Placid

SEND local offer and directories for health, social care and communities

Service ID 128201696316910 · https://www.applytosupply.digitalmarketplace.service.gov.uk/g-cloud/services/128201696316910
Updated 6 November 2026

A co-designed, accessible digital platform enabling local authorities to publish, manage and share SEND information and services.

Service overview

Key use cases

- Publishing and managing statutory SEND Local Offer information in compliance with the SEND Code of Practice 2015 and OFSTED requirements.
- Creating customised mini-sites for specific audiences (for example, Preparing for Adulthood, Care Leavers).
- Centralising and managing directories of organisations, services, and events.
- Facilitating multi-agency collaboration and information sharing across health, education, and social care sectors.
- Providing accessible, up-to-date, and user-friendly information to parent carers, young people, and professionals.

Target users

- Local authority SEND teams and multi-agency partners.
- Parent carers and young people with SEND.
- Professionals working in education, health, and social care sectors.

Key features

- **Separate Local Offer websites with unique URLs.** Enables distinct sites for different audiences (for example, Adults, Early Years) with tailored content and branding.
- **Co-designed and localised interface.** Developed in collaboration with young people, parent carers, and professionals to ensure relevance and usability.
- **Colour-coded sections.** Clear visual organisation for Education, Health, Social Care, and Preparing for Adulthood content.
- **Filterable and shareable directory.** Comprehensive listings of services, organisations, and events with advanced filtering and sharing capabilities.

- **Mini-sites for specialised audiences.** Customisable sections for specific groups such as Care Leavers or young people transitioning to adulthood.
- **Real-time news feed and events listings.** Dynamic updates to keep users informed of the latest developments and opportunities.
- **Step-by-step guides.** Detailed walkthroughs for complex processes (for example, Education, Health and Care Plan applications).
- **Accessible publication pages.** Dedicated spaces for important documents such as SEND strategies, policies, and reports.
- **Nested pages with breadcrumbs.** Intuitive navigation structure to enhance user experience.
- **Privacy-friendly analytics.** Data collection and analysis that respects user privacy and complies with GDPR.
- **Optional OFSTED childcare feed integration.** Seamless incorporation of OFSTED childcare data where applicable.

Key benefits

- **User empowerment through co-design.** Ensures content and features reflect real user needs, promoting engagement and ownership.
- **Reduced administrative burden.** Centralised directories and automated updates save time and resources for local authorities.
- **Compliance with SEND legislation and OFSTED standards.** Meets statutory requirements and inspection frameworks.
- **Accessibility and inclusivity.** WCAG 2.2 AA compliance and user-friendly design ensure access for all users, including those with disabilities.
- **Time savings through content support and automation.** Ongoing content maintenance and real-time updates reduce manual effort.
- **Enhanced user experience.** Intuitive navigation, clear visual cues, and interactive elements improve engagement.
- **Improved information dissemination.** Real-time news and events keep users informed and engaged.
- **Cost-effective solution.** Flexible pricing models and scalable features provide value for money.
- **Comprehensive support and training.** Users and administrators can fully use the platform's capabilities.
- **Data security and privacy.** GDPR-compliant data handling and encryption protect sensitive information.

Technical specifications

Aspect	Description
Hosting and	Cloud-based. UK-based data storage. Green energy.

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infrastructure	
Integration capabilities	OFSTED childcare feed integration (optional). Compatible with local authority CRM and case management systems. API access for third-party integrations.
Accessibility	WCAG 2.2 AA compliant. Screen-reader compatible. Adjustable text sizes and colour contrast options.
Security	GDPR-compliant data handling. Privacy-friendly analytics (no third-party tracking). Role-based access control.

Compliance and standards

- **Legislative compliance.** SEND Code of Practice 2015, Equality Act 2010 (accessibility), UK GDPR, and Data Protection Act 2018.
- **Standards met.** WCAG 2.2 AA, G-Cloud 15 framework requirements, Cyber Essentials certification.

Service management

- **Onboarding.** Typical timeline of 4 to 6 weeks. Includes project scoping, prototype co-production, design, and content co-production.
- **Ongoing support.** Email answered within one working day, all year, and a UK phone number 9am to 5pm, Monday to Friday. Weekly meetings while the site is built and set up, then as often as you want. Support is included in the yearly fee, with no tiers.
- **Content support.** Optional add-on services for content updates, maintenance, and further development.
- **Training.** Online tutorials, live sessions, and comprehensive documentation for administrators and users.

Pricing

- **Pricing model.** Subscription-based (monthly/annual) or one-time setup fee with ongoing costs.
- **Cost tiers.** Base package includes core features. Add-ons available for content support, OFSTED feed integration, and mini-sites.
- **Example costs.** Published in the pricing document: £19,500 to set up, then £15,000 a year from the second year, with five-year plans shown.
- **Discounts.** Possible discounts for multi-year contracts or bulk purchases.

Case studies

- **Example implementation.** The Calderdale SEND Local Offer site shows the platform's capability to deliver a comprehensive, user-friendly, and compliant Local Offer.

- **Testimonials and references.** Available upon request, highlighting user satisfaction and improved engagement.

Data and security

- **Data handling.** User data collected, stored, and processed in compliance with GDPR and UK data protection laws. Data retention policies apply.

Terms and conditions

- **Contract length.** Minimum 12 months.
- **Termination clause.** 30 days' notice period.
- **Data ownership.** Local authorities retain full ownership of all content and data.

Additional information

- **Scalability.** Platform supports addition of new mini-sites and features as needs evolve.
- **Future developments.** Roadmap includes AI chatbots, mobile app integration, and enhanced analytics.
- **Customer references.** Contact details for existing clients available on request.