

## LONDON BOROUGH OF HAMMERSMITH & FULHAM

**Report to:** Children & Education Policy and Accountability Committee

**Date:** 3 November 2025

**Subject:** Local Offer Annual Report

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### SUMMARY

The Local Offer (LO) brings in one place information and local services for children and young people with Special Educational Needs and/or Disabilities (SEND) aged 0 to 25, and their families. This report highlights co-produced work for the LO on the Family Hub website, to ensure it is accessible and meets the needs of families, children and young people.

The report includes findings from the 'H&F Annual SEND Survey' and highlights the 'Best Local Offer 2024' award from the National Association of Family Information Services (NAFIS).

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### RECOMMENDATIONS

For the Committee to note and comment on the report.

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**Wards Affected:** All

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<b>Our Values</b>	<b>Summary of how this report aligns to the H&amp;F Values</b>
Building shared prosperity	<i>Provides residents with information on free or low cost resources or activities available within the borough.</i>
Creating a compassionate council	<i>Provides residents with information on a range of services and organisations that support residents with SEND.</i>
Doing things with local residents, not to them	<i>Website and content co-produced and co-designed with residents. Includes information of services that have also been co-produced.</i>
Being ruthlessly financially efficient	<i>A small team with a hugely positive impact of many of our residents lives</i>
Taking pride in H&F	<i>Winner of a national award and promoted widely across the borough.</i>

Rising to the challenge of the climate and ecological emergency	<i>Aligns closely with services and organisations that share these values.</i>
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## Background Papers Used in Preparing This Report

H&F Local Offer Annual Report 2024 – 2025

H&F Local Offer Annual Report 2024 – 2025 Easy Read Version

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## Introduction

1. The Local Offer (LO) is an online resource where residents can find information about services and support available for children and young people from birth to 25 who have Special Educational Needs and/or Disabilities (SEND), and their families. This includes:
  - Education, health, and care provision
  - what's on, leisure activities and clubs
  - employment and how to prepare for adult life (transition to adulthood)
  - financial support and travel care.
2. Since March 2024, H&F Family Hubs, The Family Information Service (FIS) and the LO, collaborate to present information on the Family Hub website. It serves as a central resource for all children and young people and families, offering targeted interventions for those with additional needs and specialist support for those requiring higher levels of care.

## Accessibility options

Residents can:

- request information in alternative formats by emailing the LO inbox at [local.offer@lbhf.gov.uk](mailto:local.offer@lbhf.gov.uk)
- use the 'Report an accessibility issue' online form
- use the 'Translate this website' feature on every webpage
- use free voice control tools to interact with the site. For example, Windows Speech Recognition or Mac Voice Control
- access step-by-step guidance on [www.lbhf.gov.uk/AbilityNet](http://www.lbhf.gov.uk/AbilityNet) to adjust their device to suit their needs. For example, make the text larger, change the colour contrast or magnify the screen.

## Co-production

3. Co-production means that children and young people, families, and decision-makers work together in an active way to plan, design and review the Local Offer (LO) webpages to make sure they are useful, and the information is accessible to everybody who needs to use it.
4. Co-production takes place both online and at various venues across H&F.

## ‘Co-production Hub’ meetings

5. These monthly sessions include the H&F parent and carers forum, Parentsactive and internal colleagues from Education and SEND, Social Care, Independent Living services and the Web team. Furthermore, health and community partners such as the Regional NHS Clinical Officer for SEND, the Carers Network and the H&F SEND Information and Advice Support Service (SENDIASS).
6. The LO developed 25 advice and guidance pages through the Co-production Hub, in the last year. This includes webpages and online guides for:
  - Education, health and care (EHC) plans and assessments: This developed primarily with SENDIASS who ensured the content was concise, with a timeline for added clarity.
  - Emotional wellbeing and mental health guide: This built on a previously co-produced ‘H&F NHS Parents Handbook to Mental Health Services for children & young people’.
  - Childcare support for children under 5 with SEND: This includes information on government legislation, H&F guidance and funding available. Parentsactive advised which information to prioritise and clarify, such as who applies for and receives the funding.
  - Preparing for adulthood (PfA) guide: This helps children and young people with SEND by outlining steps to improve health, wellbeing, and employment access. The H&F Local Area Partnership co-produced the content, and the LO refined it for better online accessibility.

