



Special Education Needs and /or Disability (SEND)

Bromley SEND Local Offer Annual Report 2025

Executive Summary

The Bromley SEND Local Offer Annual Report 2025 outlines key developments, feedback, and improvements made to support children and young people with Special Educational Needs and/or Disabilities (SEND). This year focused on strengthening co-production, improving access to information, and addressing gaps in support.

Key achievements in 2025

Voice & Participation:

- Established Champions for Change youth forum to amplify young people's voices.
- Continued SEND Matters Live sessions for direct parent engagement with senior leaders.
- Developed four Preparing for Adulthood (PfA) workstreams co-produced with families.
- Piloted EOTISC initiative and created a reintegration policy informed by parent feedback.
- Redesigned EHCP annual review process with family input and published FAQs.

Information Access:

- Improved the SEND Local Offer website for clearer navigation and better functionality.
- Added age-category homepages with consistent layouts and visuals, including videos on the Early Years homepage for high-demand areas such as speech and language, speech sound difficulties, and glue ear.
- Clarified Graduated Approach and SEN Support sections with plain-language explanations.
- Streamlined EHCP area with clear timelines and improved mobile-friendly navigation.
- Enhanced Social Communication Needs and SLCN pages with practical strategies.
- Consolidated education pathways (EHE, EBSA, AP, EOTISC) into one section.
- Delivered Navigating the SEND Local Offer Together workshops and primary school visits.

Assessment Support:

- Introduced dedicated neurodivergence homepage covering ADHD, Dyslexia, Dyspraxia, Dyscalculia, and Autism.
- Published “Waiting Well” resources for families awaiting assessments.
- Engaged health professionals and school leaders to embed early signposting.

Life Skills & Transitions:

- Hosted SEND Local Offer Live event with 47 organisations and inclusive taster sessions.
- Showcased providers like Scadbury Centre, Bromley Mencap, and Ambient to highlight life skills and independence building opportunities.
- Enhanced Preparing for Adulthood section with practical toolkits and visual improvements.
- Delivered Employability Programme in schools to support post-16 readiness.

Therapeutic Consistency:

- Rolled out Universal, Targeted, Specialist (UTS) Speech & Language Therapy model for equitable school-based delivery.
- Published practical SLT strategies online to complement therapy sessions.

Independence & Travel:

- Promoted Travel Assistance and CASPA travel training programmes across engagement activities.
- Increased visibility of travel support pages, ranking in top five most viewed.

Targeted Support:

- Introduced Education Support for Every Child section consolidating pathways for non-threshold cases.
- Co-produced autism videos with CASPA to promote understanding and practical strategies.

Impact highlights

- *Improved website usability and engagement*, with strong growth in visits and social media reach (149,000+ combined views).
- *Increased family confidence* through practical resources, workshops, and direct engagement with providers.
- *Strengthened partnerships* across education, health, and community sectors to deliver inclusive, year-round support.

The report demonstrates Bromley’s commitment to transparency, collaboration, and continuous improvement, ensuring the Local Offer meets evolving needs and supports positive outcomes for children and young people with SEND.



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Introduction

Welcome to the 2025 annual report for the Bromley Special Educational Needs and/or Disability (SEND) Local Offer. This report provides an overview of key developments, user feedback, and improvements made to the SEND Local Offer during the 2025 calendar year. It reflects the collective work across services and support for children and young people with SEND in Bromley. The report complements the information shared through our annual [*Your Voice Matters, You Said, We Did*](#) publication.

Purpose of the Local Offer

Every local authority must publish a Local Offer to provide clear, accessible information about the full range of services and support available for children and young people with SEND and their families. The SEND Local Offer is more than a website; it represents a co-ordinated approach to making services transparent, responsive, and tailored to local needs through collaboration with young people, parents, carers, and service providers.

The [SEND Code of Practice](#) requires local authorities to publish an annual summary of feedback on their Local Offer and the actions taken in response.

Governance

The Bromley SEND Governance Board oversees the strategic direction, management, and decision-making related to the Bromley SEND Local Offer, ensuring accountability and continuous improvement.

