



Local Offer Statement: Feedback to the Local Offer

Purpose of this report

The Special Education Needs and Disabilities (SEND) Code of Practice 0 to 25 years requires the 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 [Wigan 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.

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Local Offer Statistics

Quantitative data has been collected to evidence the access of the Local Offer website.

Over the last 12 months spanning 1 January 2024 to the 31 December 2024 the statistics were as follows:

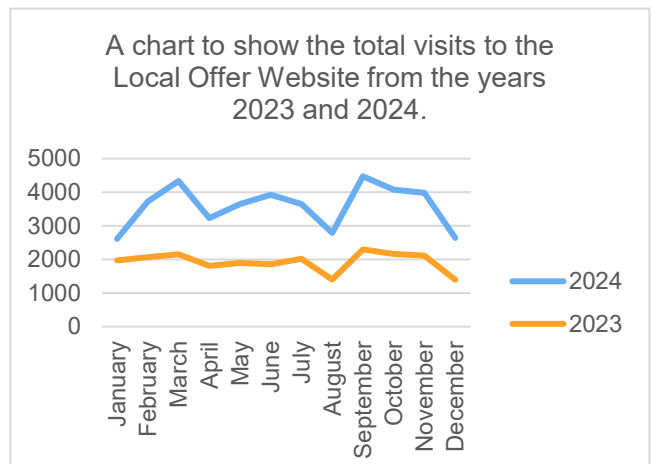
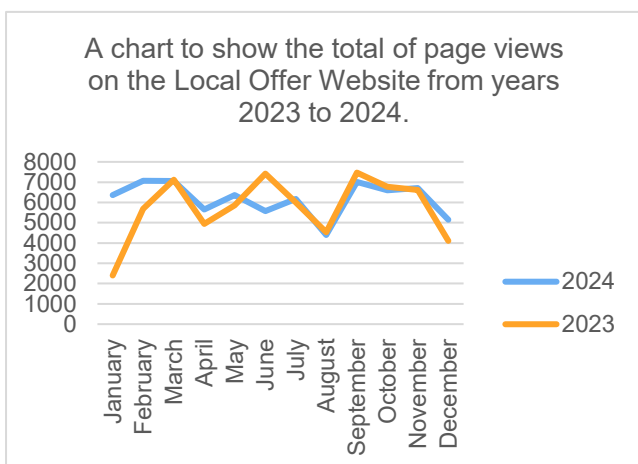
- 23,131 total visits
- 74,095 page views
- 18,104 unique visitors
- September was the busiest month with 1,761 unique visitors and 7,008 page views.
- The most popular webpages, aside the Local Offer home page, were 'I am a Parent', 'Information for Professionals' and 'Transport and Travel – SEND'.

Reflecting on previous years

Statistics shown below highlight the differences from 2023 (September 2022 to October 2023) to 2024 (January 2024 to December 2024).

	2023	2024
<i>Visits on the webpage:</i>	21,308	23,131
<i>Visitors overall</i>	74,323	74,095
<i>Unique visitors</i>	14,319	15,757

When reviewing our analytics, there are peaks in usage in certain months – the busiest times of year are March, September and November when looking at the year overall, across the 2 years this has remained the pattern.



Local Offer Queries 2024

As part of the Local Offer website, Wigan Council provides a queries and feedback form that can be completed by parents/ carers, young people, professionals and providers and services. This is an opportunity to provide feedback on how the Council can develop and improve the local offer.

Local Offer: Who's been contacting us? Queries Data

Over the last 12 months we have had queries through the Local Offer website. A breakdown of this can be seen below

Total Queries: 167

Monthly Breakdown

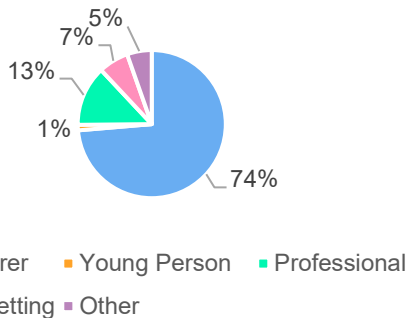
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
10	11	19	13	19	17	9	13	19	19	9	10

This table shows the number of queries that have come through the Local Offer website through the course of the year.

