



Local Offer Annual Report

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Executive Summary

The 2025 Local Offer Annual Report reflects a year of significant progress in improving access to information and support for children and young people with SEND and their families in Wigan. Over the past 12 months, the Local Offer website recorded 26,346 visits, 5,970 page views, and 19,944 unique visitors, with September being the busiest month. This represents an 18% increase in views compared to previous years, demonstrating growing awareness and engagement, supported by feedback from the Wigan Parent Carer Forum (PCF).

Key achievements include:

- **Enhanced Engagement:** Increased visits and views, alongside a 27% reduction in queries, suggesting families are finding information more easily.
- **Responsive Development:** Acting on feedback through the “You Said, We Did” approach, we introduced improvements such as a dedicated “Contact the SEND Team” section, clearer EHCP guidance, and updates to short breaks information.
- **Successful Events:** The Local Offer Live Event in April 2025 was well attended and celebrated by families and professionals, strengthening community engagement.
- **Collaborative Approach:** Continued co-production with parents, carers, young people, and professionals to shape content and improve navigation.

Looking ahead, we will build on these successes by:

- Hosting another Local Offer Live Event in 2026.
- Improving navigation and search functionality.
- Developing Preparing for Adulthood and professional sections.
- Continuing to promote feedback opportunities and enhance short break offers.

These achievements highlight our commitment to making the Local Offer accessible, relevant, and responsive to the needs of families across Wigan.

Purpose of the Report

The Special Education Needs and Disabilities (SEND) Code of Practice 0 to 25 years (2015) requires Wigan Council to publish comments about their Local Offer received from or on the behalf of children and young people with SEND and their families.

Comments must be published if they relate to:

- The content of the Local Offer, which includes the quality of existing provision and any gaps in provision.
- The accessibility of information in the Local Offer.
- How the Local Offer has been developed or reviewed.

The [SEND Local Offer](#) is developed, reviewed and monitored by the Local Offer Steering Group which is made up of representatives of parents/carers, voluntary agencies and professionals from education, health and care services. As part of the development, we coproduce Wigan's Local Offer with agencies and partners to ensure that it is accurate, up to date and accessible.

Local Offer Statistics

Data analysis

Over the course of the year, we analyse and monitor visitors to the Local Offer website as a way of measuring access to Wigan's provision for children and young people with SEND and their families. We review visits to the Local Offer website, which pages are popular on the website, and which get limited traffic.

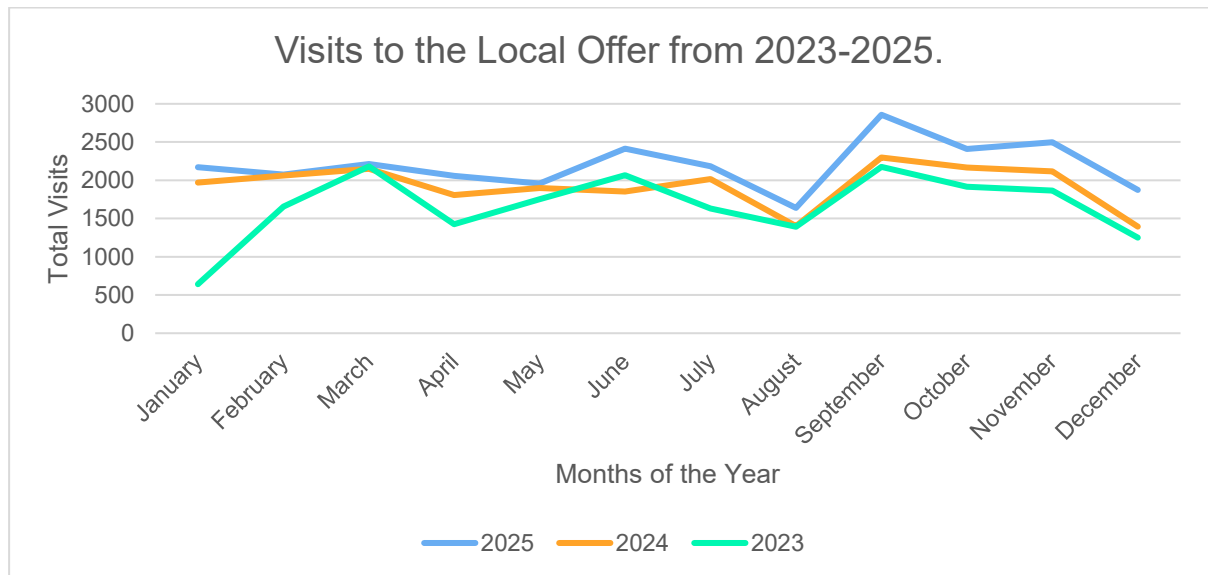
Over the last 12 months we had:

- 26,346 visits
- 5970 page views
- 19,944 unique visitors
- September was the busiest month, with 9,646 pages viewed.
- The most popular pages included 'I'm a Parent', 'Information for Professionals', 'Transport and Travel' and 'School Age 5-16'.