Key developments in 2025

The 2025 [SEND Local Offer Survey](#) highlighted several key areas to strengthen support for children and young people with SEND.

- **Voice and participation:** Some families felt their views weren't listened to, and feedback lacked meaningful follow-up.
- **Support and skills:** Parents want year-round practical life-skill support, consistent SALT and mental health services, and better communication.
- **Information access:** Families struggle to find health services and navigate SEND Local Offer and b-Hive; clearer, centralised information is needed.
- **Travel and independence:** Few families use travel training or Blue Badge schemes, suggesting low awareness or promotion.
- **Assessment waits:** Some families lack support while waiting for assessments, increasing pressure at home and school.
- **Transitions:** Poor preparation for moves to adulthood and post-16 options; families want more guidance and workshops.

- **Targeted support:** Growing gap for 'inbetweeners' as targeted services decline; broader, inclusive options needed.

A targeted plan was created to address these issues:

1. Strengthen co-production and listening mechanisms (Voice and participation)

Establish regular forums and focus groups with parents, carers, and young people to co-design services and provide ongoing feedback.

Improvements made:

Champions for Change (C4C) Young People's Forum: Established in 2025 to amplify youth voice in shaping SEND services. The forum includes 28 members aged 11–25 from a diverse mix of mainstream and specialist schools, colleges, and alternative provisions. Working in co-production with the SEND Partnership, C4C ensures young people are involved and informed, sharing what matters most to them. The group also focuses on personal development, building confidence, communication, and negotiation skills, while creating opportunities for friendships and collaboration.

SEND Matters Live sessions: These sessions were continued throughout 2025 to give parent carers a direct platform to engage with senior leaders across education, health, and social care. This is important because it removes barriers to communication and ensures families can raise concerns and influence decisions at the highest level.

Preparing for Adulthood (PfA) workstreams: We developed four PfA workstreams, Developing Independence, Staying Healthy and Active, Friends and Community, and Studying/Employment. Each workstream included parents and carers, enabling them to co-produce improvements and shape future pathways for young people.

EOTISC pilot (Education otherwise than in school or college): Bromley Council piloted this initiative to support children and young people not currently in school or college. Parents contributed their lived experiences and ideas to:

- Develop pathways to reintegrate children back into education.
- Design support for families during periods of non-attendance.
- Create preventative strategies to reduce EOTISC cases.
- An EOTISC policy was developed from this group, informed by parent feedback and professional collaboration.

Annual Review Project: Families helped redesign the EHCP review process to make it more consistent, transparent, and timely. Some families piloted the new annual review process and completed surveys, which directly shaped improvements. FAQs were created to guide families through the new process.

Impact:

- C4C has strengthened youth involvement in SEND decision-making by ensuring young people's views directly influence service improvements.

- Parents have direct influence on strategic decisions and service design.
- PfA workstreams embed family voice into transition planning.
- The EOTISC pilot and resulting policy provide a clear framework for reintegration and prevention.
- Annual Review improvements address long-standing concerns about timeliness and quality, with family feedback shaping the new process.

2. *Improve communication and information access (Information access, support and skills)*

Redesign the SEND Local Offer and b-Hive websites to be more user-friendly, with intuitive navigation, clearer service pathways, and improved search functionality.

Develop a centralised digital hub with up-to-date information on services, eligibility, and how to access support.

