



Stoke-on-Trent Local Offer Annual Report 2025

Introduction

Stoke-on-Trent's Local Offer annual report 2024-2025 provides an update of the key developments over the past 12 months. The Local Offer is intended to include information on support and services available in the locality for children and young people in Stoke-on-Trent with Special Educational Needs and/or Disabilities (SEND), between the ages of 0-25, in an accessible and engaging format in one place.

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:

1. To provide clear, comprehensive, accessible and up-to-date information about the available provision and how to access it, and
2. 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.

Key Features of Stoke-on-Trent's Local Offer

Our Local Offer brings together information for children and young people with SEND between the ages of 0-25, and their families.

The main menu categories of the website are now:

- Education settings
- Health and social care
- Early Years
- Advice and Support
- SEND support for learning
- Education, health and care plans
- Information for young people
- SEND travel assistance

Our homepage also has

- Search bars
- a news section
- an events calendar search bar.

Other useful information, including links to our newsletters and relevant policies and legislation, is accessed through the footer section.

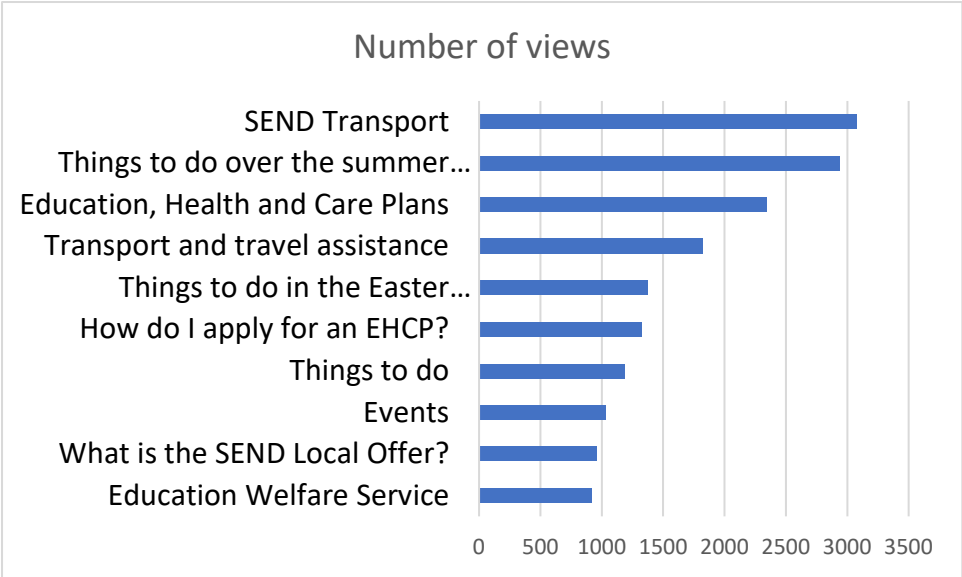
How are people using the Local Offer?

All data covers the period 1 March 2024 to 28 February 2025

How many people have visited the Local Offer?

During this period there were 81607 views on the Local Offer website from 22820 active users.