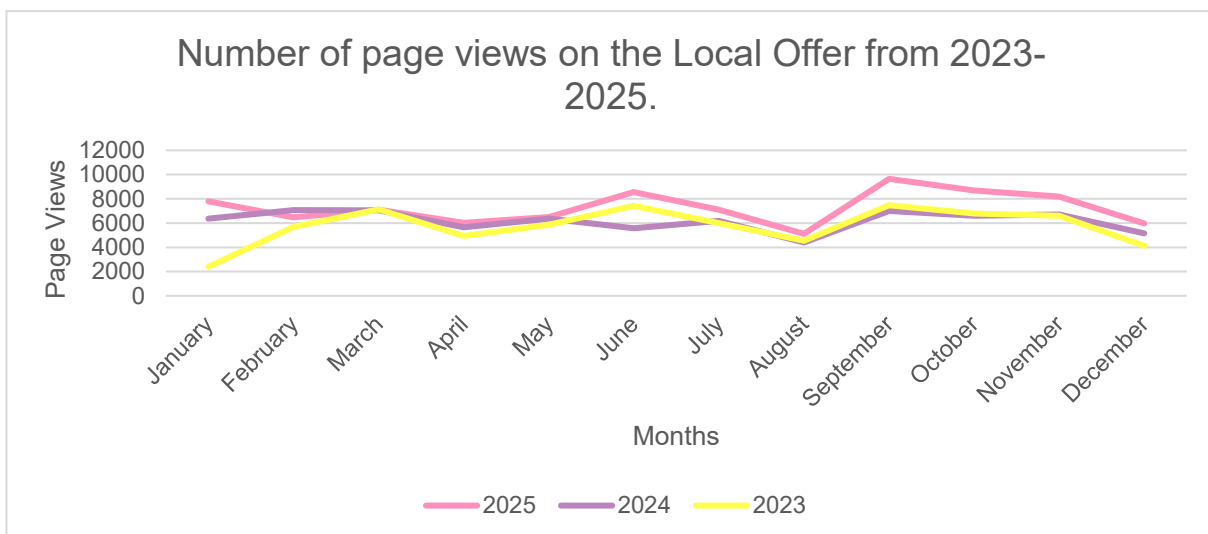
Reflecting on previous years

When compared to previous years, we have seen a 18% increase in the number of views on the Local Offer supporting the feedback we had following a survey completed by Wigan's Parent Carer Forum (PCF) which noted an increase in awareness of the Local Offer. Graphs 1 and 2 below show the number of visits over the last three years.

Graph 1 – Visits to the Local Offer



Graph 2 – Views on the Local Offer



Several factors appear to have contributed to this improvement. Strengthened collaboration with strategic partners such as PCF, targeted communication efforts, and potential enhancements to the usability and relevance of the Local Offer platform have likely played a key role. Together, these actions have helped ensure that families and stakeholders are better informed and able to access the resources they need.

The implications of this growth are significant. Increased awareness means that more families are engaging with the Local Offer, supporting better access to SEND information and services. To maintain this momentum, it will be important to continue current engagement strategies, analyse which initiatives have been most effective, and gather qualitative feedback to complement the quantitative data. These steps will help sustain progress and inform future improvements.

Local Offer Queries

Local Offer queries are when a parent/carer, young person or a professional submits feedback via a form, verbally or via services offering support such as Parent Carer Forum about the Local Offer. The feedback we receive supports us coproducing the Local Offer website but also services.

Over the last 12 months we have received a total of 130 queries, spanning forms completed via the web or the SEND Engagement Officer directly. Compared to last year, where we received a total of 167 queries, we have experienced a 27% decrease from last year.