Improvements made:

Website survey (Jan 2025): Asked users about layout, content clarity, navigation and whether support/services are clearly explained. The majority rated their experience 'Good or Fair' (an improvement from previous 'Poor' ratings). *Website improvements:*

- **Age-category homepages:** Achieved consistency across Early Years, Primary and Secondary. Early Years had targeted upgrades with videos in high-demand areas (speech & language, speech sound difficulties, glue ear).
- **Graduated Approach clarity:** Added plain-language explanations of Ordinarily Available Provision, SEN Support and EHCP. Created a dedicated SEN Support section.
- **Key Contacts:** Now include descriptors and collapsible rows for mobile-friendly navigation.
- **EHCP area:** Streamlined with a clear assessment timeline.
- **Social Communication Needs (including Autism):** Refreshed tone and clarity; launched 'Support while waiting for an autism diagnosis' (Waiting Well).
- **Speech, Language & Communication (SLCN):** Enhanced with practical strategies and access guidance.
- **Education Support for Every Child:** Consolidated pathways for Elective Home Education (EHE), Emotionally Based School Avoidance (EBSA), Alternative Provision (AP) and Education otherwise than in school or college (EOTISC), making options easier to find.
- **SEND Leisure & Activities:** Added venue hire guidance to sustain inclusive local provision.

Navigating the SEND Local Offer Together workshops: Delivered in education settings as interactive parent coffee mornings, tailored with guest speakers, some of which included the All-aged Autism Project Officer, the Early Intervention & Family Support Team Manager, the Area SENCo, Speech & Language Therapists.

Primary school visits: In collaboration with the Social Communication Needs including Autism (SCAN) service; promoted statutory Local Offer duty overview, website demonstration, and social media for timely updates.

Impact:

- Navigation and clarity improved across the SEND Local Offer website has made content clearer and enhanced functionality, making key processes such as SEN support and EHCP pathways easier to understand.
- Navigating the SEND Local Offer Together workshops strengthened multi-agency collaboration and parent confidence; nursery staff gained practical training on speech and language strategies.
- Bringing all education pathway information into one section, alongside *Waiting Well* resources, has made it easier for families to access tailored education options and practical support while waiting for assessments.

3. Enhance support while waiting for assessments (Assessment waits, information access)

Create a structured interim support offer for families awaiting assessments, including access to practical resources, peer support, and professional advice. Monitor and report on waiting times and interim support uptake to ensure accountability.

Improvements made:

Neurodivergence homepage tile: Introduced a dedicated category that now covers a wider spectrum of neurodivergent needs including ADHD, Dyslexia, Dyspraxia, Dyscalculia, alongside Autism. This ensures families can access tailored resources for diverse needs, not just social communication needs and autism.

Waiting Well content: Published a *Support while waiting for an autism diagnosis* web page and extended this approach across all new neurodivergence pages. Each category includes tips and strategies that apply even if families are not waiting for an assessment, offering practical help at any stage.

Engagement with health professionals:

- *Bromley Healthcare's CYP Divisional Leadership Team Meeting and Health Transition Working Group:* Promoting signposting to the SEND Local Offer via GP screens, leaflets, email signatures, and school nursing newsletters.

- *Health Visitors and School Nurses Forum:* Delivered a SEND Local Offer website demonstration to build confidence in using the site, ensuring health visitors and school nurses can signpost families at the earliest stage.

School leadership engagement at the Summer Chairs Briefing: Explained statutory duties and demonstrated the SEND Local Offer website. This was crucial because Chairs as senior leaders influence school culture, raising awareness at this level ensures the SEND Local Offer becomes embedded in everyday practice to support families, children and young people with SEND.

Impact:

- Families now have practical strategies and tips for managing needs at home, reducing stress during assessment waits and beyond.
- Broader neurodivergence coverage ensures inclusive support for ADHD and SpLD.
- Health professionals and school leaders are informed of the SEND Local Offer, creating early signposting and improving access to accurate information.

4. *Expand practical life skills and year-round support (Support and skills, transitions)*

Partner with local providers to deliver consistent, year-round life skills programmes (e.g. cooking, budgeting, social skills) for children and young people with SEND.

Explore funding opportunities to expand out-of-school and holiday provision.

Improvements made:

SEND Local Offer Live (30 Oct, Bishop Justus School):

Brought together 47 organisations spanning 0–25 and delivered inclusive taster sessions (therapeutic dance, archery, cricket, dance, drama, music/band building, inclusive football, Makaton, sensory activities, virtual gaming, multisports, drumming, silent disco).