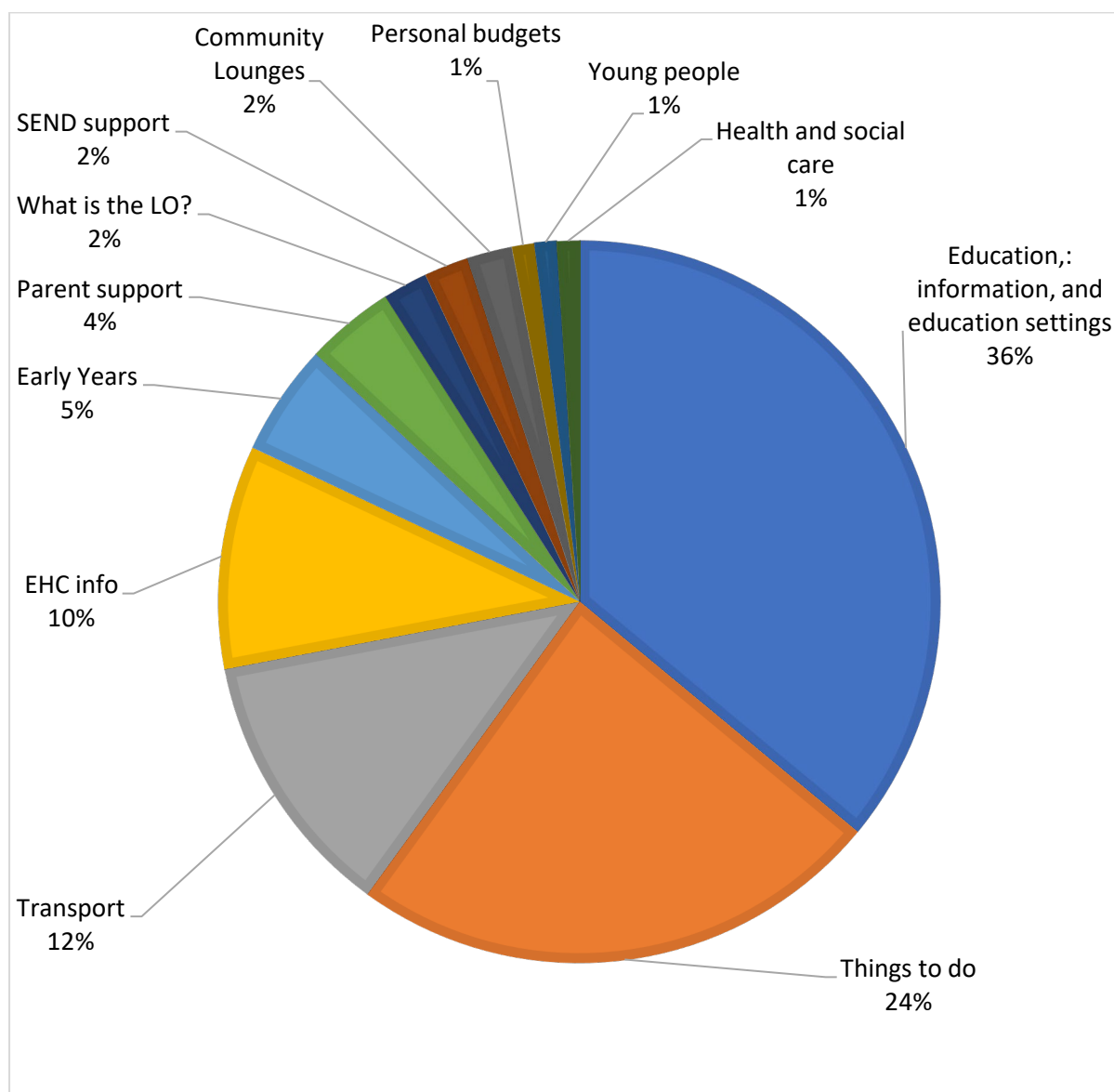
The graph below shows the number of views for the most popular pages on the Local Offer during this period; some pages have been excluded from these results including the Local Offer home, directory and search pages.



Webpage	Number of views
SEND Transport	3080
Things to do over the summer holidays	2940
Education, Health and Care Plans	2338
Transport and travel assistance	1825
Things to do in the Easter holidays	1374
How do I apply for an EHCP?	1324
Things to do	1186
Events	1031
What is the SEND Local Offer?	958
Education Welfare Service	917

When we looked at the 50 most viewed pages and grouped their topics together, the most popular areas that people used the Local Offer website for were:

1. Education: information and education settings
2. Things to do
3. Transport
4. Information specifically about EHC Plans and EHC Needs Assessments
5. Early Years
6. Support for parents
7. What is the Local Offer?
8. SEND Support for Learning
9. Community Lounges
10. Personal budgets
11. Young people
12. Health and social care



