



DERBYSHIRE SEND LOCAL OFFER ANNUAL REPORT 2025-2026



INTRODUCTION

This Local Offer website annual report is for everyone who visits our site. It is our 7th annual report and shows how the website is developing and being maintained, and the plans for the year ahead 2026-2027.

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, please email local.offer@derbyshire.gov.uk. We welcome feedback, which you can also give by clicking '[feedback](#)' at the top right-hand corner of the website.

ONGOING MAINTENANCE AND IMPROVEMENTS TO THE WEBSITE

Starting Early: Preparation for Adulthood

This year, we have strengthened our [Preparation for Adulthood section](#) to make it clearer and more accessible. Crucially, we have emphasised that preparing for adulthood isn't something that starts in the teenage years; it begins in the Early Years and continues throughout a child or young person's journey.

This refreshed approach supports families and professionals to think early about building skills, independence and aspirations, ensuring that every child is supported to achieve their goals and lead fulfilling lives.

The Preparation for Adulthood (PfA) section of the Local Offer has been comprehensively reviewed and updated to ensure all information is current, relevant, and easy to navigate. This has included reviewing and rewriting existing content to improve clarity and consistency, as well as developing new content to address gaps and better reflect the full range of support available. New content has been added to cover key themes including [Preparation for Adulthood EHCP Annual Reviews](#), [pathways into higher education](#), and the [support available as young people move into employment](#).

To enhance accessibility and engagement, information is also now presented in a variety of formats, including written guidance and some short videos. These updates are designed to make the Local Offer more user-friendly for young people and families, supporting clearer understanding and easier access to key information about preparing for adulthood.

'Friends of the Local Offer' Bringing the Local Offer to Life

Children and young people from Ashgate Croft School have taken the lead in creating an exciting new video to promote Derbyshire's SEND Local Offer. Working in partnership with Film City Media, students took part in animation and voiceover workshops, collaborating to create different elements of the video which were then brought together into an innovative and engaging audio-visual piece.

Their creativity and insight shines through, helping to explain what the Local Offer is and why it matters in a way that is relatable, clear and engaging for other young people and families. By putting young people's voices at the heart of this work, the video not only raises awareness but also reflects real experiences, making the Local Offer more meaningful and accessible to those who use it.

The completed video will be shared across Derbyshire's education, health and social care settings to promote the SEND Local Offer website. To celebrate their work, Ashgate Croft students hosted a special premiere event, preparing a welcoming venue complete with lemonade "champagne" and sweet canapés. It was a wonderful opportunity for children and young people to be involved and to showcase their achievements.

[YouTube - Introduction to the Derbyshire SEND Local Offer website](#)

As part of the wider "Friends of the Local Offer" work, this initiative also supports ongoing involvement from children and young people in shaping the website. In April 2025, the [SEND Improvement and Assurance Board](#) was made aware of this work, highlighting opportunities for colleagues to engage with young people and gather feedback on different sections of the Local Offer.

This approach is already making a difference. Visits have taken place with pupils at Brackenfield School to review the Preparation for Adulthood section, while Chesterfield College students have also contributed feedback and suggestions to help improve content across the site.

Derbyshire SEND Improvement and Assurance Board

Following the 2024 Ofsted inspection outcome, the [Derbyshire SEND Improvement and Assurance Board](#) was established to oversee and drive improvement across the local area partnership.

The Board produces a [monthly newsletter](#), highlighting the ongoing work and collaboration of partners across Derbyshire to support children and young people with SEND.

The Board meets on a monthly basis to monitor progress, with [meeting minutes available on the Local Offer website](#) to ensure transparency and keep stakeholders informed.

WEBSITE ANALYTICS

What our website hits tell us:

We had 269,358 page views by over 65,000 users 1 April 2025 to 31 March 2026 (previous year – 296,622 views and over 69,000 users).

What have been the most visited pages 1 April 2025 to 31 March 2026?

1. Apply for an Assessment, EHC plan (19,686)
2. Education and learning (10,541)
3. SEND Service contact details (9,172)
4. Inclusion Support Advisory Service (ISAS) (9,125)
5. ISAS webinars (7,630)
6. Early Years SEN (7,625)
7. Neurodevelopmental support (6,864)
8. Alternative Provision in Derbyshire (6,496)
9. Derbyshire school information - special schools (5,286)
10. Early Years SEN inclusion fund (5,254)

How has the website been found?

- 59% used a Search engine – (Google 51%, Bing 7%, Yahoo 1%)
- 34% just entered 'Derbyshire Local Offer' straight into the search bar or used a link on their desktop
- 2% 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. Web Content Accessibility Guidelines (WCAG) tells us what we need to do to make sure the website is accessible. WCAG tells us we must meet WCAG A and AA requirements. Over the last 12 months, we have worked hard to improve our web accessibility rating, which meets A and AA at 100%. We are also working to meet AAA requirements that is currently rated at 97.5%.

In addition to our commitment to remain accessible, we are also trying to simplify the way content is written to make it easier to understand and introduce more videos across the site.

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?

Helping users find information on our Local Offer

We will work closely with families, children, young people and adults to improve how people find and use the Local Offer. Together, we will focus on providing clearer guidance and creating supportive pathways so users can quickly access the information that matters most to them.

A Fresh, Co-Produced Look and Feel

Building on existing co-production work, we will work with key stakeholders, including families and young people, to further develop the Local Offer homepage so it remains user-friendly, accessible and shaped by the needs of its users, incorporating requests like new videos and easier to understand information.

Bringing Information Together in One Place

We will migrate Derby and Derbyshire's Emotional Health and Wellbeing information into the Local Offer, creating a more joined-up and comprehensive resource. This will make it easier for users to find trusted information in one place, without needing to search across multiple platforms.

Raising Awareness Through a Stronger Voice

We will develop and implement a dedicated communications strategy to raise awareness of the Local Offer. This will help us reach a wider audience, share updates more effectively and ensure the Local Offer becomes a go-to resource for families and professionals across Derbyshire.

Health and Wellbeing Content Updates

We are working in collaboration with the NHS to update content across all pages within the Health and Wellbeing section of the website. This includes ensuring information is accurate, up to date, and aligned with current NHS guidance. We are also reviewing content to make sure it is clear, accessible, and easy to understand for children, young people, parents, and carers, while improving navigation and signposting to relevant services and support.