



Hertfordshire SEND Local Offer

Annual report Jan 25 – Dec 25

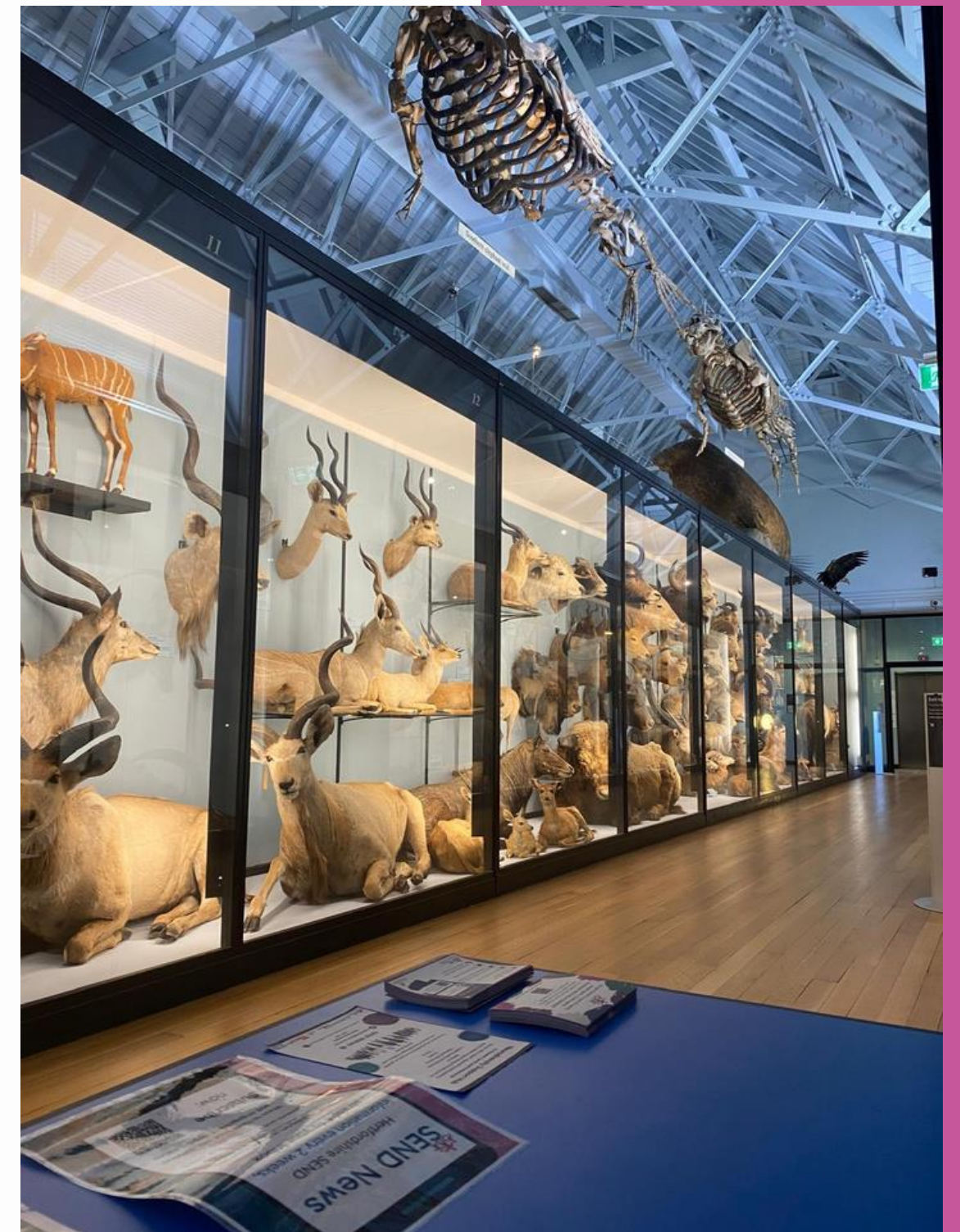
This is our second published annual report for the Hertfordshire SEND Local Offer. This year we have taken the decision to report in line with the calendar year, to ensure consistency in reporting going forward. Our next annual report will be published in Jan 2027.



