

LOCAL OFFER

ANNUAL REPORT 2024/25

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INTRODUCTION

Birmingham's SEND Local Offer website provides information, support, and resources for children and young people with special educational needs or disabilities. It outlines the SEND provision available in the city for those aged 0 to 25, and in some circumstances, includes the provision available in other local authority areas.

This annual report details the current state of Birmingham's SEND Local Offer website, provides context to the legislation underpinning it, looks back at updates made over the last 12 months, and summarises the next steps for future improvement. There are also sections looking at site analytics and how the Local Offer has been co-produced with Birmingham parents, carers, children, and young people.

— WHAT THE LAW SAYS —

All local authorities must publish a SEND Local Offer website providing information on services and support available for children and young people in their area who have special educational needs or disabilities. Local authorities, their partner bodies, and agencies must co-operate with each other in the development and review of the site.

As per the SEND code of practice (4.2), the Local Offer has two key purposes:

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

GOVERNANCE

Birmingham's SEND Local Offer is practically maintained by a Local Offer Coordinator, managing the day-to-day activity of the website. They follow an annual review schedule, meeting monthly with key service areas to assess and update their Local Offer content. This allows the Local Offer to be kept under constant review, ensuring that it is:

- Developed and continuously improved
- Reflective of services in the local area
- Accurate and up to date
- Easy to understand and to use
- Meeting the requirements of children, young people, parents and carers

New content has been quality assured in collaboration with SENAR's Quality & Improvement Team where the Quality and Improvement manager reviews substantial content changes prior to publishing.

CONTENT

The Local Offer is split into 11 key sections; each is allocated a different month in the annual review schedule. They are the most sought-after SEND services in Birmingham and are managed by Birmingham City Council and its partner organisations (with an exception of 'things to do' which details leisure activities with SEN provision). They are as follows:

- SEND Support and Information
- Education, Health, and Care Plans
- Health and Wellbeing
- Education
- Early Years
- Children and Young People's Travel Service
- Preparation for Adulthood
- Social Care

- Therapy
- Money Matters
- Things to Do

In addition to this, there is a section for professionals; information on co-production and SEND improvement; a set of FAQs; and a directory of known SEND services, activities, clubs, and support groups available in Birmingham.



WEBSITE ANALYTICS

DISCLAIMER - Due to technical issues, Google Analytics incorrectly collected data from November to the start of January. Considering this, data from November and December has been collected from a different source. This has been taken from the Local Offers internal analytics plugin.

Not all data is available for November and December, and so it will be referenced where possible.

— HOW MANY VISITS? —

Due to the Google Analytics update to GA4 last year, a full year's worth of page views was unavailable in the 2023/24 report. Instead, a sample range of five months was used. Between November 1st and March 31st of last year, the Local Offer had **155,193** total page views. Because of technical issues again this year, the same range cannot be used (strictly from Google Analytics). However, an alternative five-month period has been used to create some level of comparison. Between June 1st and October 31st, the total page views were **152,415**. Though lower than last year, this alternative range does include August, which usually has lower traffic, potentially due to the summer holidays. Page views for August were **15,852**, significantly lower than the average monthly view figure of **35,860**.

Using the internal plugin to substitute data for November and December, the same range came in at **187,309**, showing an increase of **20.6%** from the same time as the previous year. The yearly total page views for 2024/25 are **430,372**.

The following tables lists important figures relating to page views.

Page Views	
Range	Views
Yearly Total	430,372
Yearly Total (Excluding November and December)	344,221
November - March	187,309
Average Monthly Total Google Analytics	35,860
Month with highest viewership (as of recording date, 23/04/2025)	April 2025 = 56,686
Month with lowest viewership (as of recording date, 23/04/2025)	August 2024 = 15,852

Page Views Each Month	
Month	Views
May 2024	30,996
June 2024	29,519
July 2024	27,497
August 2024	15,852
September 2024	37,331
October 2024	42,216
November 2024*	46,339
December 2024*	39,812
January 2025	37,474
February 2025	29,472

Page Views Each Month (Continued)	
Month	Views
March 2025	34,212
April 2025 (as of April 23 rd)	56,686

WHAT DID USERS VIEW?

