



Hertfordshire SEND Local Offer

Annual report March 24 - March 25



Overview

▶▶▶ Highlights	3
▶▶▶ What is the Local Offer?	4
▶▶▶ Our ambitions	5
▶▶▶ SEND Inspection	6
▶▶▶ Content	7
▶▶▶ Outreach	8
▶▶▶ UR and coproduction	9
▶▶▶ Analytics	10
▶▶▶ Feedback – qualitative	12
▶▶▶ Next year	14



Highlights

590845

Unique views on the website

↓ 6.7% decrease on 2023

(Pg. 10 to find out why)

5058

Facebook followers

↑ 11% increase on 2023

6244

Subscribers to SEND News

↑ 2.6% increase on 2023

431

Individual engagements in user research or coproduction

52

Events and webinars attended

913

Webinar attendees

167

Website satisfaction ratings put us at 'average'.



(Pg. 12 for breakdown of good, average, poor)



75%

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

↑ compared with 28% before

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.

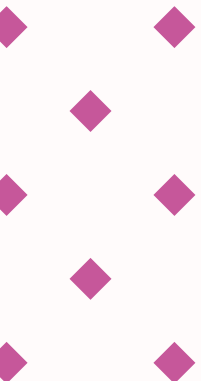
Our content strategy and the way we manage these platforms is outlined in our [Local Offer Playbook](#).

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.





Hertfordshire Area SEND Inspection

In December 2023 we received our Area SEND Partnership Inspection report from Ofsted and the CQC. Since Jan 2024 we have been working against a (DfE approved) SEND Improvement Plan to make progress against our targets.

The Hertfordshire SEND Local Offer and improvements we make to this service contribute to meeting Improvement Area 5:

We should act to address parents' and carers' concerns at an early stage to reduce dissatisfaction and eliminate the need for parents and carers to have to follow formal routes of complaint.

Content - 2024

We worked on 110 webpages (out of the 165 live webpages on the site).
This was mainly updating existing content, plus some new webpages.

Refresh of EHCP info

Refreshed existing content on the EHC process, and created 4 new pages:

- [Who should I contact about my child's EHCP?](#)
- [School Aged SEND Team](#)
- [Resolving issues relating to EHCPs](#)
- [Moving in or out of Hertfordshire with an EHCP](#)

SEND info on the Grid

Data showed that SENCOs will mostly refer to the [Grid website for SEND information](#).

We collaborated with the Grid Digital Team to refresh the navigation and information. New pages include:

- [Valuing SEND](#)
- [Ask SALI](#)

SEND Improvement

Redesigned our [Feedback and News landing page](#) to reflect our commitment to openly sharing our improvement journey.

- Created our [SEND Improvement Plan webpage](#); updated every quarter to show how work is progressing.
- Created a dedicated [News area](#), showcasing improvement work.

PFA health info

- Refreshed the [annual health checks webpage](#) with our Supported Intern.
- 4 Experts by Experience reviewed some of our [PFA health information](#). We updated those pages using their feedback.

Outreach - 2024

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.