**SEND Local Offer at Hertford
Selections SEND Family Fun**

Overview

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**SEND Local Offer at Tring
SENsational Mornings**

Highlights

Reach

587,902

Views of the website

↓ 4% decrease compared to 2024

5,370

Facebook followers

↑ 10% increase compared to 2024

6,331

Subscribers to SEND News

↑ 2.8% increase compared to 2024

Outreach and engagement

331

Webinar attendees in 2025

↓ Decrease compared to 2024

58

Events and webinars attended by Local Offer in 2025

↑ Increase compared to 2024

477

Individual engagements in user research or co-production in 2025

↑ Increase compared to 2024

Quality and impact

81%

Of webinar attendees felt 'fairly' or 'very confident' in their SEND knowledge after our webinar

*Compared with 28% before the webinar

151

Website satisfaction ratings put us at 'average'

(page 14 for breakdown)

75%

Respondents to the HPCI survey had heard of the Local Offer

↑ 14% Increase compared to 23/24

What is the Hertfordshire SEND Local Offer?

All local authorities must publish a SEND Local Offer website, setting out in one place information about services and support available for children and young people in their area who have special educational needs and/or disabilities.

The Local Offer has 2 key purposes as set out in the Code of Practice:

- To provide clear, comprehensive, accessible and up-to-date information about available provision and how to access it, and
- To make provision more responsive to local needs and aspirations by directly involving children, young people, parents, carers and service providers in its development and review.



Channels that inform the management of the SEND Local Offer

Key ambitions of the service

Maintain website and associated channels

It is our responsibility to ensure the information on the website is up to date, accessible, accurate and easy to navigate.

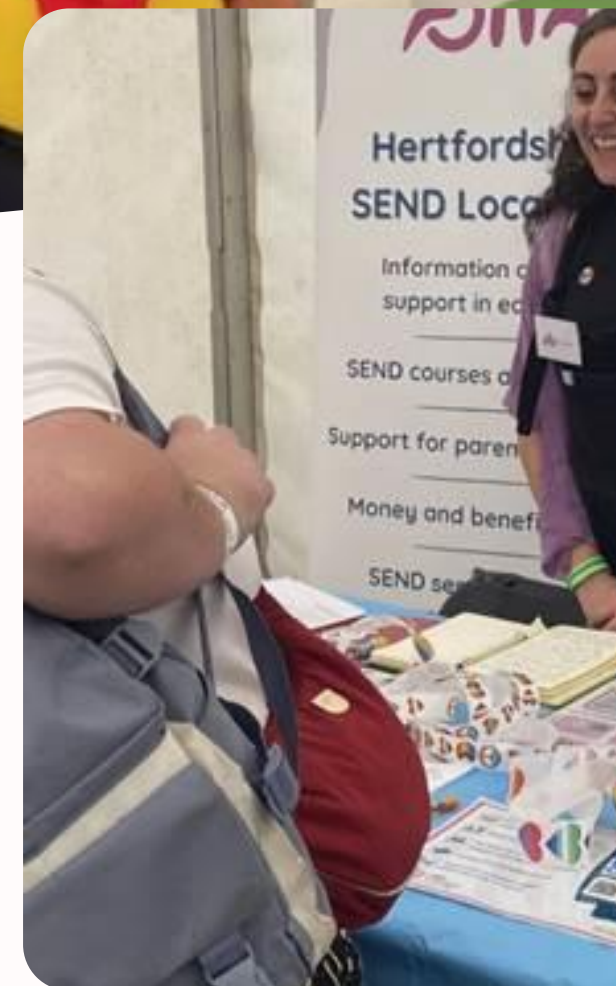
Our content strategy and the way we manage these platforms is outlined in our [Local Offer Playbook](#).

