



## Special Education Needs and /or Disability (SEND)

### Bromley SEND Local Offer Report 2024

#### Introduction

Welcome to the 2024 annual report for the Bromley Special Educational Needs and/or Disability (SEND) Local Offer. This report provides highlights key developments, user feedback, and the subsequent improvements to the SEND Local Offer during the 2024 calendar year. It complements the information shared through our 'You Said, We Did' reports.

#### Purpose of the Local Offer

Every local authority must publish a Local Offer to provide comprehensive and accessible information about services and support available for children and young people with SEND. This ensures that services are tailored to local needs through collaboration with young people, parents, carers, and service providers.

The [SEND Code of Practice](#) mandates local authorities to publish an annual summary of feedback on their Local Offer.

#### Governance

The Engagement and Communications working group and the Bromley SEND Governance Board oversees the management and decision-making related to the Bromley Local Offer.

#### Key developments in 2024

##### 1. Local Offer Survey Results

In April 2024, a [Local Offer survey](#) highlighted areas for improvement:

- Limited signposting to the Local Offer by professionals.
- The need for increased visibility in public spaces.
- Mixed feedback on website accessibility and service-specific information.

A targeted plan addressed these issues:

## 2. Marketing and Rebranding

Rebranding of the Local Offer logo was carried out to make recognisable for SEND families. Three logo designs were created and shared for voting and feedback with the Bromley Parent Carer Forum (BPCF), the SEND Network Champions, the Engagement forum, and was additionally shown at various engagement events. The final design was unanimously approved, with comments such as:

- *“It says exactly what the local offer is.”*
- *“Clear messaging who it’s aimed at, clean and fresh.”*

## 3. Social Media

To support the website, social media platforms specifically for the SEND Local Offer were created. These platforms allow instant sharing of SEND information and events across the Borough and showcase Bromley’s desire to work in partnership with professional bodies, not only locally but nationally.

## 4. Publicity and Promotional Campaigns

Following the approval of the new SEND Local Offer logo, flyers, posters and electronic displays were made available to schools, GP surgeries and leisure centres.

**The SEND celebration month** held in November 2024, was a prime opportunity to further promote and raise awareness of the SEND Local Offer by using its rebrand and new logo on all promotional items.

A huge marketing campaign was carried out through leaflet drops, canvassing on Bromley High Street, email distributions to schools, SENCO bulletins and Headteacher circulars, also through the Early Years team, and using the digital billboards in Bromley.

Social media was extensively used, and social media groups such as West Wickham Mums, Hayes Life and Beckenham Appreciation Group obtained a far greater reach.

**A SEND Local Offer Live event** launched the start of the SEND celebration month. Unlike previous years, this event included service provider stalls, age-specific information workshops (Early Years, Primary & Secondary School Years, Preparing for Adulthood), and free taster sessions delivered by Access Sports, Remix Theatre, Maypole Active, and Magpie Dance).

Attendees provided feedback on various aspects of the event with parent/carer feedback ratings positive with comments like:

- *“Thank you. Really helpful for overwhelmed parents.” – 10/10*
- *“Excellent event for information and networking.” – 9/10*
- *“Very good. Informal, inclusive and non-threatening.” – 8/10*

Children and young people feedback included:

- **Enjoyed most:** "I enjoyed Maypole," "There was the right amount of information", "Talking to everyone and understanding my disability better."
- **Suggestions:** "More snacks, like fruit," "More acting and singing activities for kids."

All participants indicated they would attend a future event.

**SEND Information Stations** were placed in all Bromley leisure centres, and all six Bromley Children and Family centres complimenting making the SEND Local Offer live.