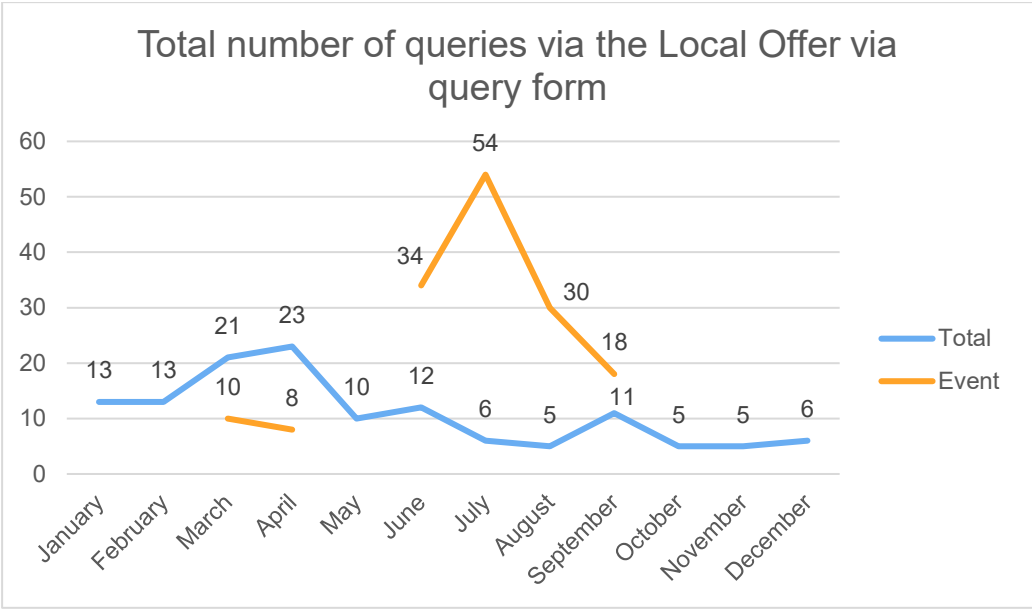
Monthly breakdown.

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
2024	10	11	19	13	19	17	9	13	19	19	9	10	-27%
2025	13	13	21	32	10	12	6	5	11	5	5	6	

The data shows a decline in July which corresponds with updates to the site following feedback to introduce a ‘contact the SEND team’ option. This can be seen on graph 3 where a sudden drop in contact/ feedback, supporting the rationale to change this process. Equally, there was a peak in requests in April surrounding the Local Offer Live Event, with parents and professionals contacting ahead of the event.

We have also included data on the events the SEND team hosted throughout the year including our phased transfer events on graph 3.

Graph 3 – Number of queries via the Local Offer



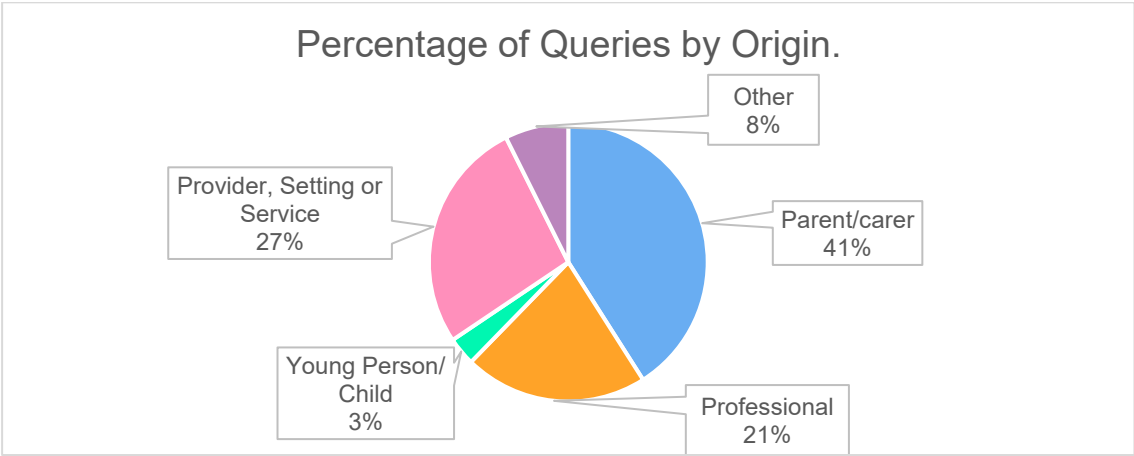
Many of the requests, deducting those wanting information from the SEND team, was due to professionals or services wanting to add or update webpages. There has been a drive and shift to ask for the updates to happen, based on feedback via the form and survey. We have included the changes in the ‘You said, we did’ section of this report.

Who has been contacting, and why?

Out of the 130 we have received, the highest was from parent/carers, followed by providers, settings or services and professionals.