Similarly to last year, EHCPS were the most accessed collective topic, with SENAR, Documents, How to Request an EHCP, and Education, Health, and Care Plans being in the top 5. The Children and Young People's Travel Service was also commonly accessed, with Apply for Travel Assistance and Appeal to the Travel Service appearing in the top 20 for total page views.

As expected, the homepage collected the most views with **73,218**. Out of the three audience segment options available to the user on the homepage – Children and Young People, Professionals, and Parents and Carers – it was the latter that accumulated the most views, reaching **10,335**.

The following is a table showing the 20 most viewed pages of 2024/25. Data for **November and December 2024** are excluded.

Top 20 Most Viewed Pages	
Page Title	Views
Home	73,218
SENAR	14,469
Documents	12,271
How to Request an EHCP	12,139
Education, Health, and Care Plans	11,268

Top 20 Most Viewed Pages (Continued)	
Page Title	Views
Parents and Carers	10,335
Professionals	7,621
SEND Support and Information	7,173
Contact	6,361
Children and Young People	4,918
Apply for Travel Assistance	4,853
Appeal to the Travel Service	4,344
Information for SEND Professionals	4,316
Schools in Birmingham	3,963
SEND Support Provision Plans	3,866
Annual EHCP Reviews	3,796
Education	3,785
Personal Budgets and Direct Payments	3,759
Days out and Leisure Activities	3,563
Children and Young People's Travel Service	2,246

— HOW DID THEY ACCESS THE SITE? —

The following two tables show data for how users accessed the Local Offer. The first is for Channel Source, which is the place where the user clicked a link to the Local Offer, and the second is for the type of device they were using.

The Channel Source table has three parameters: Organic Search, Direct and Referral. Organic Search is traffic from a search engine, whereas direct is when a URL is inputted directly into a search bar; such as when it is copy and pasted, or saved as a favourite/bookmark. Referral is traffic that is from a different website, which includes links from social media posts.

Sessions by Channel Source	
Channel Source	Amount
Organic Search	94,573
Direct	51,976
Referral	16,969

Devices	
Device	Percentage
Mobile	49.2%
Desktop	49.8%
Tablet	1.1%

— ENGAGEMENT —

The following figures are related to user engagement, exploring what amount of users took some kind of action during a session, and the percentage of engaged users to non-engaged users.

Engagement	
Engagement Metric	Amount
Average Engagement Time	1m 1s

Engagement (continue)	
Engagement Metric	Amount
Total "User_Engagement" Events	223,764
Total unique users to trigger "user_engagment" events	58,452
Unique Users to trigger "page view" event	105,852
Engagement Rate	49.5%



NOTEABLE UPDATES AND ACTIVITY

— IPSEA REVIEW —

Towards the end of 2024, and again in early in 2025, IPSEA conducted an independent review of the Local Offer, suggesting a few updates be made to the Education, Health, and Care Plan section. In this way, their feedback has helped improve how accurately the Local Offer reflects the SEND Regulations.

