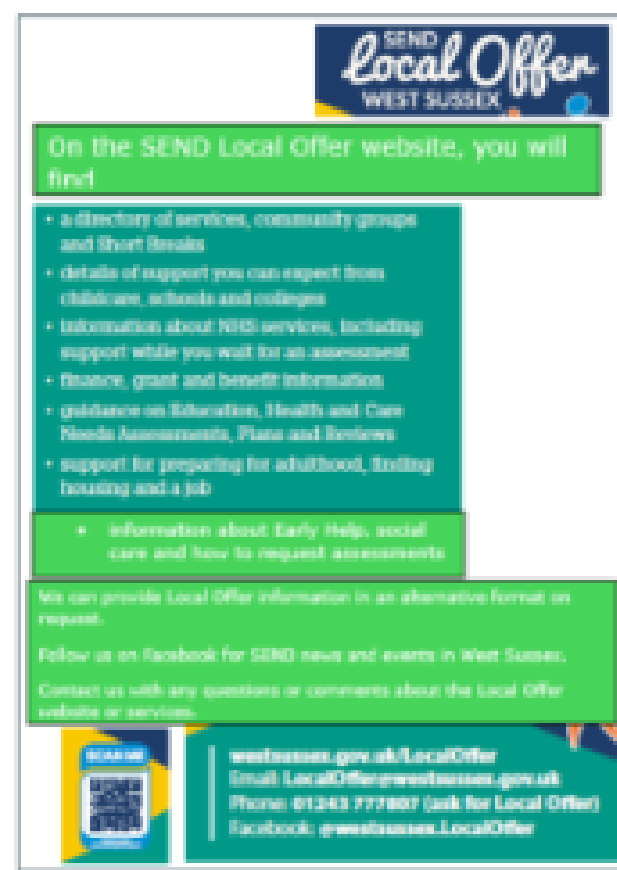
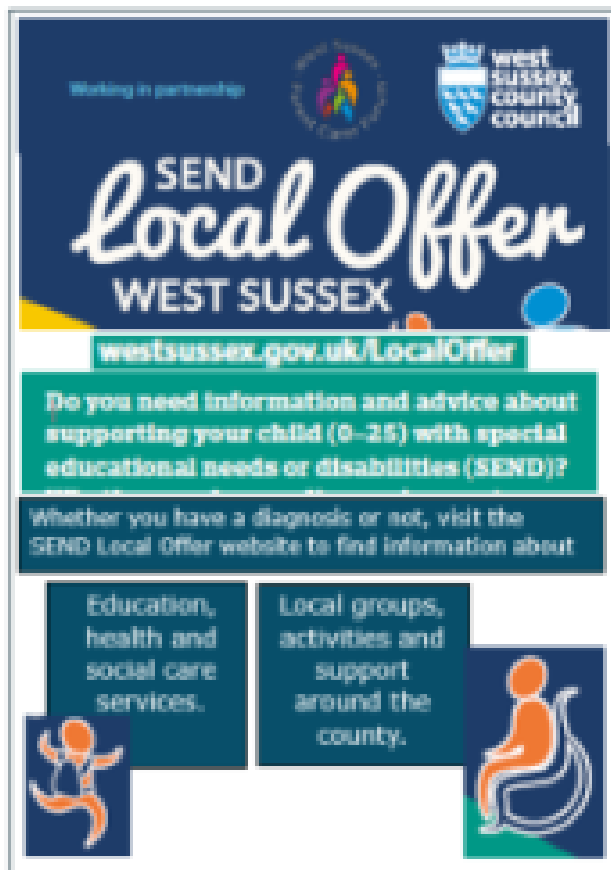




Together
for Change

Local Offer Marketing Materials

The Local Offer wanted to refresh their marketing materials to make them more engaging and inclusive for SEND families. Earlier designs didn't fully reflect the diversity and experiences of local SEND families.



2

For the
Banner

4

Submissions
to the panel

2

For the
Flyer



Together
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Local Offer Marketing Materials

Panel Suggestions:

- Reframing language to sound welcoming and conversational.
- Adding the message: “No diagnosis is needed to access the Local Offer.”
- Recommending more diverse, relatable imagery.
- Including Together for Change and NHS logos to highlight collaboration.

How involved the panel felt
in the Flyer discussions



Participation

How involved the panel felt
in the Banner discussions



Coproduction

What has Improved

- ✓ *Family-centred and inclusive tone*
- ✓ *More diverse and representative images*
- ✓ *Co-branding that shows trusted partnership*
- ✓ *Clear, accessible messages for all families*

