



DERBYSHIRE LOCAL OFFER ANNUAL REPORT 2024-2025





INTRODUCTION

This Local Offer website annual report is for everyone who visits our site. It is our 6th annual report and shows how the website is developing and being maintained, and the plans for the year ahead 2025-2026.

We make sure the website follows the Code of Practice and is a helpful tool for everyone. The Local Offer website is a key part of the local area offer in Derbyshire.

The purpose of the Local Offer website is to:

- Provide clear, up-to-date information about SEND services for children, young people, parents, carers, and professionals.
- Involve children, young people, and their parents in developing and reviewing the website.

If you have feedback, please email us at local.offer@derbyshire.gov.uk.

[The special educational needs and disabilities \(SEND\) code of practice](#) says local authorities must share a summary of comments on their website every year. In Derbyshire, we do this on our "[You Said We Did](#)" page.

The Local Offer Steering Group meets every three months to discuss the website. You can find the minutes and terms of reference on the website. If you want to help shape the website or have questions, email local.offer@derbyshire.gov.uk. We welcome feedback, which you can give by clicking 'feedback' at the top right-hand corner of the website.

ONGOING MAINTENANCE AND IMPROVEMENTS TO THE WEBSITE

This year, we focused on updating content and reviewing pages every six months. We updated many pages after service reviews, like the Inclusion Support Advisory Service (ISAS) which replaces Behaviour Support Service and Autism Outreach.

We also reviewed all providers to ensure they are still active and relevant. All requests to be added to directories by providers are checked and added if approved by the Steering Group.

All feedback we receive about the website can be found in our [You Said We Did](#) section of the website. We cannot apply all the feedback and comments we receive due to technical constraints or the way our information is presented, but we do our best to accommodate and inform all users what we can and cannot do.

The webpages include many links to helpful information on other websites. If the information is on the Derbyshire County Council website, we add links to those pages. For example, much of the Preparing for Adulthood information is about Adult Care. Instead of repeating this information on the Local Offer website, we link to the Derbyshire website and make sure it is current and not outdated.

We have reviewed the content on the Local Offer website to make sure it meets the requirements set out in the SEND Code of Practice 2015 and other legislation. We created a checklist to compare our content with the Code to find any missing information. We frequently check this to find and fix any gaps.



FRIENDS OF THE LOCAL OFFER

This year we have joined forces again with the Derbyshire Participation and Children's Rights colleague, who worked with our original "Friends of the Local Offer" group of young people who helped design the website.

We visited Chesterfield College and Ashgate Croft School. We showed them the Local Offer website and talked about it with the staff and young people. Some of the staff and students didn't know the website existed.

Young people took turns searching for activities in their areas, and we explained why certain results appeared. One young person asked if they could search for activities in their postcode. Although this feature wasn't available at first, we added it to the system. This gave the young people confidence to speak up and showed that their feedback helped to make the website better.

Following the visits the young people completed feedback forms:

Did you know about the Local Offer before today?

★ ★ ★ "I didn't know, but 2 classmates did" ★ ★ ★
 ★ ★ ★ "I helped do the video about a month ago" ★ ★ ★

What do you like about the Derbyshire Local Offer website?

★ ★ ★ "It's accessible" ★ ★ ★
 ★ ★ ★ "It tells you information you might now know about" ★ ★ ★
 ★ ★ ★ "There's information to help me when I leave school" ★ ★ ★
 ★ ★ ★ "I like how it supports young adults and people with disabilities" ★ ★ ★

What do you dislike about the Derbyshire Local Offer website?

★ ★ ★ "It needs more videos to watch" ★ ★ ★
 ★ ★ ★ "I don't really have anything to dislike about it" ★ ★ ★
 ★ ★ ★ "There is a lot of writing and a lot to read" ★ ★ ★

What would you like to see added to or changed on the website?

★ ★ ★ "More information to look at" ★ ★ ★
 ★ ★ ★ "More local activities and events for people to join" ★ ★ ★
 ★ ★ ★ "Info about transport and more information about colleges" ★ ★ ★
 ★ ★ ★ "I feel like it's already good from what I've seen" ★ ★ ★

As mentioned in the comments above, pupils from Ashgate Croft School have created a video, which is in final production, about the Derbyshire Local Offer website.



WHAT OUR WEBSITE HITS TELL US:

We had 296,622 page views by nearly 70,000 users 1 April 2024 to 31 March 2025 (previous year - 236,322 views and 45,000 users).

What have been the most visited pages 1 April 2024 to 31 March 2025?

1. Apply for an Assessment, EHC plan (27,472)
2. Education and learning (12,439)
3. SEND Service contact details (9,973)
4. Early Years SEN (9,268)
5. Inclusion Support Advisory Service (ISAS) (6,155)
6. Alternative Provision in Derbyshire (6,030)
7. Derbyshire school information - special schools (5,656)
8. Early Years SEN inclusion fund (5,197)
9. Neurodevelopmental support (4,043)
10. Home to school transport (3,950)
11. ISAS webinars (3,750)
12. Derbyshire area sensory processing needs (3,312)

How has the website been found?

68% used a Search engine – (Google 47%, Bing 6%, Yahoo 1%)

26% just entered 'Derbyshire Local Offer' straight into the search bar or used a link on their desktop

1% found the Local Offer through social media

5% used a link from another website

ACCESSIBILITY

We are always working to make the information and documents on the website accessible. Web accessibility means that websites, tools, and technologies are designed so that people with disabilities can use them. Over the last 12 months, we have worked hard to improve our web accessibility rating, which is now 99%. We are also trying to simplify the way content is written to make it easier to understand.

We will keep reviewing how our information is written to make it as accessible and easy to understand as possible.



WHAT DO THE NEXT 12 MONTHS HAVE IN STORE?

Students at Ashgate Croft School helped create a short video about the Local Offer website. This video will soon be shared with Derbyshire schools and other places to add to their websites. This will help promote the Local Offer website and guide more young people and their families to it.

Following the recent local area Ofsted inspection, the Derbyshire SEND Improvement and Assurance Board has been created which will post [regular updates on the Local Offer website](#). Their decisions may affect the website's development, so our plans will be more flexible this year.

Depending on the Board's decisions, we plan to create clear pathways and videos. These ideas came from talking with parents and carers about how to improve the website. We want to make the site more user-friendly and easier to understand, avoiding complicated language. This will include scenarios and descriptions that are easier for families to understand.

We will keep reviewing and updating the website content as needed. We have a regular review process in place. We will also regularly check metadata (summary of information and key words included on a webpage) to improve search results. We use Google Analytics to see what search terms people use and add them to the metadata if needed.

We will continue working with young people and families to make the website useful and easy to use.