We have highlighted the origin of the contacts showing our highest queries come from parent/carer and the percentages of contacts originating from (who self-identified via the Local Offer).

	Total contacts	Percentages
<i>Children/ Young Person</i>	2	1%
<i>Parent/ Carer</i>	123	74%
<i>Professional</i>	22	13%
<i>Provider, Service or Setting</i>	11	7%
<i>Other</i>	9	11%

A chart to show the percentages of contacts via the Local Offer Website.

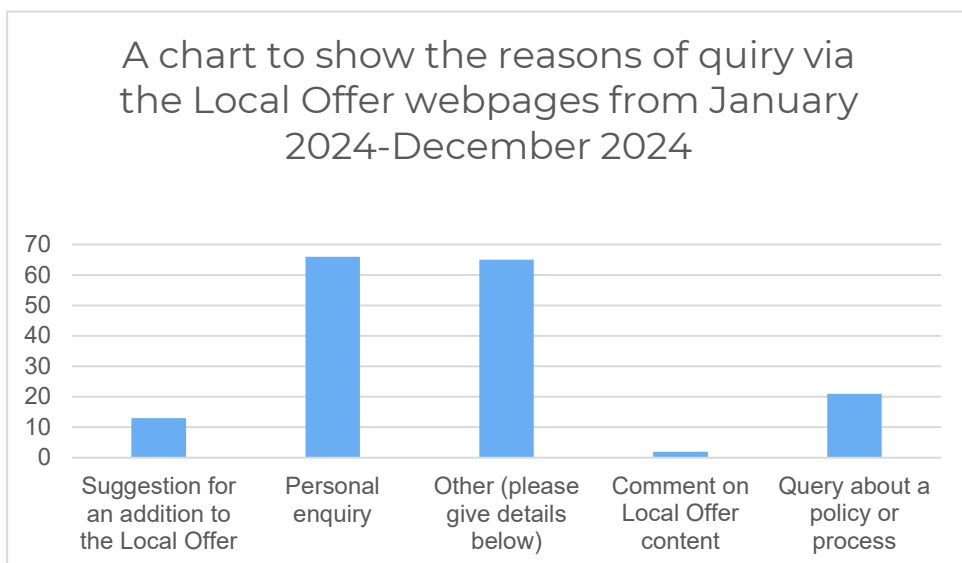


<The above data has been shown in the following chart

In addition, the number and percentages of nature of queries are detailed in the table below.

	Total contacts	Percentages
<i>Suggestion to add</i>	13	8%
<i>Personal enquiry</i>	66	40%
<i>Query on policy/ process</i>	21	13%
<i>Comment on Local Offer</i>	2	1%
<i>Other</i>	65	39%

This data has also been shown in chart form showing the reasons people have put queries through (shown below).



Reflecting on previous years

Statistics shown below show the differences from 2023 to 2024 spanning January to December:

	2023	2024
<i>Total of Query Contacts</i>	170	167
<i>Parent or Carer</i>	69	123
<i>Young Person</i>	2	2
<i>Provider, Service or setting</i>	14	11
<i>Professional</i>	21	22
<i>Other</i>	5	9
<i>Personal Enquiry</i>	69	66
<i>Query about a policy or process</i>	18	21
<i>Comment on the Local Offer</i>	3	2
<i>Suggestion to add to the Website</i>	11	13
<i>Other</i>	69	65

	2023	2024
<i>January</i>	28	10
<i>February</i>	17	11
<i>March</i>	15	19
<i>April</i>	12	3
<i>May</i>	10	19
<i>June</i>	18	17
<i>July</i>	10	9
<i>August</i>	7	13
<i>September</i>	15	19
<i>October</i>	19	19
<i>November</i>	13	9
<i>December</i>	7	20

Reflecting on the data, we have seen an increase in the number of contacts made via the local offer with Parent or Carers utilising the function the most, followed by professional then providers, services or settings.

The peak months are consistent over March, June and October for number of contacts via the local offer, closely followed by December and January which show evidence of fluctuating year on year.

Similarly, there is a trend from 2023-2024 with who was contacting and for what reasons, with personal queries being highest, followed closely by 'other'.

Local Offer Queries: Why have they contacted us?