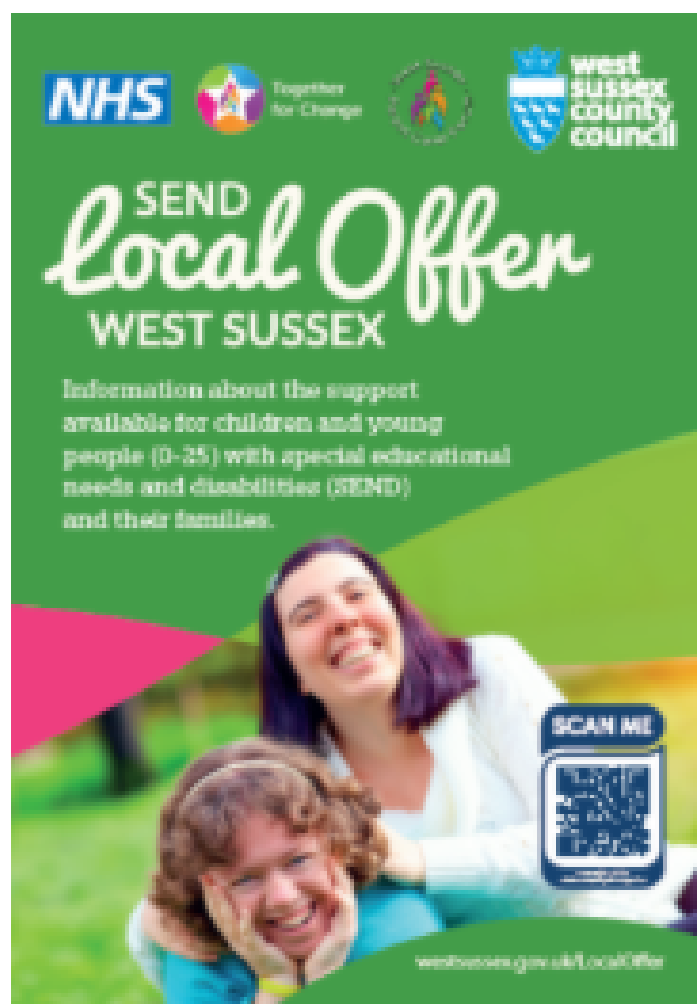
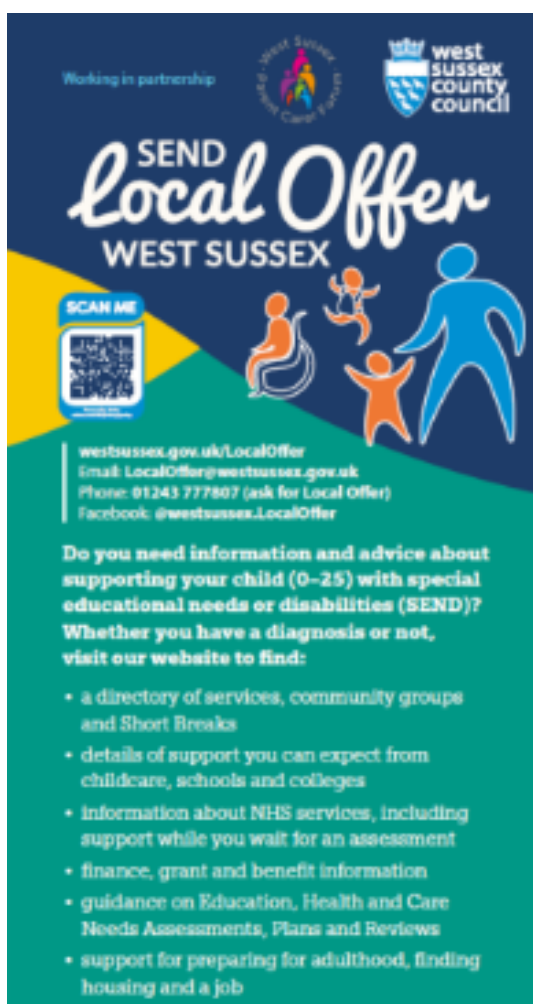
Why This Matters

- ✓ Families can now understand information more quickly
- ✓ They can make informed choices with more confidence
- ✓ The welcoming, inclusive tone helps families feel seen, valued, and respected
- ✓ Clear, accessible content reduces stress and makes support easier to navigate
- ✓ Co-branding shows families that services are working together, building trust



Together
for Change

Local Offer Marketing Materials



Website: westsussex.gov.uk/LocalOffer
Email: LocalOffer@westsussex.gov.uk
Phone: 01243 777807 (ask for Local Offer)
Facebook: @westsussex.LocalOffer

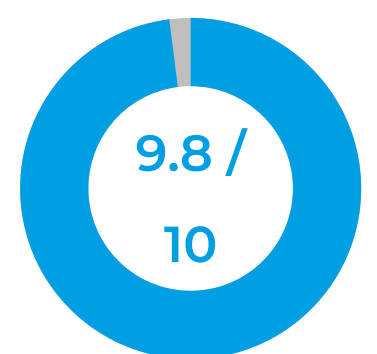
Whether you have a diagnosis or not,
visit our website to find:

- a directory of services, community groups and Short Breaks;
- details of support you can expect from childcare, schools and colleges;
- information about NHS services, including support while you wait for an assessment;
- finance, grant and benefit information;
- guidance on Education, Health and Care Needs Assessments, Plans and Reviews;
- support for preparing for adulthood, finding housing and a job; and
- information about Early Help, social care and how to request assessments.



- We can provide Local Offer information in an alternative format on request.
- Follow us on Facebook for SEND news and events in West Sussex.
- Contact us with any questions or comments about the Local Offer website or services.

“Working with the Together for Change Panel made the process truly collaborative. We achieved a warmer, more family-centred tone and were able to make changes quickly through open discussion. The panel’s ideas and real-time feedback helped shape clearer, more inclusive messaging, and the shared notes kept everyone aligned. Overall, it was a positive experience that showed the real value of co-production.”
Local Offer Team



Our average
Usefulness Rating
from the submitter

[To visit the Local offer website and see what support is available Click Here](https://westsussex.gov.uk/LocalOffer)