensure that integrated teams working at the Hubs also receive training on using the Local Offer website. This will ensure they are able to support residents to use the information contained within the Local Offer website to access information, advice and support services, especially universal and early help services. This should in turn contribute to the reduction of need to use statutory services overall.
- To continue to advertise the Local Offer Service Directory to residents as one of a number of ways that information can be found out about Local Offer services on the Local Offer website. This will further enhance people's journey when using the Local Offer website.
- To continue to work with page owners to make their Local Offer webpages more user-friendly, which in turn will continue to reduce the overall bounce rate of the Local Offer website. This includes ensuring that all updates to existing webpages meet the SBC accessibility requirements, and the Local Offer Development Officer (LODO)/SEND Communication & Engagement Officer (in LODO absence) are working closely with page owners, so they understand these requirements. SBC Web Team have some help guides around improving accessibility of website content that could be circulated to Local Offer page owners.
- To work with data colleagues to confirm whether a full list of contact details from children/young people and parents/carers who already use SEND Services can be collated, for the purpose of writing to each family to invite them to subscribe to the Local Offer newsletters if they do not already do so. This may increase subscribers to the newsletters and support more families to receive the published information within the newsletters.
- To continue to publish the three regular Local Offer newsletters containing articles that are of interest to subscribers. Information about what is of interest to subscribers has been gained via key stakeholders over the last quarter, and also via the Survey of SEND Services 2026.
- To support the increase of subscribers and views, there needs to be an increase in video production and promotion. As part of CPP, a new bite-sized video about the graduated approach to SEND needs is being produced. Once completed, this will be added to the Local Offer YouTube channel, and advertised through a robust strategy, including within the fortnightly and monthly SEND newsletters. The aim is for the new video to support other CYP and families in their SEND journey.

- To support the increase of subscribers and views, to work with services and service providers to create bite-sized videos about their services, as an easier way for children, young people and parents/carers to access this information. This should drive traffic to the Local Offer YouTube channel and increase subscribers to the channel also.
- To continue to raise awareness of the Local Offer YouTube channel amongst families and promote free subscription to the channel.
- To continue to work with key partners and stakeholders, to ensure that the Local Offer information, advice and support services, the website and the YouTube channel continue to become well known within the Borough. This will include the Local Offer Champions continuing to represent the Local Offer at events they are attending.

Appendix 1 – Local Offer in the Community

Over the last 12 months 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 SEND L2 Apprentice and SEND Communication & Engagement Officer. Events included:

- Conference for SEND Leaders 4th annual conference – STEAM Museum, Tuesday 17th June 2025, all day
- 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 2025/26,
 - ‘Stay and Play’ weekly meetings
 - SEND Social Club monthly for YP,
 - Breakfast catch-up monthly for parents/carers,
 - Promotion of Inclusion in Schools (PINS)2 school coffee mornings – regularly in term-time
 - SEND Room (Facebook account)
 - Carers event on 21/11/25
- SIAS has promoted the Local Offer website at:
 - the term-time weekly SIAS drop-ins for parents/carers at Libraries in Swindon,
 - SIAS Outreach worker has raised awareness in school assembly work
 - Early Family Help Support Forum at The Deanery school on 8/5/25
 - Multiple school coffee mornings – primary and special schools
- The Educational Psychology Service have promoted the Local Offer to school staff and parents/carers in relation to specific conditions/diagnoses, and in meetings with families.
- The SEND Service continue to advertise the Local Offer website within their signature blocks on communication, in statutory letters, using Local Offer backgrounds in MS Teams meetings and verbally at meetings also.
- Via the fortnightly and monthly SEND Newsletters
- SENCos at Swindon schools continue to share and promote the Local Offer website to families
- Library and ‘front door’ staff continue to share and promote the Local Offer website to local residents
- Via the Tenant Academy and Enterprise Works to support teams in contact with local residents
- Staff at Great Western Hospital share the Local Offer at management meetings, and with local residents

- Voluntary Action Swindon have continued to share the Local Offer website at events they attend including pop-up events in Penhill, Park North, Moredon and Central Swindon, a play event at The Base, a Live Well Event, at Pride month event(s) in Swindon.
- 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 listened