The Scadbury Centre showcased its horticultural skills programme, linking directly to the goal of partnering with local providers to deliver year-round life skills programmes.

Bromley Mencap and Ambient promoted their training and day opportunity options, giving families insight into employment pathways and independent living support.

Rhiannon's Pop-Up Café, run by neurodiverse individuals, demonstrated inclusive employment and enterprise.

Feedback quotes highlight strong engagement and inclusivity (e.g., “*very useful information sharing event,*” “*everyone in one building,*” “*supportive and informative*”).

Impact:

- Families accessed practical experiences and made direct connections with providers offering life skills and independence-building programmes.
- Partnerships with providers like Scadbury Centre, Bromley Mencap, and Ambient strengthen the year-round offer for life skills and day opportunities.
- Taster sessions promoted holiday and out-of-school activities, encouraging engagement beyond the classroom.
- The event boosted awareness of PfA pathways, inclusive leisure, and employment options, addressing gaps in support and transitions.

5. Ensure Consistency in Therapeutic and Educational Support

Work with health and education partners to review and stabilise the delivery of key services such as speech and language therapy (SALT) and mental health support.

Improvements made:***Speech & Language Therapy (SLT), Universal, Targeted, Specialist (UTS) model:***

The Bromley SLT service with the support of Bromley Healthcare's Transformation and Support Services have created a UTS model designed for earlier, equitable, and sustainable support.

From September 2025, SLT support is delivered through schools, strengthening links between families, settings and therapists and clarifying support pathways.

Complementary web content: The Speech, Language & Communication web page now includes practical strategies and clear guidance on how to access help and find a therapist. These strategies complement the wider neurodivergence resources and *Waiting Well* guidance available on the Local Offer, creating a consistent approach for families, whether they are waiting for an assessment or supporting ongoing communication needs.

Impact:

- Delivery in school settings improves consistency and access; families experience clearer coordination and expectations.
- The practical strategies published on the SEND Local Offer website empower parents and staff to support communication needs between sessions, reinforcing the UTS approach.

6. Improve Transition Planning

Develop and distribute practical transition toolkits for families and professionals to support key life stages, especially post-16.

Host annual transition fairs and workshops to help families explore education, employment, and independent living options.

Improvements made:

The Preparing for Adulthood section of the Local Offer website underwent major enhancements in 2025 to address survey feedback about poor transition planning and lack of clear guidance for post-16 options. The section is now fully reorganised to support planning from Year 9 onwards, making it easier for families and professionals to find relevant information at the right time. Each of the four PfA pathways (Developing independence; Staying healthy, well and active; Friends, relationships and community; Studying, training and employment) now includes practical guidance, useful links, and resources tailored to Bromley's local context. Visual improvements now make the section more engaging and accessible for families and young people. Targeted resources include transition planning tools, signposting to supported internships, and links to adult learning opportunities.

The SEND Local Offer Live featured organisations relevant to post 16 transitions, including:

- DWP (employment and pensions advice)
- Legal representatives (LPAs, Trusts, Wills)
- The Oaks Specialist College, which runs the LBB Supported Internship Programme launched in September 2025
- Bromley Adult Education College (BAEC) and London South East Colleges (LSEC), offering information and advice on SEND adult courses and post-16 options available in Bromley.

These providers complemented other PfA focused organisations at the event, ensuring families could access direct guidance on education, training, and employment options.

Employability Programme: Delivered in specialist and mainstream schools to support young people aged 16+ with SEND in preparing for work. The course focused on understanding employment, job search and interview techniques, and building communication and social skills for the workplace. The programme helps participants gain confidence, manage anxiety, and develop teamwork skills, promoting readiness for employment, education, or training.

Impact:

- Families and professionals have structured, accessible guidance for transition planning from Year 9 onwards through the refreshed PfA section.
- Direct engagement with providers such as DWP, The Oaks Specialist College, BAEC) and LSEC at the SEND Local Offer Live gave families and young people practical next-step advice.
- Attendance at the event demonstrated strong engagement, with over 100 children pre-registered for taster sessions alone. Based on typical family sizes of four, total attendance is estimated to have exceeded 452 people, excluding visits from LBB departments and providers.