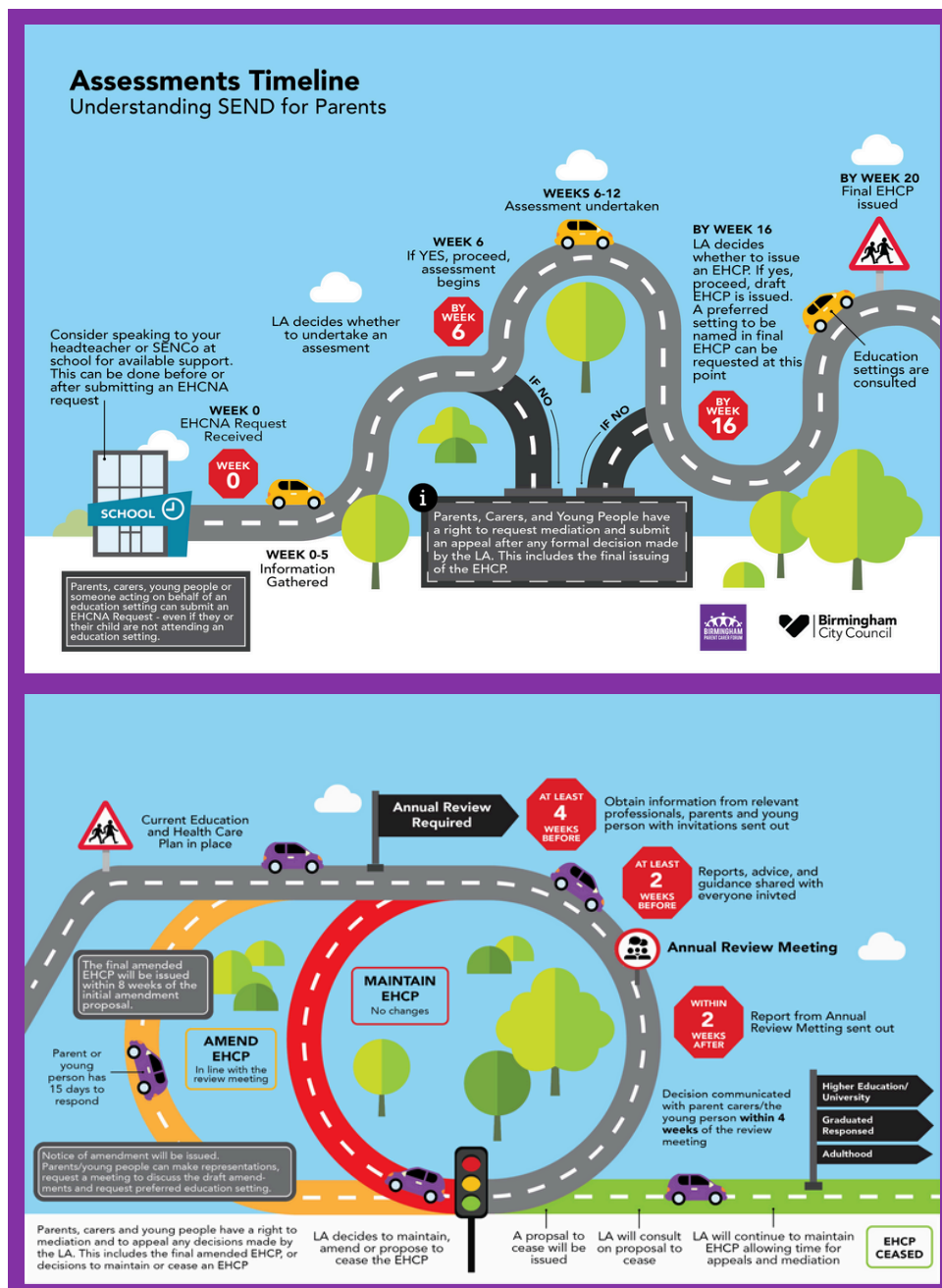
In the first instance of their review, the EHCP application process was redefined as a 'request process'. There is now more information on the Annual Review process, as well as greater clarification on the rights to mediation for parents, carers, children and young people regarding formal council decisions.

There were also significant changes to the EHCP Guidance Booklet, the information document co-produced with the Parent Carer Forum. The Guidance Booklet outlines the 20-week EHCP assessment process, now with added detail. The new version offers deeper information into what an EHCP is, SENAR's criteria for choosing to assess, who can request a needs assessment, and how SENAR works with different agencies to inform decisions.

The second set of updates from early 2025 saw a few minor changes to copy, but mainly focused on improving the assessment and annual review timeline infographics. They have been edited so they better align with the written content on the Local Offer. Some examples are:

- Clarifying parent carers and young people's rights to mediation in respect to all council decisions, and where on the timeline this can be used

- More clearly displaying who can submit an EHCNA and how this is not dependent on a child or young person attending an education setting
- Presenting the right for a preferred setting to be named in an EHCP, and when this can be requested
- Increasing the text size to improve accessibility.
- Setting out the timeline for communicating decisions back to parent carers and young people.
- Highlighting the "Notice of Amendment" and how parent carers and young people can make representations and request a meeting to discuss draft amendments.