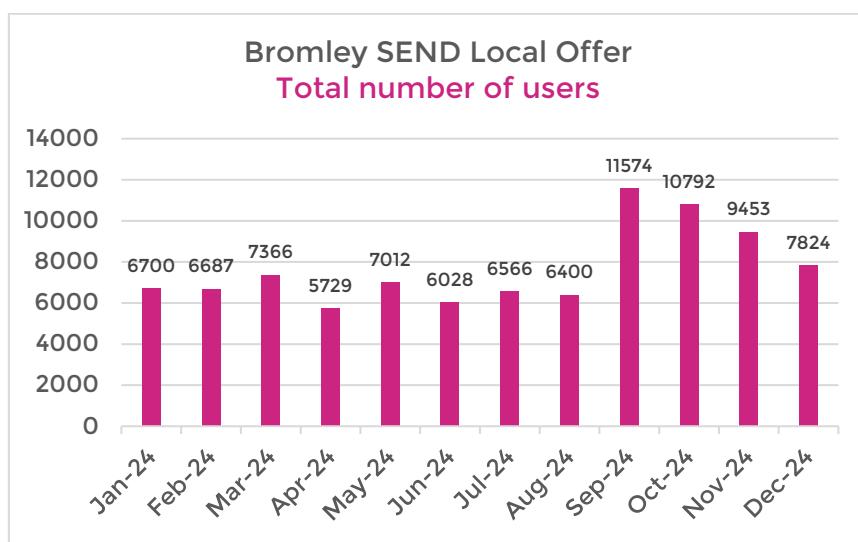
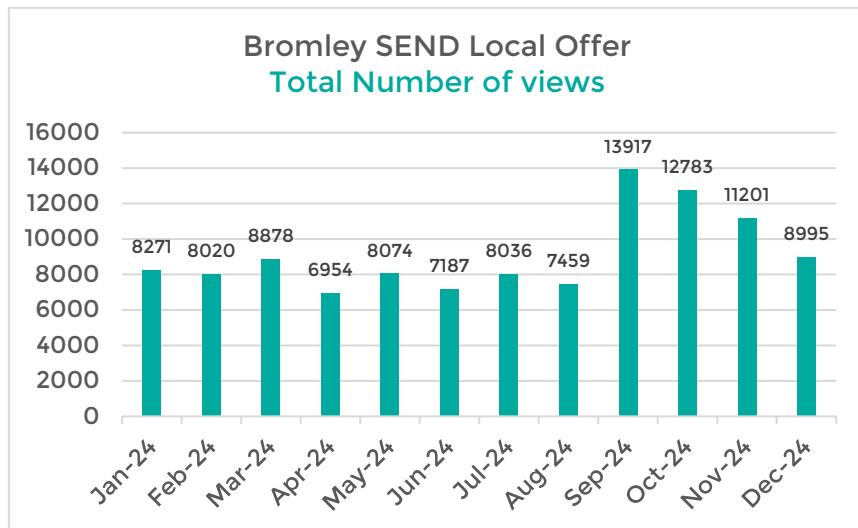
## 5. *Website*

During 2024, the Local Offer website underwent significant improvements:

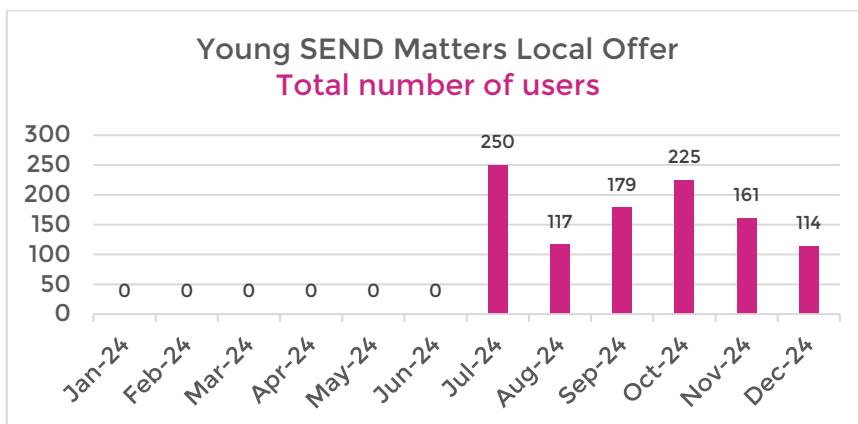
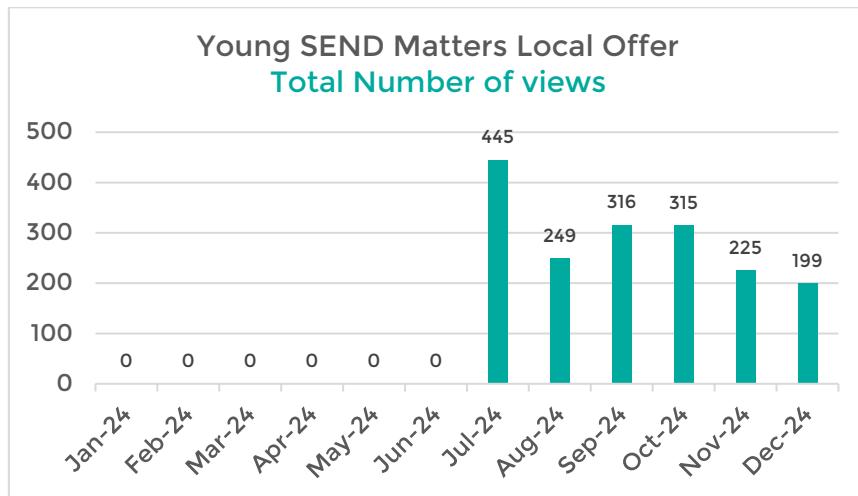
- The integration of the word 'SEND' in front of 'Local Offer' has been added for clarity.
- Consolidation into a single section for better navigation.
- Creation of a new benefits and money page specially for SEND.
- Enhanced leisure and activities page detailing information about parks, museums and galleries, cinemas, libraries, children and family centres as well as clubs and activities, HAF programmes and short breaks.
- Creation of a new social care for young people page showing clearer guidelines at different points in a young person's preparation for adulthood.
- Publishing a key contacts page for ease of finding who to contact.
- Improved travel and transport pages to include SEND specific information about travel schemes for those with disabilities.
- Creation of a new SEND services directory.
- Publishing a new SEND for professionals page signposting to Bromley Education Matters and training resources.
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- Launch of the new Young SEND Matters website in July 2024.
- Homepage tiles have been streamlined with a top 8 of most importance to our families. This includes age category tiles to aid ease of navigation for our parent/carers. These are:
  - Support in the Early Years (0-5)
  - Support in the Primary School Years (5-11)
  - Support in the Secondary School Years (11-16)
  - Preparing for Adulthood (14-25)
  - SEND for Professionals
  - Social Communication Needs including Autism
  - Social Care
  - SEND Key Contacts
- Video links added to provide easy explanation of the Local Offer, the Graduated Approach, and outcomes for Preparing for Adulthood.

## Measuring Impact

**The SEND Local Offer website:** The graphs show figures for the number of users and views of the SEND Local Offer website in 2024. Visitor analytics highlight consistent interest in Education, Health, and Care plans (EHC plan, often referred to as EHCP). Continuous monitoring ensures resources meet user needs.



**The Young SEND Matters website:** The graphs show figures for the number of users and views of the Young SEND Matters website since its launch in July 2024.



## How you can help

We invite all Bromley families, partners, and service providers to:

- Use the feedback options on our [website](#).
- Report broken links to: [localoffer@bromley.gov.uk](mailto:localoffer@bromley.gov.uk).
- Share ideas and suggestions.
- Join the Bromley Parent Carer Forum (BPCF) by emailing: [info@bromleypcf.co.uk](mailto:info@bromleypcf.co.uk)

Together, we can make the Bromley SEND Local Offer more effective and inclusive for all.

The next SEND Local Offer Annual Report, covering the year 2025, will be published in 2026.