Raise awareness of the website

We need as many families to know about us as possible, as early as possible.

We deliver a communications strategy that includes:

- Attending family and professional events
- Delivering termly webinars
- Researching new audiences and channels.



SEND Local Offer at Hertfordshire Pride



SEND Summit and SEND Strategy 2026 - 29

In September 2025, the partnership hosted a SEND Summit, attended by all Hertfordshire stakeholders.

The aim was to listen, understand challenges and work together to find solutions, which have informed the priorities of this SEND Strategy.

Before the Summit, we also held a series of engagement activities:

531

Responses to parent carer survey

124

Attendees at the SEND Summit (over 100 online)

135

Responses to young person's survey

130

Parents and professionals engaged at listening events

193

Responses to education survey

77

Families spoken to over 23 community events

Content 2025

We worked on 94 webpages (out of the 110 live webpages on the site). This was mainly updating existing content, plus some new webpages. We also removed a lot of old blog content.

Education and school support

[EHC Portal](#)
[EOTAS](#)
[Home education](#)
[Part time timetables](#)
[Exclusions](#)
[Managed moves](#)
[SEN Support and Ordinarily Available Provision](#)
[Who is my EHCCo?](#)

Information for professionals

[Training page for SENCOs](#)
[SEND Academy SENDSAS training](#)
[Who is my EHCCo?](#)

Support for specific areas or topics

[Neurodiversity referral page](#)
[Neurodiversity support](#)
[School anxiety](#)

[Mediation and dispute resolution](#)

[PFA area](#) refresh
Continuing care transition - ongoing

Community and lived experience

Inclusion in the community –
Local Offer blog space kicks off
[Hertfordshire SEND Local Offer blog space](#)

- [Guest blog: The disabilities you don't see, but we live with everyday](#)
- [Guest blog: Expert by Experience - bringing a new perspective to services](#)
- [Marcus's Health walk Experience](#)

[New to SEND](#)

"It is good that the process for seeking ADHD and ASD assessments has been given a proper process at last. This looks clear."

- feedback to the website

Who is my Education, Health and Care Coordinator?

Before:

North Herts and Stevenage ▾

East Herts, Broxbourne, Welwyn and Hatfield ▾

Watford, Three Rivers and Hertsmere ▾

St Albans and Dacorum ▾

North Herts and Stevenage ▲

- All Saints C of E VA Primary School, Datchworth - Charlaine Smith
- Almond Hill Junior School - Charlaine Smith
- Ashtree Primary School and Nursery - Charlaine Smith
- Ashwell Primary School - Charlaine Smith
- Aston St Mary's C of E Aided - Charlaine Smith
- Barclay Academy - Sarah Law
- Barkway VA Church of England First School - Charlaine Smith
- Barnwell School - Rachel Havis
- Bedwell Primary School - Charlaine Smith
- Benington C of E Primary School - Lucy Chandler
- Brandles School - Katie Lines

We had long lists of EHCCOs on the website, which were hard to search and took a lot of time to update.

A parent carer asked us to make something easier, so we developed a search tool where you can enter your child's school and find any EHCCo within the School aged SEND Team.

Search:

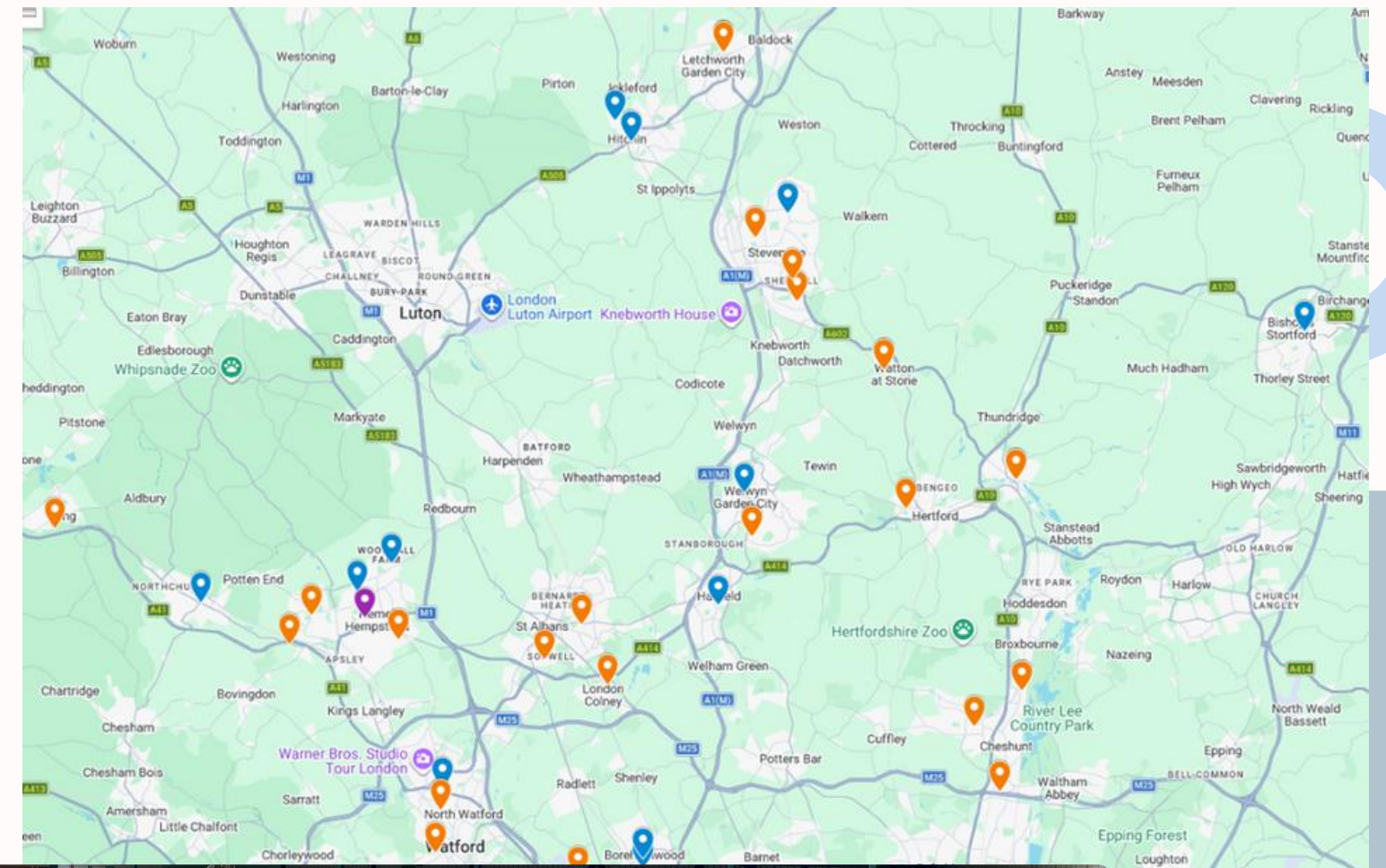
School	Quadrant	ECCHO	Email
Abbots Langley School	Watford 3 Rivers and Hertsmere	Sabrina Hunte	Sabrina.Hunte@Hertfordshire.gov.uk
Abel Smith School	East Herts and Broxbourne	Holly Robertson	Holly.Robertson@Hertfordshire.gov.uk
Aboyne Lodge Junior Mixed and Infant School	St Albans and Dacorum	Laura Courtney	Laura.Courtney@Hertfordshire.gov.uk
Alban City School	St Albans and Dacorum	Laura Courtney	Laura.Courtney@Hertfordshire.gov.uk
Alban Wood Primary School and Nursery	Watford 3 Rivers and Hertsmere	Helen Beckett	Helen.Beckett@Hertfordshire.gov.uk
Albury Church of England Voluntary Aided Primary School	East Herts and Broxbourne	Odessa Ronewicz	Odessa.Ronewicz@Hertfordshire.gov.uk
Alexandra School		Shoshana Beach	Shoshana.Beach@Hertfordshire.gov.uk
Alfriston School		Shoshana Beach	Shoshana.Beach@Hertfordshire.gov.uk
Alfriston School		Shoshana Beach	Shoshana.Beach@Hertfordshire.gov.uk
All Saints Church of England Primary School and Nursery, Bishop's Stortford	East Herts and Broxbourne	Holly Robertson	Holly.Robertson@Hertfordshire.gov.uk
All Saints Church of England Voluntary Aided Primary School, Datchworth	North Herts and Stevenage	Charlaine Smith	Charlaine.Smith@Hertfordshire.gov.uk