In addition to this, there is now information describing the process for appeals made solely in response to section I of an EHCP, as well as the professionals invited to an annual review meeting and links to the SEND legislation where this is detailed.

— ACCESS TO EDUCATION —

The Local Offer is now the primary home of all the SEND advisory teams, having migrated from the Access to Education (A2E) website over the last year.

Within the [Specialist SEND Support Services](#) section on the Local Offer, users can access service information for such teams as Pupil and School Support, the Communication and Autism Team and Sensory and Physical Support

Each team has their own set of pages which are now embedded within the annual review schedule. They provide users with important information about each service, and detail the ways in which each team supports children and young with SEND, their families, and the professionals working in Birmingham.

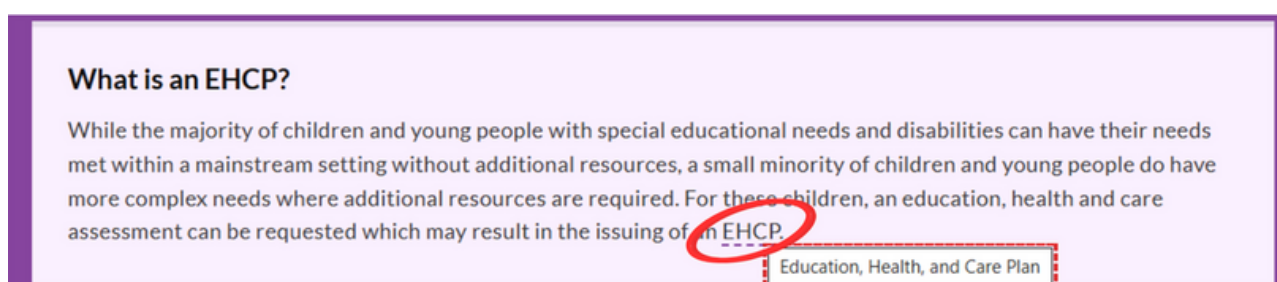
Not only does the Local Offer now contain the content from the A2E website, but it also receives all its traffic. A site wide redirect was set up in April 2025, and visitors to the old A2E website will automatically be taken to the Local Offer. Naturally, this has led to an increase in page views over April, but has also meant that information is more centralised, and more indicative of the Local Offer's primary focus: "resources, information, and support all in one place".

— ABBREVIATIONS —

In the interest of improving readability, reducing word count, and simplifying corporate jargon, the Local Offer now has expandable abbreviations. These allow users to hover over an abbreviation or acronym to reveal the full expanded definition.

This has a few benefits, most notably, reducing word count by removing the need to have both the abbreviated and full form on the page simultaneously.

It also adds a degree of interactivity, allowing users to retrieve definitions immediately during a session, removing the need to find things in a separate Internet search for instance. This can be particularly tricky for more niche topics such as internal Council processes that might not be so readily available with a Google search.



What is an EHCP?

While the majority of children and young people with special educational needs and disabilities can have their needs met within a mainstream setting without additional resources, a small minority of children and young people do have more complex needs where additional resources are required. For these children, an education, health and care assessment can be requested which may result in the issuing of an EHCP.

Education, Health, and Care Plan

The screenshot shows a light purple box with a purple border. Inside, the title 'What is an EHCP?' is in bold. Below it is a paragraph of text. The acronym 'EHCP' in the paragraph is circled in red. A red dashed-line tooltip box points to the circled 'EHCP', containing the text 'Education, Health, and Care Plan'.

Users who browse the Local Offer using their mobile phone or another touch screen device are unable to hover over an element in the traditional sense and so this functionality works slightly differently for mobile devices. In this case, the full definition of an acronym or abbreviation will appear after it enclosed within parenthesis.

