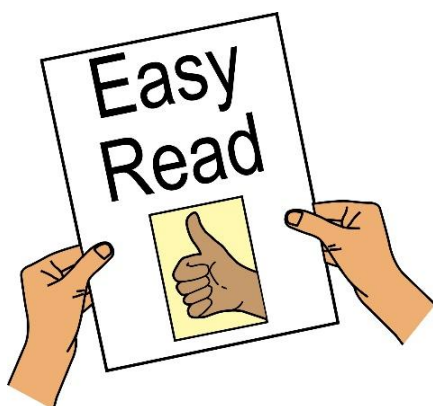


# **Local Offer for Special Educational Needs and Disabilities**

## **Hammersmith and Fulham**

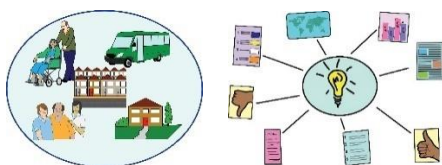


## **Annual Report 2024-2025 Summary**



**This is the Easy  
Read version of  
this document.**

# 1. Introduction



The Local Offer brings information and local services together in one place.

This Local Offer is for **children and young people** with **Special Educational Needs** and or Disabilities (SEND). It's also for their families.

**Children and Young people:** in this document this means people aged 0 to 25 years old.

**Special Educational Needs and Disabilities:** this means a child or young person who has a learning difficulty or a disability. The child or young person may need additional or special support in education, health or care.



This report highlights work that has been **co-produced** for the Local Offer on the Family Hub website.

This has been done to make sure it is accessible and meets the needs of families, children and young people.

**Co-production:** This means working together.

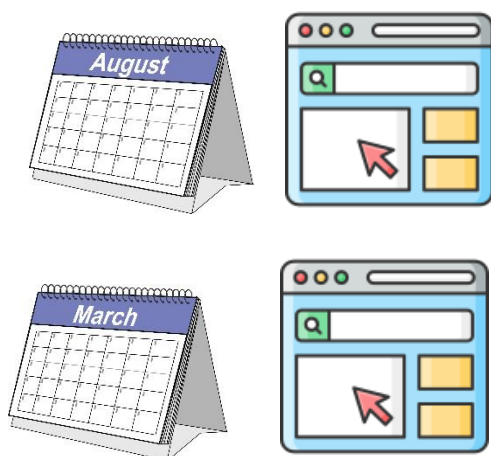


Also, this work carried out promotional activities to raise awareness of the Local Offer.

The report also includes findings from the 'Hammersmith and Fulham Annual SEND Survey'.

The report talks about the 'Best Local Offer 2024' award which the Local Offer won. This award was from the National Association of Family Information Services.

## 2. Co-production work



In 2023–2024, the Local Offer moved to a new website, and co-production found 50 pages that needed updating.

The Local Offer launched 25 pages in March 2024. All 50 pages were completed by March 2025.



Here are some of the pages that the Local Offer has launched this year:

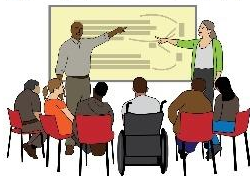
- Education, health and care (EHC) plans and assessments
- Emotional wellbeing and mental health
- Childcare support for children under 5 with SEND
- Preparing for adulthood (PfA)
- I think my child needs help
- Occupational therapy services for children and young people
- Autism guide for parents and carers
- Guide to starting work for young people



By using co-production, the Local Offer has:

- Made information clearer
- Made access to services and activities better
- Made the website easier to navigate

### 3. The Local Offer Marketing Plan 2024-2025



The Marketing Plan set out how to promote the Local Offer.

The Local Offer worked together with local community organisations, co-production groups and services within the council.

This includes:

- Promoting the offer through council teams
- Promoting the offer on different digital newsletters



- Promoting the offer through different materials.

For example, Family Hubs leaflets and Local Offer business cards:



Family Hub leaflet



Local Offer business card



- Outreach sessions. This included:
  - health education and community fairs
  - co-production sessions with residents
  - coffee mornings and Family Hubs launch events.