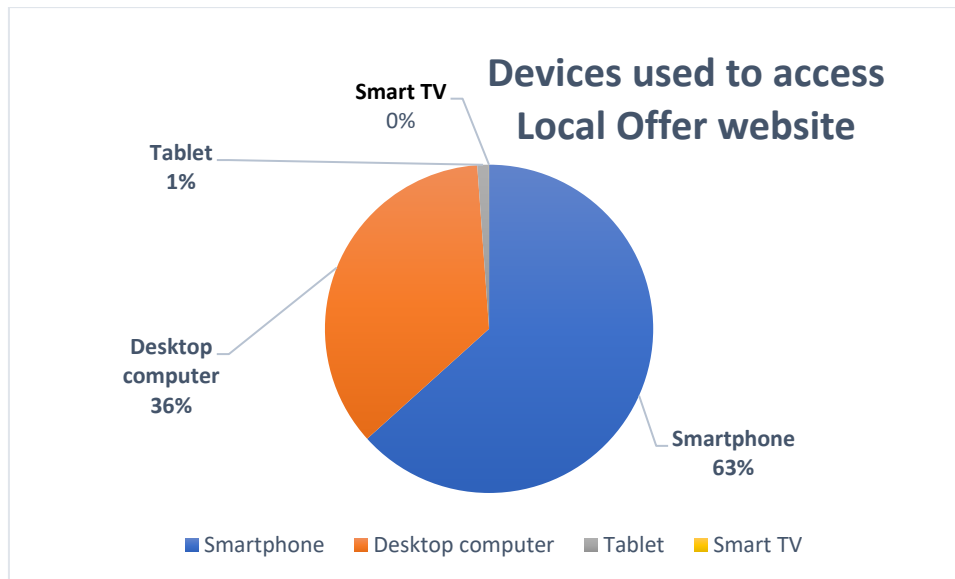
How do people access the Local Offer?

Smartphone – 14381 people

Desktop computer – 8068 people

Tablet – 259 people

Smart TV – 3 people



Progress on the priorities we set in March 2024

In March 2024 we set the following areas as our priorities for improvement:

Improving navigation of the website

In 2024 considerable work to improve the user experience of the website was carried out. We looked at which information is most often accessed and worked to ensure this was easily accessible and easily understood.

Enquiries sent through the website regarding travel and EHCPs are now sent directly to the relevant teams, meaning help can be given more efficiently.

Our directory has been reviewed, with listings categorised in a way that makes it easier to find information.

Accessibility of the contents on the website

All of our documents on the website have been checked to ensure they meet our high standards for accessibility and we have reorganised the content so it is easy to follow. We know we still need to add more audio and video content and this remains a priority for the next year.

Increase awareness of the Local Offer

The increasing number of website visitors we receive tells us that more people are finding out about the Local Offer. From November 2023 to March 2025 the number of users per month has risen from 1600 to 4400.

We have increased awareness by meeting people in the community at a range of events and talking to them about the Local Offer.

Attending Family Network meetings across the city has allowed us to meet professionals working with families in many different fields and to increase their understanding of the Local Offer; in turn they share information with the communities in which they work. There is information about the SEND Local Offer in all the Family Hubs.

We have visited a number of schools for their SEND events where we have been able to meet many families and regularly contact schools to ask them to share our updates.

We have enjoyed meeting the community at numerous events and venues across the city including:

- Together We Thrive SEND event
- SEND Community Lounge
- Family Hubs marketplace
- Transition Fairs including Abbey Hill and Regent College,
- Autism Assessment Service - Autism Next Steps Events
- Numerous school parent groups and school SEND coffee mornings in mainstream and specialist schools across the city
- PEGiS in the Park

Our newsletters have been published every term since January 2024. Our families' newsletter now has 795 subscribers and the professionals' newsletter has 195 subscribers. We also send out a short newsletter every holiday alerting readers to our round up of activities.

Supporting people to access the Local Offer

We have worked closely with Family Hubs staff who are able to support people to access the Local Offer website. We have created a video for Library staff, explaining the website and the information it contains so they can help Library users to access it. We are working with the Parent Carer Forum and Family Hubs to create some paper resources explaining some of the most

important information on the Local Offer website. We have a translation tool on the website to allow everyone to access the site in the language of their choice. Our analytics have shown us that an increasing number of website visits are on a smart phone so our web team have worked hard to improve the way in which the website appears on a phone screen.