Origin	Total 2025	Total 2024
Parent/ Carer	50	123
Professional	30	22
Young person/ Child	4	2
Provider, Setting or Service	37	11
Other	9	9
Overall	130	167

Comparing this to the previous year, we have received 27% less queries in 2025 than in 2024. This was due to the change on the site to enable families to contact the SEND team via a form rather than the feedback as outlined earlier.



Why have they contacted us?

Our highest query topics were additions to the Local Offer/ Our Town Directory with second being Parent/ Carers seeking advice from the SEND team regarding the EHC needs assessment process or an EHC Plan. A drive this year has been updating the information on the Local Offer following feedback from the steering group, engagement and coproduction meetings. Additionally, the data suggests more visits and less queries which could be interpreted as positive as people could be finding information quicker. However, we acknowledge feedback from the Wigan Parent Carer Forum survey that navigation and finding information remains a challenge.

We have used the Local Offer for advertising events organised by the SEND team, which is highlighted in graph 3 and seen as a strength. In addition, we have been working alongside the Parent Carer Forum to support co-production and engagement with families across the borough. As part of this, the PCF Wigan SEND Survey was completed and around 385 people responded noting some key challenges including navigation, outdated content and awareness amongst parents and professionals.

We are working to address these challenges and coproducing the Local offer with the Parent Carer Forum and professionals working in the SEND system.

Reflection on previous years

As part of our “looking back to look forward” approach, we have provided a detailed breakdown of the data to highlight differences across previous

years and track progress over time. Encouragingly, the analysis shows consistent increases in views, visits, and unique visitors, which may be contributing to a reduction in queries. Alongside this, we have acted on feedback received and are planning further changes to ensure the Local Offer continues to meet user needs.

In our previous report, featured within the “Give Us Your Feedback” section of the Local Offer, we committed to ongoing promotion and development of the site. This commitment is reflected in the continued rise in visits and the feedback received. We have worked closely with young people, parents, and carers to shape the Local Offer and enhance our short breaks offer, including improvements to webpages that have seen increased access. Additionally, we successfully hosted the Local Offer Live Event in April 2025, which was well received by families, and we plan to deliver similar events in 2026.

Engagement, Coproduction and Participation

As part of our Progress with Unity missions, we have wanted to listen deeply with our SEND community in shaping offers and how we share the information on our Local Offer. Over the course of the year, the SEND engagement officer has held events, attended events and enabled children, young people and parent/carers to get involved in shaping the local offer. In doing so, we have followed [Wigan SEND Co-Production Charter](#).

Children and Young People Engagement

Throughout the year, the SEND Engagement Officer has attended schools and children’s groups to support coproduction of the Local Offer. Positively, they fed back that they found the colours and icons useful.

They also reported that they could see the benefit of using it themselves if some of the information on the site supported them in school with challenges such as support during exam pressures and a clearer ‘what’s on’ offer for young people section. They also highlighted that information needed to be written in a child-friendly way.

We have also summarised some of the key themes identified by young people as improvements.

1. We did not know about the Local Offer so wouldn’t access it

From the young people we heard from, the majority had not personally accessed the Local Offer but may have heard of it in schools/ settings.

Feedback included, “I didn’t know all this was on offer”. Collectively, even in different settings or sessions, young people agreed that more awareness was needed on the Local Offer for them to be likely to access it. Positively, they could see its benefit as a way of accessing information if changes were made and shared directly with young people.

2. We don’t know what is in each section

Some of the young people felt sections needed to be clearer with explanations to what is within them to support their understanding of using it. Feedback included “Being healthy can mean different things, to different people” and “An explanation of what it is would be more helpful”. As highlighted, they liked the colours and icons but making those smaller changes would improve their understanding and navigation of the site.

3. It may not be accessible for my friends who struggle with bright colours or rely on visuals.

Young people fed back that the background of the screen is white. They also commented that some of their peers used visuals as part of their communication and understanding. Feedback included “I wouldn’t use it, it’s too bright and too much going on. I wouldn’t use it at all” and “It feels a bit like a digital maze”. Exploring accessibility tools to rectify this and looking at the overall navigation and structure of the page could lead to young people being more likely to access the pages. Equally, where possible, having videos was encouraged as they felt young people would engage with this more.

We also coproduced the local offer live event with children and young people and parent/ carers to support them accessing information. For the young people we offered some activities on the day, a quiet space, maps and opportunities to ask questions later in the day to careers advisors. On the day, we saw an increase in young people access the event and feedback from young people was “It’s helped me know what my sister can get involved in”, “Really helpful” and “I liked being able to ask them my questions”.