GENERAL FAQs

A new set of [FAQs](#) have been developed in order to answer common questions users might have regarding SEND information on the Local Offer. They act as a good first point of contact for new users, or parents, carers, children and young people who are new to SEND.

The questions are sorted into six topics. These are:

- SEN Support
- Education, Health, and Care Plans
- School Placement
- Additional Support

- Contact and Feedback
- Safeguarding and Other Concerns

The following are examples of some of the questions:

- I think my child has special educational needs. Who can I speak to about this?
- How do I Request an EHCP?
- I need information on what travel assistance my child/young person is entitled to
- What is the complaints procedure?
- I have a safeguarding concern/complaint about my child/young person's school, what should I do?

— **AUTISM AND ADHD FAQs** —

In addition to the general FAQs, there is now a set of FAQs specifically for queries relating to [Autism and ADHD](#). Included is a list of links to advice and information regarding Autism and ADHD, the services that provide Autism and ADHD assessments in Birmingham, information on Autism/ADHD diagnoses, and financial support with regards to Autism and ADHD

Some notable questions include: *Where can I get advice and information about autism and ADHD?* and *Does my child need a diagnosis of autism or ADHD to get an EHCP?*

All the questions are sorted into the following topics:

- Advice and Information
- Referrals and Assessments
- Autism and ADHD Diagnoses
- Autism Strategies
- Health and Wellbeing
- Living Disability Allowance and Personal Independence Payments

DOCUMENTS

The [documents page](#) contains important resources for SEND professionals, assisting them in delivering their services and leading to positive outcomes for children and young people with SEN. In particular, these documents relate to Education, Health, and Care Plans and the SENAR Service. There are four categories of documents available on the page. These are:

- Education, Health, and Care Needs Assessment (EHCNA)
- Annual Review
- Government Documents
- Birmingham SEND Guidance Documents

As part of the SENAR Elevate Programme, new documents for EHCNA and Annual Reviews have been co-produced, and have replaced any older documentation previously available on the page.

"The Elevate Programme has focused on improving the documentation used around EHCPs, both requesting assessment and reviewing plans, to contribute to an improved quality of EHCPs. With over 70 partners involved in reviewing and developing improved documentation, we have completed a period of trial, via the Local Offer web pages, and feedback and now move to embed the new documents which are contributing to plans of better quality."

SENAR COMMENTS COMPLIMENTS

A new [SENAR Comments and Compliments](#) page has been developed to promote feedback from parents and carers, children and young people, professionals, and education settings.

Users can complete the form available on the Local Offer to leave either a general comment to SENAR, or a compliment for a specific SENAR Officer. The page also promotes the official channel for issuing complaints, making it a crucial tool in gathering feedback of all types from key stakeholders involved with SENAR.

CO-PRODUCTION

— YOU SAID, WE DID —

The [You Said, We Did](#) page features comments from users, and the steps we have taken in addressing them. Below are the entries currently available on the site from after May 2024 onwards.

You Said, We Did	
You Said	We Did
Why does the SENAR structure document keep changing?	The SENAR service is undergoing a huge recruitment drive and we have new permanent officers starting every week so we make changes to the structure document to make sure that you are kept up to date with the most accurate information. We have now added a disclaimer to the page so that people are aware of this before they download a copy – SENAR – Local Offer Birmingham
How can I see what there is to do in my local area? The directory is good but doesn't tell me if it's in my area.	We are working on a mapping document for the website that will show you what is in your local area. If you would like to get involved in the co-production of this map, please email us at localoffer@birmingham.gov.uk
Why can't I find any data about people with SEND in Birmingham?	We are pleased to introduce the Special Educational Needs and Disabilities (SEND) briefing book – our first step in publishing data and analysis relating to children and young people with SEND in the form of an interactive dashboard