## Co-production with parents and carers

7. The LO team works closely with residents to test how easy it is to find information on some of the most frequently visited webpages. Real-life scenarios are used to guide the activity. This helps the team understand whether the content is clear and easy to navigate, or if the content needs to be changed. User testing took place at Family Hubs events. Residents participated and received an incentive. User journeys were tested for the following online guides:
  - I think my child needs help
  - Occupational therapy services for children and young people
  - Autism guide for parents and carers

## Following feedback, the LO:

- made improvements to pages: A sub-heading ‘Things to do’ changed to ‘Activities for children and young people’. Similarly, ‘For further information’ changed to ‘If you feel your child is not making progress’. Additionally, sleep issues added to the page ‘I think my child needs help’

- worked with children's commissioning to enhance access to the 'H&F Holiday Activities and Food Programme' webpage. Also, the service launched a new Family Hub 'Activities' section with a dedicated subsection for those with SEND
  - added six key topics as green buttons on the LO landing page to improve access to frequently asked questions.
8. The LO plans to promote the new activities page through social media and will explore simplifying the landing page through co-production.

#### Co-production with young people

9. Throughout the year, the LO run a variety of sessions across the borough. In June 2024 over 20 young people joined a Youth Voice co-production session to discuss the 'Youth Hub' subsection of the Family Hub website. They shared priorities and created a list of 'Dos and Don'ts'. For example, "Use clear language" and "Avoid jargon".
10. In October 2024 the LO tested an employment webpage with the AOD Youth Board, where young Disabled people provided feedback which directly shaped improvements.

#### Comments included:

- "I like the text is not long and the different colours for titles"
- "I can read but can you add pictures for people who can't read?"
- "The employment page needs to cover young Disabled people's rights".

#### Following this, the LO:

- added a new button 'Employment advice for young people' to the council's 'Jobs' section
  - removed large images on the LO and 'Youth Hub', to make buttons and content more visible
  - included additional information in the employment advice guide
  - incorporated a link to a MENCAP easy-read version with image.
11. In March 2025, the employment advice guide received updates including information to help young people get into work and is now a Guide to starting work for young people. A co-production session with the Youth Council reviewed it and liked the clearer headings within the guide.
12. During that session, young people highlighted that they liked the clear link from the LO landing page to the 'Youth Hub'. The Youth Hub landing page also needs to be accessible to young people with SEND and this will be addressed through co-production.

13. The LO will also work with the Youth Council on 'Rights and Inclusion' content. It will feature a youth-led podcast addressing discrimination, covering topics such as sexual orientation and disability.

#### Co-production on accessibility options

14. The LO joined the H&F Digital Co-production Group to explore widget accessibility tools for the Family Hub website, enabling automatic adjustments to text size, colour contrast, and screen reader support. The Digital Co-production Group will explore further options.

#### Helping partners to co-produce their content

15. A monthly Occupational Therapy (OT) Implementation Group takes place with OT NHS teams and SEND services across the tri-borough to develop online resources. These will be centrally available on the NHS website, ensuring residents have access to high-quality materials.
16. This group enables the LO to network with other partners and shares feedback from residents. For example, residents expressed their need for strategies and tools to support their children at home.

### **The Marketing Plan**

17. The Local Offer (LO) Marketing Plan 2024 to 2025 reflected a coordinated commitment across internal services, local community organisations and co-production groups to promote the LO. This includes:

#### Promotion through council teams

- Council staff used a Family Hub email banner and QR code for email signatures for 4 months, directing stakeholders to the website.
- Education and SEND services continue to include LO information and website links to their standard email signatures ensuring information was shared with each outgoing email.

#### Digital promotion on newsletters:

- Fortnightly newsletter from Parentsactive: Edition 115: Sent to parents of SEND
- H&F Early years newsletter for April 2024: Sent to childcare providers
- H&F School Staff Zone 25 November 2024: Sent to schools

#### Promotional materials:

- 2,000 Family Hubs 3-way leaflets were distributed across community centres, education, and health providers including GPs and health visitors.
- 500 LO business cards were shared with SEND families and professionals to increase its awareness and use.

