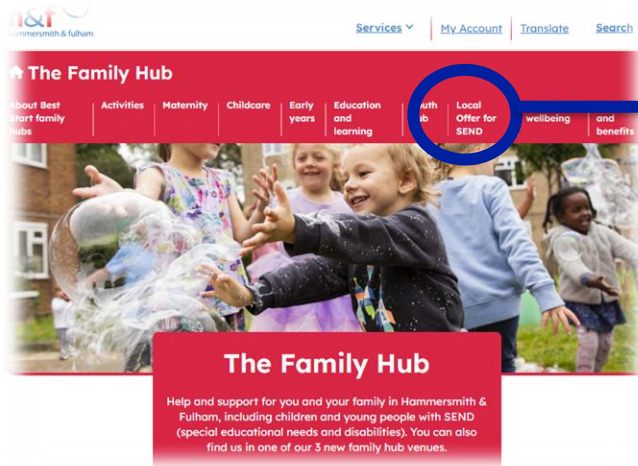


# Local Offer Plan and Comms

## ★ About the Local Offer (LO)



### Local Offer for SEND

Services and support for children and young people, up to 25 with special educational needs and disabilities and their families.

## ★ Co-production



Hammersmith & Fulham  
Health and Care Partnership  
Better Together.



## ★ Vision

Children and young people to lead happy, healthy, and fulfilling lives and achieve their life goals.

# In this presentation...

- Local Offer Annual Report 2024-25
- Key developments during 2025
- Next steps



## Our website has been awarded

H&F Local Offer for SEND  
website is voted best in  
England.



## Have you heard about H&F's Local Offer?

Find out about information and local  
services for children and young people  
with Special Educational Needs and  
Disabilities (SEND) aged  
0-25, and their families.

Where can  
I find free  
and low-cost  
activities?

I think my child  
needs help

I would like  
to get a job.  
Where should  
I go?

What  
support  
can I  
receive?



[www.lbhf.gov.uk/localoffer](http://www.lbhf.gov.uk/localoffer)

[local.offer@lbhf.gov.uk](mailto:local.offer@lbhf.gov.uk)



hammersmith & fulham  
**Family  
Hub**

**NHS**

**h&f**  
hammersmith & fulham

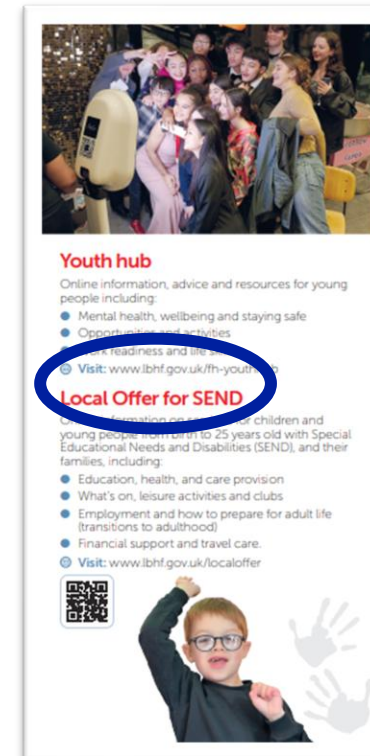


# Local Offer Annual Report 2024/25 highlights

- Most visited section of the FH website
- LO awareness increased vs 2024 from 43.6% up to 47.1% and usage from 20.6% to 33.1%
- 50 content pages identified in co-production redesigned
- LO information included within Education & SEND comms (e.g. email signatures and letters)
- LO featured in newsletters (e.g. Parentsactive, Early Years, School Staff Zone)
- Promotional material distributed :
  - ✓ 2,000 Family Hub leaflets
  - ✓ 500 LO business cards



Family Hub leaflet



Local Offer business card



# Key developments in 2025

## ★ New LO pages

- Information for families once an EHC plan is in place
- Activities for SEND.

**Promoted via Family Hub Facebook post**

## ★ Supported Internships co-produced video

## ★ Outreach promotion

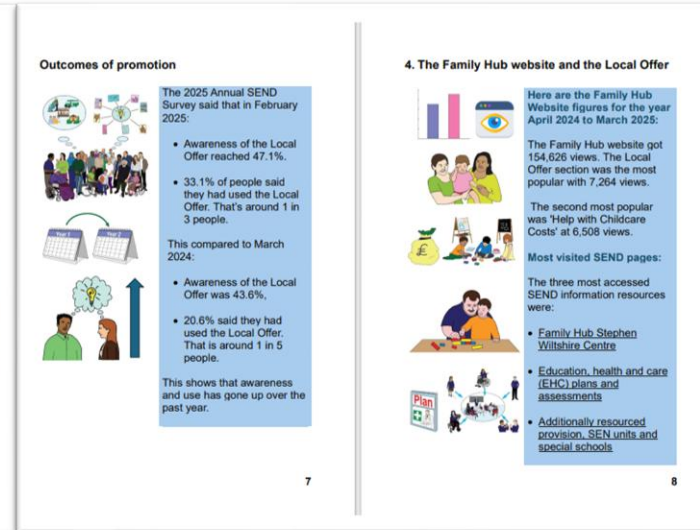
- All H&F SEN Schools and post-16 alternative provision engaged, reaching families and staff
- Community engagement through Urban Partnership Group (UPG) centres, the West Youth Zone, NHS North-West London clinics (e.g., Speech and Language Therapy and Cheyne services)
- All school SENCOs and SEND service forums.

**Hammersmith & Fulham Council**

Social Media post: Facebook



Annual report 2024-25 Easy Read version



Filming activity: In progress



Early Years' Forum at Tudor Rose



# Next steps...

## ★ Improving accessibility

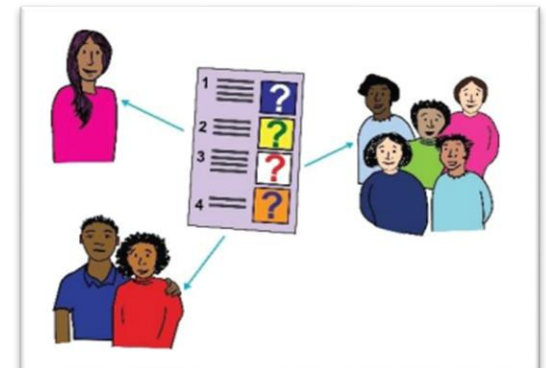
- Expanding seamless information links with Family Hubs, the Family Information Service, The 'Youth Hub' and Adult services
- Extending features like videos and podcasts and easy read format.

## ★ New content pages

## ★ Increasing reach and engagement

By March 2026:

- LO awareness to increase 60% and usage to 40% vs 47.1% and 33.1% in 2025
- LO pages views based on FH website views estimated at 8,258 vs 7,264 in 2025.



# Local Offer details

All the information about SEND services and support available for children and young people from birth to 25 years with special educational needs and disabilities can be found by visiting

[www.lbhf.gov.uk/localoffer](http://www.lbhf.gov.uk/localoffer)



To contact us via email [local.offer@lbhf.gov.uk](mailto:local.offer@lbhf.gov.uk)

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