- The Employability Programme directly supported post-16 transition by bridging the gap between education and adulthood for young people with SEND. Delivered in both specialist and mainstream schools, it provided practical guidance on employment pathways and workplace expectations at a critical stage when many young people face uncertainty about next steps. The programme helped participants develop essential skills for independence, ensuring they are better prepared for life beyond school.

7. *Promote Travel and Independence Services*

Launch a targeted awareness campaign to promote travel training, Blue Badge schemes, and other independence-building services.

Gather feedback to understand barriers to access and improve service visibility.

Improvements made:

Travel Assistance Programme: Actively promoted through all SEND Local Offer engagement activities.

This consistent promotion has driven increased visibility, evidenced by analytics showing Travel Assistance pages consistently rank in the Top 5 most viewed pages on the SEND Local Offer website.

Travel Training Programmes: Highlighted opportunities delivered by CASPA, which provide practical training for young people to travel safely and confidently.

Impact:

- Families improved awareness of travel support options, help young people develop independence skills.
- Increased website engagement with Travel Assistance content reflects improved visibility and interest.

8. *Rebuild Targeted Support for 'Inbetweeners'*

Map current gaps in provision for children and young people who do not meet thresholds for specialist services.

Improvements made:

Education Support for Every Child web section: The SEND Local Offer website introduced a dedicated section consolidating pathways for Elective Home Education (EHE), Emotionally Based School Avoidance (EBSA), Alternative Provision (AP), and Education Otherwise Than In School or College (EOTISC). This improvement ensures families can navigate tailored support options without needing specialist thresholds, reducing confusion and helping prevent escalation. Each page provides clear explanations, eligibility guidance, and signposting to local services, making the Local Offer more inclusive and practical.

Social Communication Needs (including Autism) videos and resources: The Social Communication Needs including Autism web pages were refreshed and enriched with a series of co-produced videos developed with CASPA through the Bromley All-aged Autism Partnership. These videos emphasise that autism has no single “look” and encourage kindness and perspective taking, inviting viewers to “see the world through autistic eyes”. They provide accessible, practical guidance for families and professionals, including strategies for communication, sensory needs, and social interaction. This work reflects a strong commitment to co-production, ensuring resources are shaped by lived experience and tailored to Bromley’s community.

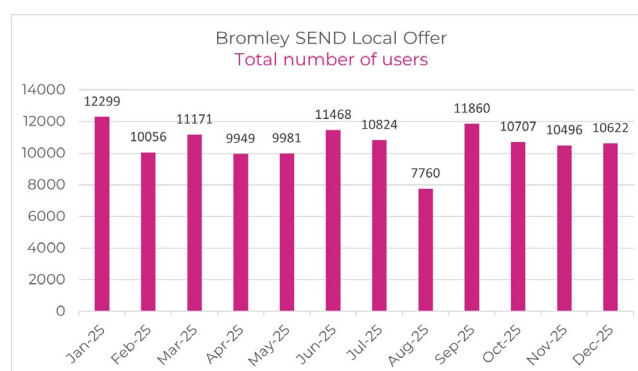
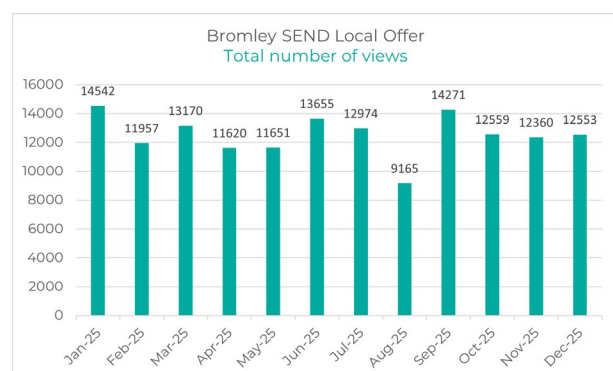
Impact:

- Families now have clearer, consolidated information on education pathways for children who do not meet specialist thresholds, reducing stress and improving decision making.
- Co-produced autism videos offer inclusive, relatable resources, bridging gaps for ‘inbetweeners’ and promoting understanding across schools and communities.
- These improvements support early intervention, helping families access appropriate support before needs escalate.