#### Outreach

18. The LO information officer attended over 20 events including health, education and community fairs, co-production sessions with residents, coffee

mornings and Family Hubs launch events. This allowed the LO team to speak directly with families, young people and other professionals to promote the service, and signpost services to support their needs.

Outreach sessions were very well received by the community:

- "Thanks so much for all the information on the day and for taking the time to speak to some of us individually. The website is very helpful and easy to navigate"
- "The event was well attended, and parents felt that it was useful to navigate the website with the LO officer and to suggest any additions to it on the day"
- In response, the LO expanded its outreach plans on the 2025–2026 marketing plan.

Promotional outcomes and reflections

19. The 2025 Annual SEND Survey results showed that awareness of the LO reached 47.1%, progressing well toward the 60% target and achieving 78.5% of the goal set in the marketing plan. Additionally, the marketing campaign exceeded its usage target of 30%, reaching 33%.
20. Progress toward awareness and usage targets tends to grow steadily reflecting the time and effort needed to build trust and reach targeted audiences.
21. Based on these experiences and the progress made from 2024 the LO is working towards achieving 60% awareness by March 2026.
22. Distribute co-produced LO poster (created in March 2025) and the use of social media to boost awareness and engagement.

### **The Family Hub website and the Local Offer**

23. Yearly figures: April 2024 to March 2025. The Family Hub website received 154,626 views, with the Local Offer (LO) subsection being the most popular at 7,264 views followed by 'Help with Childcare Costs' at 6,508 views.
24. Most visited SEND pages  
  
The three most accessed SEND information resources were:
  - Family Hub Stephen Wiltshire Centre
  - Education, health and care (EHC) plans and assessments
  - SEN resource base units and specialist schools
25. The LO re-launched the revised webpages A guide to starting work for young people and Preparing for adulthood (PfA). Access to these pages improved following co-production, navigation changes and targeted promotion.
26. Similarly, the Activities for SEND guide, Contact family hubs, SEND and partner services and Autism guide for parents and carers pages also proved popular since their launch.

#### 27. Feedback on webpages

- Families liked the website's layout but asked for "clearer content on transitioning to adulthood".
- Parents and carers feedback on the 'Autism guide' led to plans for more inclusive content that incorporates "all the colours of autism" in co-production.
- Families and professionals identified the need "to incorporate home-based occupational therapy resources". This is in progress in collaboration with a dedicated NHS OT co-production group.

28. The LO team will continue co-production on the most visited SEND pages, while also monitoring website traffic to better understand which content is most meaningful and useful for families.

#### Local Offer Email Inbox

29. The LO reviewed emails received from parents and carers. Enquiries related to support with Education, Health and Care (EHC) plans, school placements, and annual reviews. Most enquires were answered by sharing web links which contain the information. Case specific enquires were sent to the SEND service to action.

30. Some enquiries involved cross-borough cases, where a child with an Education, Health and Care (EHC) plan lives outside the borough but attends a local school.

31. Other requests included short breaks, housing, early years, employment, the Stephen Wilshire (specialist SEND centre), speech and language needs, and carer support.

#### H&F Local Offer recognition and networking opportunities

32. The H&F LO won the 'Best Local Offer' award for 2024. The award was presented by the National Association of Family Information Services (NAFIS) who work closely with the Department for Education and Ofsted. One of the key elements to winning this award has been the co-production work.

33. During the year, the LO also worked in partnership with other local authorities to discuss developing the LO website. Local authorities included the Westminster and Royal Borough of Kensington and Chelsea, Reading and City of London. Discussions focused on work to improve access to information and the use of surveys to better understand awareness and usage.

#### Conclusion and next steps

34. The Local Offer has made substantial progress in becoming a trusted service hub that connects families, professionals, and services ensuring that children and young people with SEND, and their parents and carers, receive the support they need.

- The Family Hub website works well to bring information for all families in one place. However, due to the amount of information, the LO needs to review its navigation for SEND content.
- Co-production ensures LO information is clear, useful and easy to use. Testing activities are key to understanding how residents engage with content and what the LO needs to improve.
- After successfully implementing the 2024-2025 Marketing Plan awareness increased to 47.1%. For 2025-2026 the LO aims to increase awareness to 60%.

## Appendix 1

### **Local Offer Plan and Comms**