The Local Offer received the highest number of queries in March, May, September and October of 2024. This also matched the trends of when people were more likely to access the Local Offer.

The highest volume of contacts came from parents/carers, followed by professionals and providers, services and settings.

From reviewing the contacts from the Local Offer website, the main contact reason from parents/carers was surrounding Educational, Health and Care Plans, and school support.

You Said	We did
<p>You are unsure what services are available and what they do.</p>	<p>When you have made contact, we have signpost you to the relevant service to deal with your concerns and questions.</p> <p>Information on who can help can be found on the Local Offer Website via the parent section- Information and advice. These pages are being reviewed to support them being easier to understand.</p> <p>Plans are being made to recommence the SEND champion sessions offering awareness on different topics for parents, carers and professionals to attend from a range of services.</p>
<p>Unsure who to contact regarding your child's existing or applying for an EHC Plan</p>	<p>Communicated back advising you contact the SENDSAdmin@wigan.gov.uk with any queries regarding an existing EHC Plan.</p> <p>If you are concerned about your child's progress, you can contact your SENDCo at school.</p> <p>For more support, please contact Wigan's SENDIAS service.</p>

<p>You want to find a specific activity your child or young person wants to partake in</p>	<p>Working collaboratively to continue to develop the Our Town Directory, ensuring it is up to date and relevant for all to use. SEND service has been attending the parent carer forum drop-in sessions to provide information and updates for our parents/carers as well as answer queries. For our young people they can use this, and the LINC2 section of the Local Offer Website to find out what's on.</p> <p>We are working to update the Local Offer website to make sure the information is relevant, up to date, and easy to understand.</p> <p>SENDIASS and parent carer forum attend the Family Hubs across the borough offering drop in or bookable sessions for parents/carers and children and young people to attend.</p>
<p>I provide a service, and would like to know how to advertise my offer (submitted via the Local Offer Query form)</p>	<p>Continued to promote the Our Town Directory to develop the information basis of this so information is available on there.</p> <p>Requests made via the local offer are being monitored and updates to webpages being actioned.</p>
<p>Using and accessing social media is more relevant and useful.</p>	<p>2023 we set up X and Instagram, these were postponed and reviewed- feedback from parents/carers is they want information to be more visible. To develop this, we will work with partner and existing organisations to share what's on and to promote the information to reach more parent/ carers, and reexplore having a social media.</p>
<p>I don't understand the information on the local offer</p>	<p>We have started to review the content of the Local Offer Website, making sure that it is relevant, up to date and can be understood</p>

	<p>by all. A work group has been established to complete this.</p> <p>The SEND Engagement Officer is working with children/young people, parents/carers and professionals to develop the website and improve the accessibility. The SEND Engagement Officer is working to obtain feedback to co-produce the content, and shape wider offers.</p>
I need advice and support	<p>Local Offer website pages are being reviewed and updated. SENDIASS continue to offer a drop-in session from the Family Hubs alongside the PCF.</p> <p>The SEND Service have reviewed their offer in the hubs to enable parent/carers to feel better informed about the processes and services available for their children/young people.</p>
Need information on your school and support	<p>Advice is to contact the school directly regarding your concerns.</p> <p>Further information on support available in schools can be found in the information and advice section of the Local Offer Website.</p>
SEND Local Offer Live event	<p>The SEND service is working with partners to recommence the Local Offer Live events, working across children's and adult services and health providers to plan the annual event.</p> <p>This is co-produced with Parent Carer Forum and professionals across education, health and social care.</p>

Next Steps

When reviewing the feedback and continuing work, the next steps for the Wigan's Local Offer as follows.

- 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.
- Explore new opportunities to develop our local offer website and make it as user-friendly as possible.
- Continue to regularly audit and update the local offer website to ensure it is relevant and not out of date, listening and valuing feedback left via our queries link.
- Seek out opportunities to engage children and young people in shaping the local offer and services available to them. Visit schools and local organisations across the borough to collect voice as well as explore the opportunity for a young person's engagement group/s.
- We plan on hosting the Local Offer Live 2025 acting on feedback gained from the 2023 event with involvement from a range of partners to coproduce a meaningful event for parent/ carers.
- Continue to improve our Short Breaks offer and provide opportunities for organisations to develop a new or existing offer for children and young people.

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