28

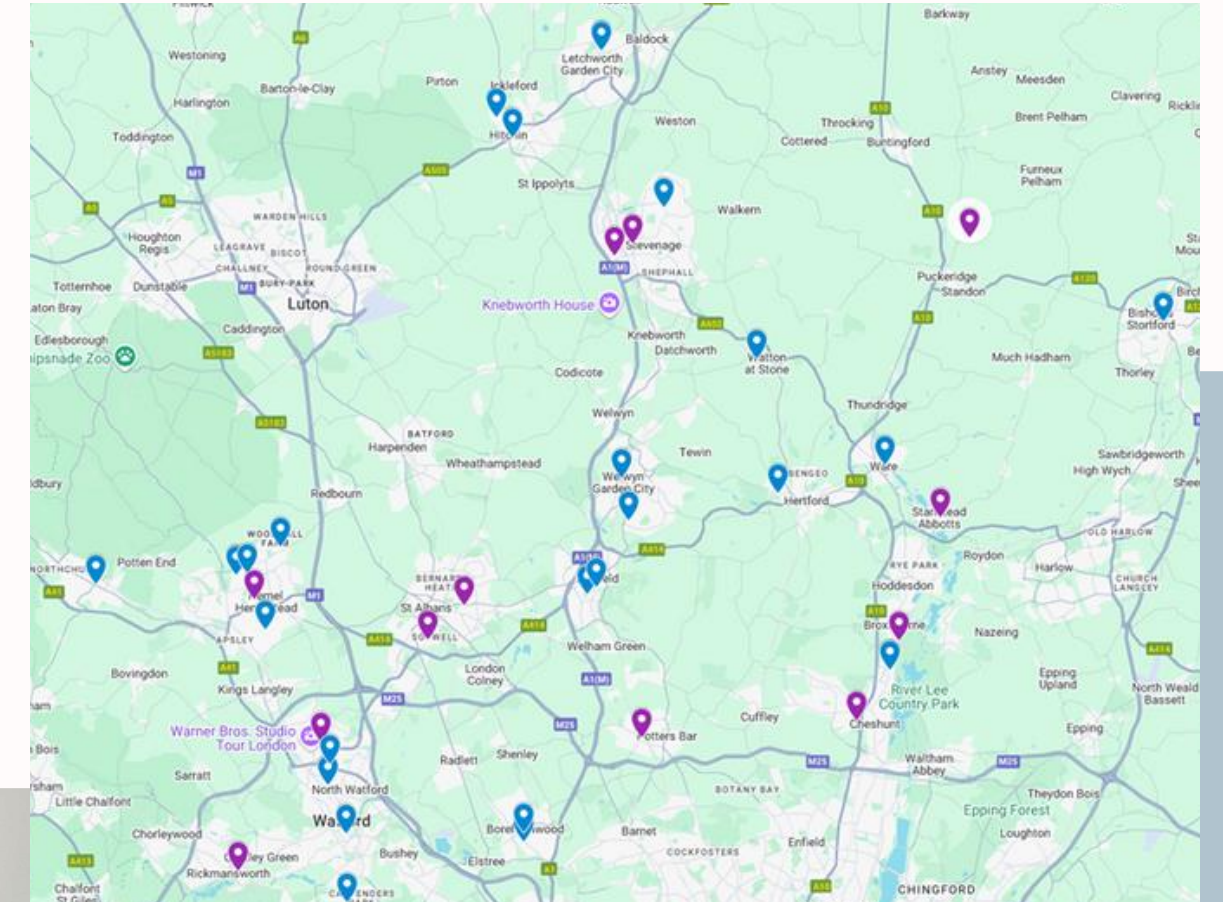
Parent events attended - SEND and non SEND specific. Worked with Libraries and Family Centres.

12

Professional events - incl. SENCOs, Family Centre SEND Champions, Early Help, Homestart Volunteers.

913

Webinar attendees over 12 sessions.



From a parent about the webinar:

"This has been so helpful as a father that is very new to this with my daughter... thank you from the bottom of my heart."

User research and coproduction - 2024

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