Measuring Impact

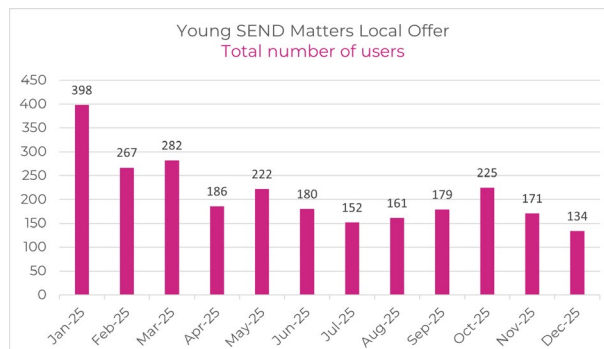
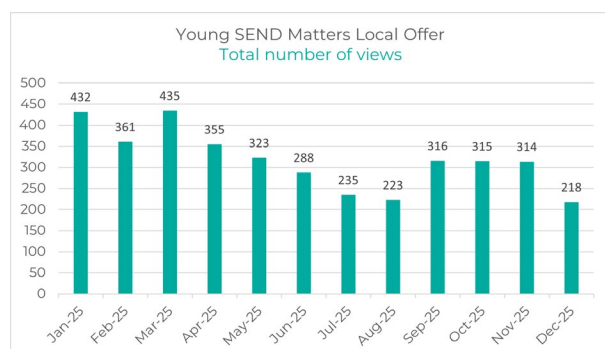
The SEND Local Offer website: The graphs show figures for the number of users and views of the SEND Local Offer website in 2025. Visitor analytics highlight consistent interest in Education, Health, and Care plans (EHC plan, often referred to as EHCP) and Travel Assistance. Continuous monitoring ensures resources meet user needs.

Compared to the figures last year, the site is still showing significant growth and solid usage in both visits and engagement. This suggests that recent enhancements and interactive engagement efforts are being received well with the community.



The Young SEND Matters website: The graphs show figures for the number of users and views of the Young SEND Matters website in 2025. The Young SEND Matters website maintained steady engagement throughout 2025, with strong interest in independence, social connection, and life transitions. Popular topics included post-16 options, employment, activities, and community, while emerging themes such as health education and post-18 planning reflect evolving needs.

The site continues to support Preparing for Adulthood outcomes by providing practical guidance for independence, wellbeing, and community participation, with insights shaping future content.



Social media engagement

Social media continues to play a key role in promoting the SEND Local Offer and ensuring families receive timely updates and resources. In 2025, engagement across Facebook and Instagram demonstrated strong reach and interaction, particularly during major events and updates.

Performance Highlights (Jan–Dec 2025):

Facebook:

- 109,000 views
- 1,800 content interactions (+172%)
- 400 link clicks (+900%)
- 3,900 profile visits (+44.7%)
- 199 followers (+93.2%)

Instagram:

- 40,700 views
- 6,200 reach (+482.6%)
- 948 content interactions (+106%)
- 1,000 profile visits (+126.9%)
- 268 followers

Content Insights:

Posts promoting the SEND Local Offer Live, provider showcases, and practical resources achieved the highest reach and engagement. Pre-event countdowns and post-event highlights generated above-average interactions, showing families respond strongly to timely, practical updates.

Impact:

Social media has helped increase awareness of the SEND Local Offer, its improvements, Preparing for Adulthood resources, and key events. Combined views across platforms exceeded 149,000, reinforcing the role of social media channels in making the SEND Local Offer accessible and visible to families and professionals.

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.
- Share ideas and suggestions.
- Join the Bromley Parent Carer Forum (BPCF) by emailing 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 calendar year 2026, will be published in 2027.