Improving information for young people

After feedback from young people confirmed that the information they most wanted to see was around education and employment we have extended and improved this content. This area of the site is one we want to expand and we want to increase the number of young people who visit it. We have plans to work with local college students to produce engaging visual content.

Improving the 'everyday usefulness' of the site

We have spoken to lots of people in the community about the content they would like to find on the Local Offer website and have looked carefully at which pages are visited most often.

We have contacted all of the organisations listed in the directory to help ensure that the information there is as up to date as possible.

We have seen that approximately a quarter of all page views are about things to do locally and we are working hard to make sure this information is kept up to date and continually expanded.

We have created a new Advice and Support section, whose contents were coproduced with local families.

Improving our understanding of what is available to children and young people with SEND within our city

We have been involved with lots of different projects and groups to find out about organisations operating in the city, to see what they offer and to encourage them to keep in mind the needs of children and young people with SEND. We are talking with providers about what is available and working with them to try to identify and fill gaps.

Some of the groups we are involved with are Stoke on Trent Youth Collective, the Family Matters project, and More in Common. We have built connections with many organisations across the city including Project Indi, YMCA, Alice Charity and Family Focus.

Our priorities for the next 12 months:

- 1) Work with local young people to produce engaging and easy to access content for the website.
- 2) Continue to develop the Young People area with local young people.
- 3) Improve and extend how we collect feedback about what is good locally for children and young people with SEND and what needs to be improved, as well as how we can improve our website.

Feedback on the Local Offer

In line with the SEND Code of Practice which states "Local authorities must publish comments about their Local Offer received from or on behalf of children with SEN or disabilities and their parents and young people with SEN or disabilities," we share comments received over the past 12 months, as well as our response to them on the Local Offer website section 'You Said, We Did'

Whenever we are out in the community we ask families, "What is good in Stoke-on-Trent for children and young people with SEND?" and, "What needs to be improved?" This feedback is very valuable and is passed on to the relevant teams.

When accessing the Local Offer website, our Feedback section gives visitors the opportunity to share their opinions and suggestions.

Some examples of comments received are:

You Said	We Did
There's nothing available for SEND children to do in the school holidays.	From Easter 2024 we have worked with the Parent Carer Forum to coproduce a roundup of SEND-focused and SEND-inclusive holiday activities. This has been continued for every school holiday since and has received very good feedback from families and organisations.
It's difficult to find the information you want. The search bar is confusing.	Our web team have done a lot of work to make sure that information is easy to find in the places visitors would expect. They have moved the search bar from the bottom of the page to the top. We received feedback that it was confusing to have to click on the words on the homepage, not the pictures, so links were added so visitors can click on the images as well.
It's too difficult to make SEND transport requests and we can't easily contact the SEND transport team.	SEND transport requests has recently launched a new application portal for parents and carers. This is much more comprehensive and supports processing applications more effectively. This is something parents and carers have asked for in the past and we have listened to advice given. We now have a direct telephone number for the SEND transport requests team (01782 233737) so the team is more accessible to speak to.
Aiming High Families can miss out on activities due to not booking in time.	Introduction of an online booking system giving parents/carers a digital option of booking activities. Activities are not booked on a first come first serve basis with providers allocating spaces fairly.
The Parent Carer Forum should be shaping the service. Feedback is gathered but only from families who access the service.	Improved engagement with parents/carers and links with PEGIS to gather feedback and inform service developments.
Activities can be limited and not varied.	<p>We have partnered with new providers to deliver new activities.</p> <p>We have reduced management costs to spend more of the budget on delivery of activities.</p> <p>We have increased the core activity offer to two sessions a month. Previously the core offer was 1 session per month with an extra 1 session during school holidays. To make this consistent every month, we have increased this to 2 sessions per month. An annual increase from 19 sessions to 24 sessions.</p>