165 members | 23 tasks |
296 individual engagements

Topics included:

- Tribunals guidance
- Quality of EHCPs
- High Needs Funding
- CYP coproduction model
- annual reviews strategy
 - VSEND
- Inclusion and SEND in schools



SEND Online Feedback Group

288 members | 11 tasks |
131 individual engagements

Topics included:

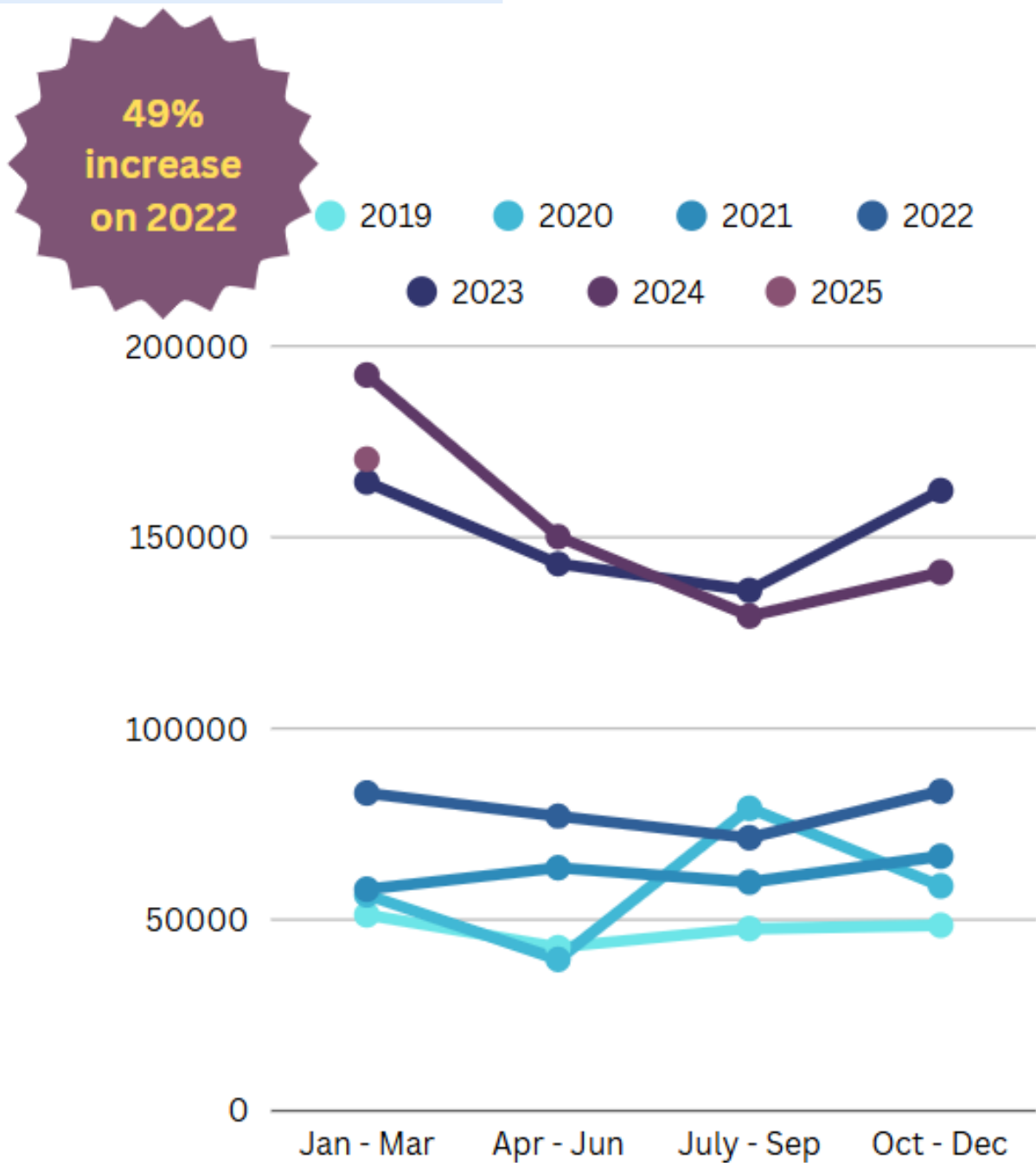
- EHCP application form
- navigation and comprehension of webpages
- neurodiversity information
- waiting times in health services
- communication with statutory SEND.