You Said, We Did (Continued)	
You Said	We Did
The pictures behind the coloured text boxes on the front page make it hard for me to read the text.	We have now removed these pictures so that the text is easy to read.
Are there definitions for stage 1 and stage 2 of the needs assessment process?	We have included descriptions for both stage 1 and stage 2 on the documents page . Information regarding the full needs assessment process is also available in our EHCP guidance booklet .
<p>IPSEA reviewed the Local Offer, particularly as it relates to EHCPs, giving feedback on how we can improve content so that it more accurately reflects the SEND legislation.</p>	<p>Following comments from IPSEA, we have updated the content relating to EHCPs to ensure a more accurate representation of the legislation while remaining concise and consumable for parents, carers, children, and young people. Such changes include redefining the EHCP application process as a 'request process', detailing alternative ways for an EHCP to be requested, providing further detail on the annual review process, and clarifying the rights of parents, carers, and young people regarding mediation and challenging decisions.</p> <p>The following pages have been updated:</p> <ul style="list-style-type: none"> • How to Request an EHCP • Annual EHCP Reviews • EHCP Guidance Booklet • Challenging Decisions

You Said, We Did (Continued)	
You Said	We Did
<p>Improve clarity on which professionals can identify dyslexia and dyscalculia outlined in ‘An Assessment through Teaching Approach for the Identification of Specific Learning Difficulties’</p>	<p>We have updated and expanded this information within the guidance document (p.37-38).</p> <p>Firstly, we have clarified the certifications required to formally assess dyslexia and dyscalculia. We have also clarified that the previous statement related to the accreditation held by the specialist teacher assessors within Pupil and School Support</p>
You Said	
<p>Following on from updates made in December 2024, IPSEA has offered a few extra suggestions for Education, Health, and Care Plan content on the Local Offer.</p>	
We Did	
<p>We have made changes to our Annual Review information, particularly regarding “Before the Annual Review”. This information now contains a list of professionals invited to an annual review meeting and links to the SEND legislation where this is detailed.</p> <p>For challenging decisions, we have added an extra paragraph describing the process for appeals made solely in response to section I of an EHCP. Updating our EHCP Guidance Booklet, we have included links to SEND legislation about obtaining advice from different agencies during the EHCNA process.</p> <p>Finally, there have been a few updates to the infographic showing the Assessment and Annual Review timelines. These have been edited so they better align with the written content on the Local Offer. Some examples are:</p> <ul style="list-style-type: none"> • Clarifying parent carers and young people’s rights to mediation in respect to all council decisions, and where on the timeline this can be used. • More clearly displaying who can submit an EHCNA and how this is not dependent on a child or young person attending an education setting. • The right for a preferred setting to be named in an EHCP, and when this can be requested. 	

We Did (Continued)
<ul style="list-style-type: none"> • Setting out the timeline for communicating decisions back to parent carers and young people. • Highlighting the “Notice of Amendment” and how parent carers and young people can make representations and request a meeting to discuss draft amendments. • Increase in text size to improve accessibility.

— FEEDBACK FORM —

The Local Offer [Feedback Form](#) is a channel for users to submit their comments and share their experience using the site. It features questions such as ‘How easy was the website to use?’ and ‘Did you find the information you were looking for?’

Responses in 2024/25 suggest improvement in both engagement with feedback channels, and the total amount of positive responses. There were more responses than last year, and a higher percentage of positive comments; where users either said they found the information they were looking for, or that the Local Offer in general was easy to use. [A full breakdown of Feedback Form responses](#) is available on the Local Offer.

A sample of responses received from the start of 2025 is available below.

Feedback Form Responses			
Please indicate which group you belong to	Did you find the information you were looking for?	How easy was the website to use?	Please tell us why:
Parent/Carer	Yes	Very Easy	Straight forward
Parent/Carer	Yes	Very Easy	Helpful
Parent/Carer	Yes	Easy	All is headlined and easy to find

