



Stoke-on-Trent Local Offer Annual Report 2025–2026

What is the Local Offer?

The Local Offer is a website that shares information about support for children and young people aged 0–25 with Special Educational Needs and/or Disabilities (SEND).

It brings together support from:

- education
- health
- social care

Everything is in one easy place.

Why we must have a Local Offer (our duties)

Local councils must publish a Local Offer because this is written in the SEND Code of Practice.

The law says the Local Offer must:

1. Give clear, up-to-date information

Families must be able to easily find information about services across education, health and care. It must be clear, simple and accessible.

2. Be shaped with families, children and young people

Disabled children, young people, parents, carers and professionals must have a say in how the Local Offer is made and improved

These are the two official purposes in the SEND Code of Practice.

Why we publish this report

We write a report every year to explain:

- what happened in the last 12 months
- how families used the Local Offer
- what we improved
- what children, young people and families told us
- what we plan to do next

What families can find on the Local Offer

Information about:

- Nurseries, schools and colleges
- Health and social care support
- Early years help
- SEND support in education
- Education, Health and Care Plans (EHCPs)
- Things to do
- Local activities and events
- Support for young people as they become adults
- Transport and travel help

The homepage also includes:

- a search bar
- news
- an events calendar

How many people used the Local Offer this year?

Between March 2025 and February 2026, many families and professionals used the Local Offer to find help and information.

Overall Website Numbers

- 94,000 page views in total
- Up from 82,000 last year
- 46,000 first-time visitors
- 3,700 returning visitors

Most Popular Pages

The pages visited most often were:

1. Transport and travel assistance
2. Education information
3. School holiday activities
4. EHCP information
5. How to apply for an EHCP
6. Aiming High activities
7. Things to do

8. Special schools

How people accessed the Local Offer

Most people used a mobile phone.

Device Type	Percentage
Mobile phone	63.8%
Desktop or laptop	35.3%
Tablet	1%

This means we must keep making sure the website works well on mobile screens.

What this data tells us

- The Local Offer is being used by more people than last year.
- Families mostly look for information about transport, education and activities.
- Because most people use mobile phones, we will continue improving the way pages look on smaller screens.
- More first-time visitors shows growing awareness across the city.

What we worked on this year

1. Listening to children and young people

We spent time speaking with young people in:

- schools
- colleges
- youth groups
- HAF holiday sessions

Young people told us:

- what they enjoy
- what they find hard
- what support they need

This helps shape services across Stoke-on-Trent.

2. Working together with young people

Young people helped us:

- choose what information should go online
- create new pages about preparing for adulthood

- start making videos and visual guides

More content designed with young people will be added next year.

3. Making the website easier to use

We:

- checked all documents for accessibility
- reorganised information
- added some new videos, including films about Specialist Resource Provisions (SRPs)

How we increased awareness

We met families and professionals at:

- Family Hubs
- SEND Community Lounge
- School coffee mornings
- Transition fairs
- Autism Next Steps events
- PEGiS events

We also:

- send regular emails to over 1,100 subscribers
- post news and updates on the website more often

Better information for young people

Young people asked for clearer guidance about:

- education choices
- work and training
- preparing for adulthood

We are improving these pages with their help and they will be available on the website soon.

Making the site more useful

Families told us they want to know what's happening locally, so we:

- keep the events calendar updated
- add holiday activities regularly
- work with local groups to share inclusive opportunities

- created a new Advice and Support section with local parents

We are also building better links with local organisations to understand what support is available and where the gaps are.

Our priorities for next year (2026–2027)

We will:

- Develop a new section aimed specifically at children and young people which clearly sets out how they can get involved in shaping local services and provision
- add clearer information about pathways through education, health and care
- continue listening to children, young people and families
- make more videos and visual content to help everyone understand information easily
- aligning our local offer with national reforms to the SEND system and making sure that information about any changes locally are clearly communicated with you.
- Expanding the reach of our SEND newsletter

What families told us — and what we did

Feedback and actions

You said...	We did...
“We want a printed list of activities.”	We now share a monthly printable timetable.
“Young people’s voices need to be heard.”	We visited more schools and groups and provided tools to help young people share their views.
Aiming High “We want more choice in Aiming High activities.”	We now work with 11 providers offering sports, arts, sensory play, theatre, animal activities and more.
“We need more weekend, holiday and swimming sessions.”	We increased sessions, including teen swims and family swims.
“Activities need to feel more inclusive.”	Providers received training to create sensory-friendly spaces.
“Communication needs to improve.”	We send monthly updates, attend PEGiS groups and run Meet & Greet sessions.
“Booking is too difficult.”	The booking system is now simpler, mobile-friendly and available in more languages.
“We need more activities for little ones and older teens.”	We added new stay-and-play groups, life skills sessions, youth clubs, outdoor activities and animal therapy.
“All children who get school transport should have their routes ready for the start of September.”	We made sure every child who was new to transport, or already using it, had their route ready for the first day of school.

“New transport applications should be handled quickly and on time.”	Our All-Age Transport Team checked and processed all new applications faster than the rules say we have to.
“Children should be added to their transport routes as soon as their application is agreed.”	Most children were added to their routes in about 15 working days, which is much quicker than before.

Thank you

Thank you to every family, young person, school, provider, community group and professional who shared their ideas this year.

Your voices help shape the Local Offer and improve support for children and young people with SEND across Stoke-on-Trent.