

Local Offer Annual Report.

2024-25

July 2025
Version 1

Introduction

Welcome to the **SEND Local Offer Annual Report** for the academic year **2024–25**. This report outlines the key developments and improvements we've made to the SEND Local Offer website, in response to feedback and our commitment to making services and information easier to access for children, young people, and their families.

Key Achievements

- Designed and distributed **promotional posters** to increase awareness of the Local Offer
- The **Local Offer Working Group** has actively collaborated throughout the year to guide and maintain site improvements.
- Updated and published the **Local Offer Terms of Reference**
- Introduced a dedicated **tile for The Parks Trust**, helping families easily locate outdoor resources.
- Enhanced the **search function** to improve usability and help users find what they need faster.
- Made **specialist placement information** more visible and easier to locate.
- Added new **videos** from **PACA**, **SENIAS**, and the **Local Offer Team**.
- Launched a new **Autism section**, co-produced to make autism-related support more accessible.

Looking Ahead

We're excited to continue improving the site in 2025 with the following goals:

- Expand content on **activities, events, parks, and open spaces** across Milton Keynes for families to access more easily.
- Develop answers to **frequently asked questions** to support users more effectively.
- Continue ongoing work on **accessibility** to make the site inclusive for all users.
- Raise the profile of the SEND Local Offer and boost engagement across schools, services, and communities.

You Said, We did.

Please find a link to the [You Said, We did page on the SEND Local Offer](#).

Data

01 September 2024 – 22 July 2025

- During this period the SEND Local Offer had a total of 182,982 views, with the five most popular pages:

Page title	Views
Homepage	26,843
Short Breaks	8,429
Search	7,137
EHCP	6,847
Useful resources	6,121