You said (in Survey of SEND Services 2026)	We did/we are doing ...
Young people and parents/carers said that services/practitioners working with them only asked their thoughts ideas and opinions to be included in their plans mostly sometimes or not at all.	There is a SEND Co-production Charter on the Local Offer website Standards and charters Swindon Borough Council, but it is not widely known or used. We are co-producing a new SEND Co-production Charter by Summer 2026 that will show families and services the importance of co-production with those who use services. It will be published on the Local Offer website when completed. It is planned for this SEND Co-production Charter to be embedded into ways services work with children/young people with SEND and their families and annually monitored to ensure effectiveness. This should continue to improve co-production with children/young people with SEND and their families so their voices and opinions can be heard.
Young people and parents/carers said they prefer to access services for support in-person.	Swindon Borough Council has launched its first Community Hub at Park Library in Cavendish Square Community hubs in Swindon Swindon Borough Council. This will include integrated service teams who attend in-person to meet with residents and offer information, advice and answer queries about support available (the Local Offer) to families including those with children/young people with SEND.
Parents and carers said they are somewhat or very dissatisfied with the current ways that services communicate information to them (eg: through newsletters, websites).	As mentioned above, Swindon Borough Council has launched a programme of opening Community Hubs around Swindon, with the first one being opened at Park Library Community hubs in Swindon Swindon Borough Council. This will allow parents and carers to access information about support services in person.
Young people and parents and carers said they would like to receive more information on upcoming events, policy/service updates, education/training events and feedback/consultation opportunities.	We will use the results of the Survey of SEND Services 2026 to inform the content of our newsletters moving forwards.
Parents and carers and young people said they found email updates and in-person	SEND Newsletters will continue to be emailed to subscribers fortnightly/monthly. Swindon Borough Council will continue to

meetings the most useful methods of communication.	offer in-person meetings and events to for residents to feedback on a variety of subjects Local area decision making Swindon Borough Council Let's Talk Swindon
You said (via Local Offer feedback function/Local Offer email inbox)	We did/we are doing ...
We cannot sign up for the SEND Families News Splash via the main council website?	We have added how to subscribe to the SEND Families News Splash to the Local Offer website SEND Families News Splash Swindon Borough Council so that residents can easily access this information.
The number for wheelchair services is wrong. Comes up with error of number not recognised	This Local Offer webpage has been updated Wheelchairs and community equipment Swindon Borough Council so that residents can easily access this service.
Where are the 2025 newsletter links ...this only takes you to November 2024. We are nearly in April 2025.	To increase accessibility of the Local Offer website, we have removed copies of the newsletters as they were in PDF format, which is not easily readable for resident using reading aid technology. We have updated information about how to subscribe to the newsletters, or receive back copies on this Local Offer webpage SEND News Splash Swindon Borough Council
Cannot get survey 2025?	Due to capacity issues, the results of the SEND Survey 2024 were published in autumn 2025 on the Local Offer website SEND annual survey SEND annual surveys Swindon Borough Council . It has been decided that the survey should be every other year moving forwards, to allow services time to respond to the feedback that residents share. The Survey of SEND Services 2026 has just closed at end of March 2026, and the results are being analysed. They will be published later this year, and this Local Offer webpage SEND annual survey SEND annual surveys Swindon Borough Council will be updated at the same time to reflect this.
Could this be updated please? (Meet the SEND Service webpage)	Due to capacity within the Local Offer team, this Local offer webpage Meet the SEND service Swindon Borough Council was not up-to-date. It has now been updated to reflect the current team.

NDC page not updated since February 2025, still says "under review"	This Local Offer webpage NDC pathway updates Neurodevelopmental conditions (NDC) pathway Swindon Borough Council has been updated, and shows the current waiting list times.
I can't find information about preparing for adulthood and housing for YP with SEND?	The whole Local Offer section on preparing for adulthood has been updated on the website and is now called 'Bridge to Adulthood'. This Local Offer webpage about housing Help with housing Swindon Borough Council gives residents advice, with a link to housing options for adults needing care and support.
The information about preparing for adulthood is out of date	This Local Offer webpage Education transitions Swindon Borough Council has now been updated to show the current advice.
I can't find the Family Information Directory?	This webpage Family information directory Swindon Borough Council has been added to the Local Offer website and a link to the Family Information Directory added.
Where do I send a completed Early Help Assessment form to?	Details of where to send a completed Early Help Assessment have been added to this Local Offer webpage Early Intervention and Early Help Assessments Swindon Borough Council