< After

Outreach - 2025

We attend events with families so the Local Offer has a presence in communities and can provide first-hand support.

We attend professional events and run training webinars so professionals feel confident in their knowledge when signposting to SEND services and support.



46

Parent events attended - SEND and non SEND specific. Worked with Libraries, Family Centres, Pride event and soft plays

12

Professional events - incl. SENCOs, Family Centre SEND Champions, Early Help, GP Practice Managers.

331

Webinar attendees over 9 sessions. (Lower than last year. Last year's report included data for 12 sessions.)



SEND Local Offer at Rural Care, Aldenham Country Park

User research and coproduction - 2025

From a SENCO:

“Consultation processes, like this one, have been really helpful. It feels like it makes a difference and people are trying to change a system. There is a real sense of trying to work in partnership”



SENCO Online Feedback Group

201 members | 14 tasks |
180 individual engagements

Topics included:

- Annual reviews
- SEND training
- SEND Summit
- parent engagement model
 - Inclusion in schools
 - SEND strategy



SEND Online Feedback Group

298 members | 14 tasks |
427 individual engagements

Topics included:

- Hertfordshire Neurodiversity Assessment Pathway
- Deafness and sight loss information
- Preparing for adulthood and employment
 - Education Other than at School
- Designing a parent carer engagement model