Feedback Form Responses (Continued)			
Please indicate which group you belong to	Did you find the information you were looking for?	How easy was the website to use?	Please tell us why:
Children	No - Please be advised that your dyslexia policy is incorrect. Within the Q&A section it states that an educational psychologist or a specialist teacher who is a member of the BDA are the only professionals who can identify dyslexia.	Easy	Great website with really good resources, but information in regard to professionals that can diagnose dyslexia is incorrect and misleading for parents.
Parent/Carer	Yes	Easy	It was easy to get to the website
Parent/Carer	No - trying to find the request for an EHCP for an under 16 year old	Easy	clearly labelled for some
Children	Yes	Easy	click on link
Parent/Carer	Yes	Very Easy	Easy if u no where to look



NEXT STEPS

It is important that we continue to review and update the Local Offer, working together with parents, carers, children and young people to create new features that will directly benefit them. This section lists the ways in which we hope to improve the site next year, exploring some of the possible new features, listing future changes to how we manage and maintain the Local Offer, and how we can better involve parents, carers, children, and young people in the creation of Local Offer content.

— SOCIAL MEDIA —

The Birmingham SEND Partnership Facebook has been used over the course of the year to share content with online users. Typically, this includes upcoming events and activities such as that provided by Bring it on Brum. However, so far this has been very reactionary, and there is definitely more to be done in sharing important SEND content with parents, carers, children and young people using social channels. The primary challenge has been with sourcing community content. Improving awareness of what is happening in Birmingham, with regards to activities, events, and clubs, will allow us to share this more frequently over social media.

Also, we hope to co-produce a social media campaign, gathering initial feedback from stakeholders to hear what kind of content they would like to see on social channels. We'll then be able to design the campaign, its schedule, and content with that in mind. This is in addition to sharing community content, and so would primarily focus on our own created content.

We hope to create infographics for key Local Offer information, bitesize pieces that are a perfect first read for those new to the world of SEND; or just those that are only after the broader details. Each week there would -

– be a focus topic, with daily posts relevant to that area of SEND. One week could cover EHCPs, another Travel Assistance, and so on as the campaign repeats every 12 weeks.

EMBED Q&A PROCESS

Local Offer content and information must be constantly reviewed. Firstly, it should be accurate and up-to-date, but also be appropriate and useful to Birmingham children and young people with SEND and their families. To better achieve this going forward, we're reviewing the Quality and Assurance process, defining what measures will be taken in reviewing and assessing the relevance and appropriateness of new Local Offer content. This shouldn't just stop at new content, and will also be incorporated into the annual review schedule, holding current information to the same standards.

IMPROVE CO-PRODUCTION

In the interest of fostering co-production and participation with parents, carers, children and young people, we will continue to promote and monitor the channels they use to provide feedback. We will also look at expanding these channels, exploring new ideas, and creating opportunities for direct communication and collaboration. To offer some examples:

- Host or attend Parent Carer Coffee Mornings in community venues or schools to discuss the Local Offer and collect feedback from families
- Attending school events and SEND forums, connecting directly with families in familiar settings, ensuring their voices are heard.
- Establishing a Local Offer Champions Group, made up of parents, carers, and young people, creating a collaborative platform for co-producing content, shaping services, and promoting the Local Offer within their communities.

- Additionally, using digital tools like surveys, webinars, and social media Q&A sessions may help reach a broader audience.

These approaches might not only improve awareness and accessibility but also build trust and ensure the Local Offer reflects the real needs of Birmingham's SEND community.

NEW TO SEND?

A "New to SEND?" page on the Birmingham Local Offer website could serve as a welcoming and informative starting point for families, carers, children, and young people who are navigating special educational needs and disabilities for the first time. This page could include clear, jargon-free explanations of key terms, an overview of the SEND support process, and step-by-step guidance on how to access help, from initial concerns to Education, Health and Care (EHC) plans.

Visual aids like short videos, infographics, and timelines could make the content more accessible. A dedicated FAQ section, a glossary of terms, and links to trusted local and national resources would further support understanding.

To ensure the page truly meets the needs of new users, we could involve parents, carers, and young people in its design through focus groups, surveys, and co-production workshops, allowing them to shape the tone, content, and layout based on their lived experiences.

The result would be a supportive, user-friendly hub that empowers families from the very beginning of their SEND journey.