You said, we did

The Local Offer received the highest number of queries in March, June, July and September of 2025. This also matched the trends of when people were more likely to access the Local Offer, with the only outlier being in July where visits were reduced. One noticeable was access to the 'Events and opportunities' where we were sharing information on the phased transfer events.

Over the last year we have been developing and improving the local offer which has been summarised in the table below.

You Said	We Did
Difficulty finding how to contact the SEND team and delays in getting in touch with the SEND team regarding EHCP process ongoing or requesting.	<p>We added a contact the SEND team section to the website allowing parent/carers and young people to complete an online form to be processed by the SEND Team.</p> <p>It minimised delays by collecting data to support staff and resident experiences.</p> <p>We are continuing to develop this to improve the process for parents and professionals.</p>
Understanding EHCP processes and stages	<p>The SEND Team held parent information sessions to communicate the process around EHC Needs assessments, EHCPs, and Annual Reviews within family hubs.</p> <p>We also contacted parent/ carers from early years, Years 5 and 6, and Years 9-11 to attend one of the phased transfer events sharing information, speak to staff and providers on the day.</p> <p>Transformation work was undertaken on the Webpages to simplify the language for parents, and development is being done on the professional section to signpost professionals to parent friendly information.</p>

<p>We don't know about or understand the short- break offers</p>	<p>Coproduction and consultation took place with Parent/carers to feedback on short breaks, the Local Offer webpage and what they feel is missing or lacking.</p> <p>Improvements have been made on the short break pages in response to the consultation and short breaks offers are being developed as part of the round 3 consultation and funding.</p> <p>Round 3 of consultations are being undertaken and in development considering feedback around offers for those with complex needs and disabilities including personal care, hygiene and training.</p>
<p>Local Offer Live Event</p>	<p>We hosted the annual Local Offer Live Event which was attended by parents/ carers, young people and professionals. A day celebrating the offers and raising awareness of the Local Offer. We are planning and arranging the next one for residents.</p>
<p>It would be great if there was an app or social page as most people use that now</p>	<p>This is something we are exploring and evaluating as an option.</p> <p>We have developed the newsletter to help share information on the Local Offer in a different format where professionals and residents can Sign up to our newsletters. We are also working on educating and promoting the Local Offer across a range of services and offering this to schools and council staff. Part of this work is to share more information on the main Wigan Council Socials pages.</p> <p>We will explore the viability of an app and whether this is something that could be implemented.</p>

<p>The Local Offer is hard to navigate and find information – it sometimes feels out of date.</p>	<p>Updates have been happening to areas of the Local Offer.</p> <p>Our plans over the next 12 months are to improve the navigation experience and work with the web team will support us to make changes to the site.</p>
<p>Finding a specific activity / group for you or your child with SEND.</p>	<p>We have continued to develop the Our Town Directory to support parent/carers and young people find out what's on. More work is being done to improve this experience to complement the Local Offer site.</p> <p>The SEND Engagement officer has attended PCF events/ sessions to support information sharing.</p> <p>We have developed information on the Local Offer and will focus on navigation over the next 12 months to improve user experience working with residents to support this work.</p>
<p>Professionals having the knowledge and understanding of the Local Offer</p>	<p>We are exploring how we can train staff to be aware of and promote the local offer across the organisation and with external partners.</p>
<p>Young people have fed back they are not aware of the SEND Local Offer</p>	<p>We plan to meet with and gather children and young people's voices on what they would like to see on their section of the Local Offer. What they tell us will shape what the Local offer looks like in the future.</p>

Next Steps

Following the feedback we have had from queries and sessions, as well as the survey completed by residents from the Parent Carer Forum, we have planned what we need to focus on in the next 12 months. We will:

- Continue to encourage and promote use of the feedback link on Local Offer at events, training sessions and visits.
- Continue to work with young people, parents and partners, listening to and actioning ideas and feedback to shape our local offer to suit the needs of our children, young people and families.
- Host another Local Offer Live event coproduced with residents and consider feedback given.
- Continue to shape and develop the short break offers and sharing what this means for residents.
- Develop a way of users being able to know that pages have been updated and spend time to improve navigating and searching on the webpages.
- Develop the professional section of the local offer to contain and link to broader sections of the site and information contained within it.
- We are developing the Preparing for Adulthood sections of the Local Offer to be a hub for professionals, young people and parent/carers to be able to access information, advice and guidance to support residents transitioning from children's to adult's services.

If you would like to offer feedback about our [Local Offer](#), please email local.offer@wigan.gov.uk or complete our [online feedback form](#)