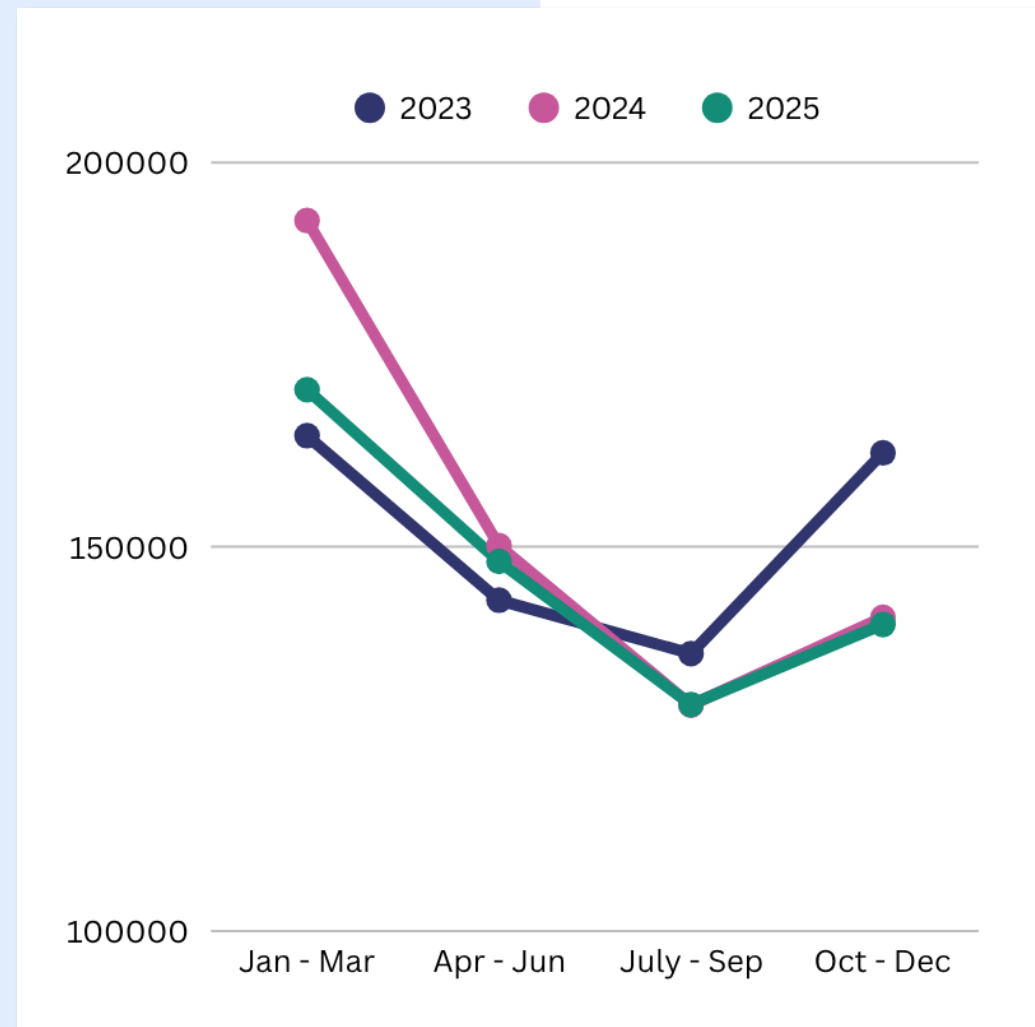


HPCI

Consultation with HPCI is a regular and ongoing thing. This year we worked closely with reps to update:

- mediation/ disagreement resolution
- Emotionally Based School Non-Attendance/school anxiety
- SEN Support in education
 - New to SEND

Analytics - 2025 (1/2)



The traffic for 2025 remains in line with the previous year.

The temporary increase in traffic due to interest around the Ofsted Inspection in 2023 has stabilised.