## Outcomes of promotion



The 2025 Annual SEND Survey said that in February 2025:

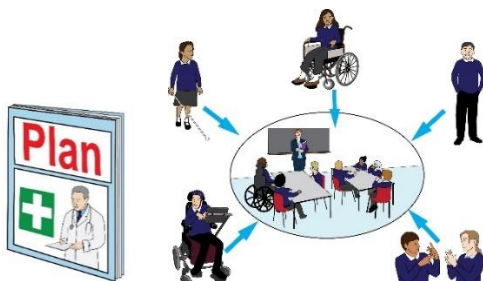
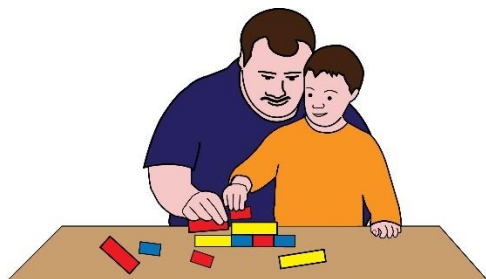
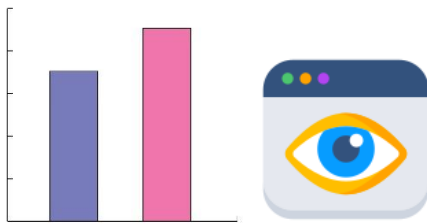
- Awareness of the Local Offer reached 47.1%.
- 33.1% of people said they had used the Local Offer. That's around 1 in 3 people.

This compared to March 2024:

- Awareness of the Local Offer was 43.6%,
- 20.6% said they had used the Local Offer. That is around 1 in 5 people.

This shows that awareness and use has gone up over the past year.

## 4. The Family Hub website and the Local Offer



Here are the Family Hub Website figures for the year April 2024 to March 2025:

The Family Hub website got 154,626 views. The Local Offer section was the most popular with 7,264 views.

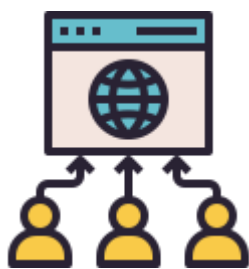
The second most popular was 'Help with Childcare Costs' at 6,508 views.

### Most visited SEND pages:

The three most accessed SEND information resources were:

- Family Hub Stephen Wiltshire Centre
- Education, health and care (EHC) plans and assessments
- Additionally resourced provision, SEN units and special schools





The Local Offer team will continue co-production on the most visited SEND pages. The team will also keep monitoring **website traffic**.



This is to better understand which content is most meaningful and useful for families.

**Website traffic:** this means how many people use a website over a period of time.

## 5. Hammersmith and Fulham Local Offer recognition and networking opportunities



The Hammersmith and Fulham Local Offer won the 'Best Local Offer' award for 2024.

The award was presented by the National Association of Family Information Services. They work closely with the Department for Education and Ofsted.



One of the key elements to winning this award has been the co-production work.



During the year, the Local Offer also worked in partnership with other local authorities. This was to discuss developing the Local Offer website.

Local authorities included:

- Westminster and Royal Borough of Kensington and Chelsea
- Reading
- City of London

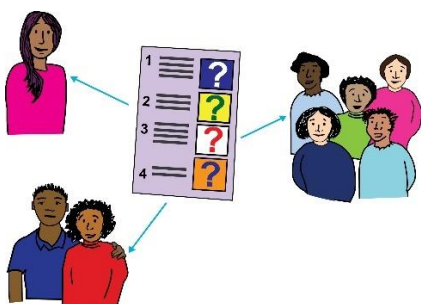


## 6. Key areas for development 2025-2026



### • Awareness and use:

By March 2026 Local Offer awareness should go up to 60%. Usage of the Local Offer should go up by 40%.



The Local Offer aims to put strategies in place from a new 2025-2026 Marketing Plan. This includes a Local Offer poster designed in co-production.

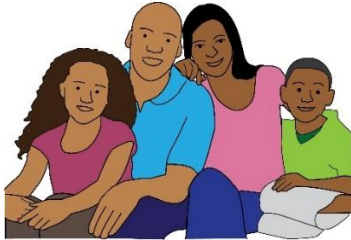
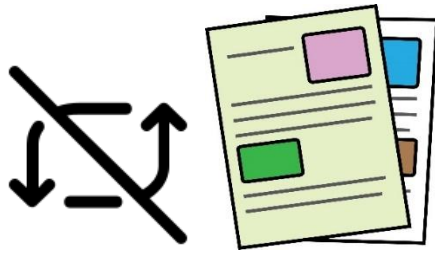
## • Co-production:

The Local Offer wants to carry out more co-production on:

- Preparing for adulthood and employment pathways
- Activities for SEND
- and
- Health and wellbeing pages.

## • Accessibility

The Local Offer must be more accessible, with features like videos and podcasts.



- **Streamline information**

The Local Offer should not repeat information. The Local Offer should have information links with:

- Family Hubs
- the Family Information Service, The 'Youth Hub' and Adult services.

The webpages must be seamless. This means having no gaps or errors.

This document was put into Easy Read by the Empower Team at People First.

You can visit their website here:

[www.peoplefirstltd.com](http://www.peoplefirstltd.com)

**Information is Power!**

**People First**  
a voice for people with learning difficulties