HPCI

Consultation with HPCI is a regular and ongoing thing. This year we worked extremely closely with reps to update our EHCP webpages and complaints/disagreement resolution information. They also advised us on the naming of the service.

Analytics - 2024 (1/2)



We had 187926 new users and 590835 unique website views (April 2024 – March 2025).

That’s a 6.7% decrease on 2023 (owing to huge interest in SEND Inspection last year).

However, it’s a 49% increase on 2022. Our long-term trajectory is increasing.

Webpage	# unique views
1. Special schools and special provision in Hertfordshire	87,202
2. The Hertfordshire SEND Local Offer	70,387
3. Search results	32,112
4. Education, Health and Care Plans (EHCP)	25,552
5. Short Breaks	24,825
6. SEND documents and resources	19,170
7. Requesting an assessment	15,553
8. Contact a SEND service	14,970
9. Hertfordshire additional needs database	11,815
10. Contacting the SEND Team	11,06

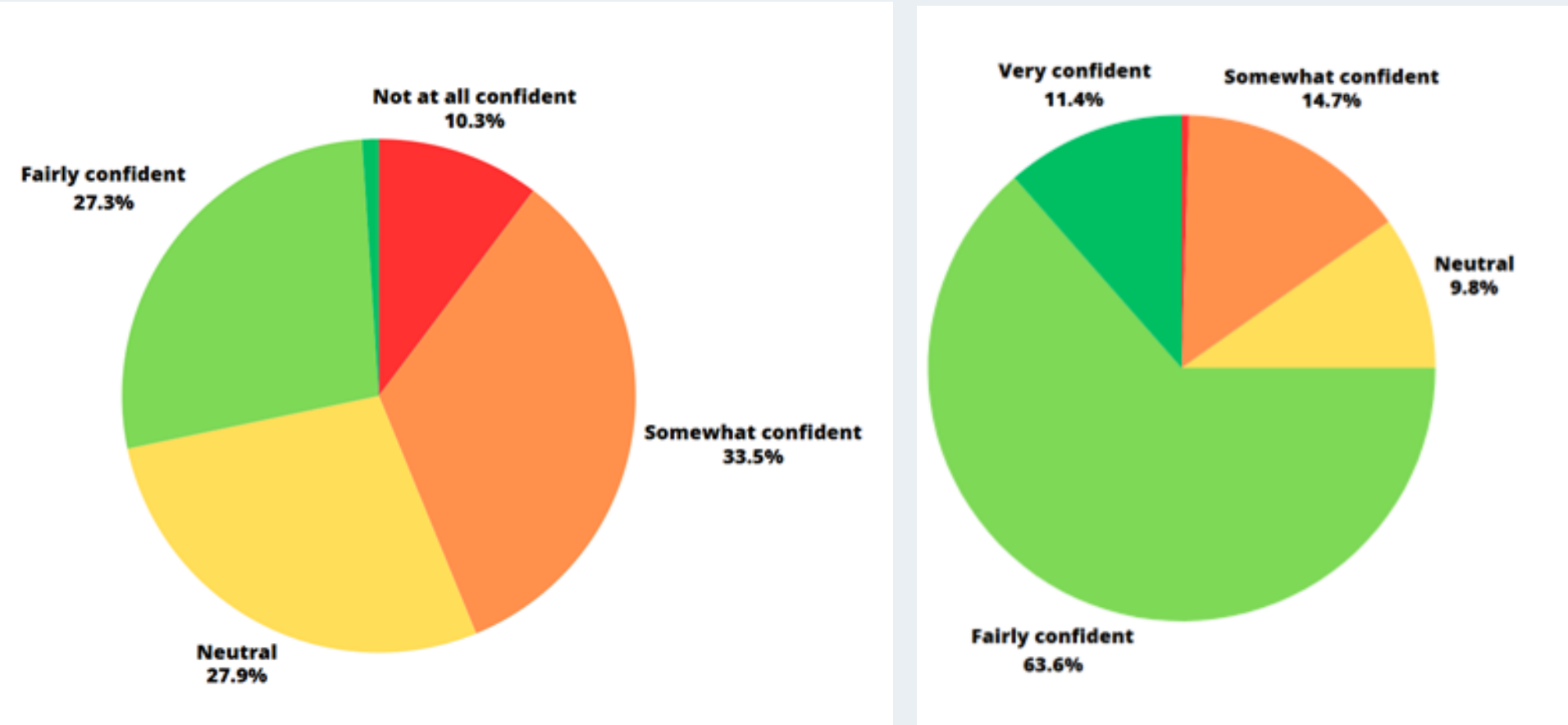
 Facebook followers: 5058

 X followers: 888

SEND News subscribers: 6244

Analytics - 2024 (2/2)

Webinars impact:



Before	After
<div>Not at all confident: 49</div> <div>Somewhat confident: 160</div> <div>Neutral: 133</div> <div>Fairly confident: 130</div> <div>Very confident: 5</div> <div>28% 'fairly' or 'very confident'</div>	<div>Not at all confident: 2</div> <div>Somewhat confident: 63</div> <div>Neutral: 42</div> <div>Fairly confident: 272</div> <div>Very confident: 49</div> <div>75% 'fairly' or 'very confident'</div>

Search term analysis





'Alternative provision' was the 7th most searched phrase on the Local Offer. We have a gap in content around this, that we should address in 2025.

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

'Ask SALI', 'HAND card' and 'phonological awareness' are popular searches from Google.

[View the full Local Offer dashboard](#)

Feedback to the website

Total				Overall rating
167	88	23	56	
	52.69%	13.77%	33.53%	Average

About the website

35 comments

56% negative | 25% neutral | 19% good

Positives:

“Excellent page – info really accessible” (Special schools webpage)

“It was really helpful” (behaviours webpage)

Negatives:

Missing info: 11 comments (service contact details, equipment info, stat SEND and EHCP, waiting times)

Broken links: 6

Confusing or innaccurate info: 5 comments

About services

27 comments

67% negative | 11% neutral | 22% positive

Positives:

Central Beds impressed with the Travel Training toolkit

Praise for a member of statutory SEND team

Negatives:

Lack of communication: 11 comments

Delays in processes: 8 comments

Lack of support in general: 5 comments

Feedback - parent conversations

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

Families are telling us:

- They need support for ADHD and Autism
- Communication about EHCPs is an issue
- They want to know more about SEN support at school and what they can reasonably expect
- There needs to be more inclusive activities and events for all ages
- There needs to be inclusive employment opportunities
- It's hard knowing how to choose the right provision and understand special school places.
- They need financial support and help with forms.



Next year

Content

- Review **Preparing for Adulthood** area
- New content about **coproduction with young people**
- **Website audit** with focus on pages not reviewed in 2024
- Review **diversity and inclusion** (JSNA recommendation)
- Review website **navigation** (homepage design, SEO, explore menu functionality and other tools).

Outreach

- **Maintain** number of events we attend. Choose events to maximise impact.
- Continue to **attend events with parity** across the county.
- **Find new events**, both SEND and non-SEND specific.
- **Maintain relationship with family centres and libraries.**
- Provide **more reporting on events** – share themes of discussions.

Webinars

- Continue running **3 per term.**
- Improve our **recorded training materials.**
- Reach out via non-SEND specific channels to **engage families earlier.**
- We are encouraging different types of community professionals to attend, using **new promotional materials.**
- We will do **more analysis of which professionals are attending** and report on this.

Other goals

- **Peer review** with Hampshire County Council
- **Review our social media** and explore other channels (i.e. Bluesky, Instagram).
- Increase use of **local groups and non-SEND specific parent groups** for promotion
- Use **data and insight** to more effectively target our work to raise awareness of the LO
- Continue **promoting the feedback groups** and support teams to research with them.