587,902 Unique views
 ↓ 4% decrease on 2024

189,059 New Users
 ↑ 1.4% increase on 2024

69.2% Engagement rate
 ↑ 4.2% increase on 2024

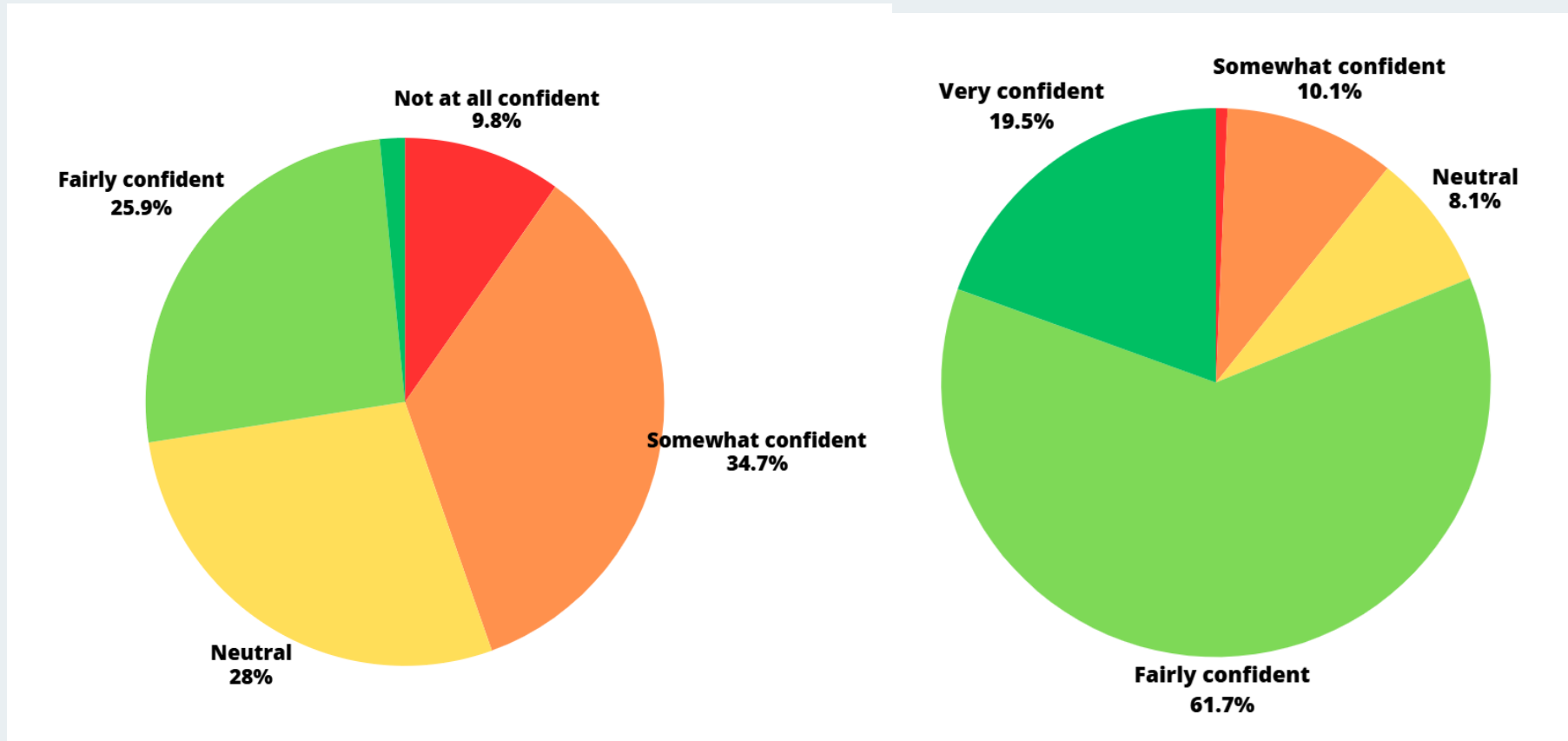
Impact of AI

The way people are finding information is changing. More people are using AI tools like google snippets and Alexa and are finding information without having to visit the website. We don't have the full data on this to know the exact impact it has on our traffic but this should be available later in the year.

Most popular webpages	# unique views
1. ↓ Hertfordshire SEND Local Offer home page	69,627
2. ↓ Special Schools and Specialist Provision in Hertfordshire	66,300
3. ↑ Search results	33,973
4. ↓ Education, Health and Care Plans (EHCPs)	24,382
5. ↓ Short Breaks	24,261
6. ↑ Who should I contact about my child's EHCP?	19,056
7. ↓ SEND Documents and resources	18,891
8. ↑ Neurodiversity Support	16,233
9. ↓ Requesting an assessment	14,435
10. ↑ School Age SEND Team	14,388

Analytics - 2025 (2/2)

Local Offer Webinars impact:



Before

After

27.5% 'fairly' or 'very confident'

81.2% 'fairly' or 'very confident'

Search term analysis

'Alternative provision' was searched for 170 times in this period. We have addressed this by adding a 'banner' with more info. We may want to look at ways to further improve our info around this.

'Outreach' was also a popular search term for this period. We have added a banner which directs users to the Grid where this information for schools is kept.

From Google Search, people were most often searching us by name - Hertfordshire Local Offer - or looking for 'EHCP'

[View the full Local Offer dashboard](#)

Channel review - 2025



Facebook followers
5,370

↑ 10% increase compared to 2024



SEND News
subscribers: 6,331

↑ 2.8% increase compared to
2024

In 2025 we took the decision to delete our Twitter/X account as we were not reaching our target audience and our followers were decreasing.

We are exploring other ways of reaching our audience through social media.







Facebook Jan – Dec 2025

- 501 posts across the year
- 480.2K views
- 2.9K content interactions

Benchmarking

Page	Facebook followers
 Hertfordshire SEND Local Offer The Local Offer lets parents and young people know what SEND servic...	5.5K
 Surrey SEND Local Offer The official Facebook page for Surrey's SEND Local Offer, sharing local ...	3.6K
 Bucks SEND Local Offer The Bucks SEND Local Offer offers a free and impartial service hosted ...	2K
 Central Bedfordshire SEND Local Offer Central Bedfordshire's SEND Local Offer provides information for famil...	1.7K
 Southend SEND Local Offer Information, support and services for children and young people (0 - 25...	1.6K

Feedback to the website - 2025

Total				Overall rating
151	66	35	50	
	43.71%	23.18%	33.11%	Average

About the website

25 comments

48% negative | 24% neutral | 28% positive

Positives:

"Amazing that the museum does all this."

(NHM guest blog)

"Great to see different points of view of the health walks" (Marcus's Health Walks blog)

Negatives

Themes:

Broken links: 5 comments

Info missing or incorrect: 4 comments

About services

21 comments

86% negative | 5% neutral | 9% positive

Positives:

"It is good that the process for seeking ADHD and ASD assessments has been given a proper process at last. This looks clear."

Negatives

Themes:

No response from SEND team / lack of communication: 8 comments

Support from SEND team in general: 3 comments

Feedback - parent conversations

We identified themes from the conversations we had with parents this year.

Families are telling us:

- They would like **better communication** with the SEND team
- They would like **more inclusive activities** for their children and young people - **in all areas of the county**
- They want **more support and options for young people** after they leave school
- They would like **more support for children who are currently out of school**
- They would like to know **how to ask for extra support for their child at school**, and what that should look like
- They would like to know **what support is available for their neurodivergent child or young person**



The feedback we gathered from the conversations we had with families fed into the development of the new [SEND strategy](#).

Next year

Due to maternity leave, capacity in the Local Offer team is reduced in 2026. We plan to deliver the below projects, along with a slightly reduced service offer that allows us to maintain the website to a high quality and meet our statutory service requirements (to provide clear and accessible information about available provision, and to make provision more responsive by directly involving children, young people, parents and carers in its development and review).

Content

- **Specialist provision** content review – to reflect any changes to admissions and designations.
- **Website content audit** – ensuring all content has been reviewed and updated within a 12 month cycle.
- **Navigation project** - continuing to improve user journeys to make info easier to find.
- Working with HCC web team to **explore the potential impact of AI** on our website, including opportunities to enhance the overall user experience.
- **Accessibility project** –continues into 2026 to ensure our compliance with WCAG guidelines.

Co-production

- Explore and implement new approaches to increase the **engagement of young people** in co-producing the website.
- Work closely with new Family Engagement colleague to expand our reach and **enable greater participation from parents of diverse backgrounds** in the co-production of the website.
- We will continue to promote and embed the use of our SEND Online Feedback Group and our SENCo group amongst the wider team, **ensuring that their input informs ongoing SEND improvement work.**

Raising awareness and outreach

- Attend reduced number of events, with a focus on **attending the right events to maximise impact.**
- Continue to **attend events with parity** across the county. Minimum of 2 per DSPL area.
- We will work with colleagues to explore how to **reach a broader and more diverse audience**, through social media and other communication channels.
- We will deliver **4 webinars** (reduced from 9 due to capacity) and will offer **tailored training sessions** to services.
- We will share **light-touch training materials** with non-SEND organisations.