Engagement Report

AUTUMN TERM 2024
(2/9/2024-6/1/2025)

NO. OF MEMBERS

3892

signed up to the mailing list.

WEBSITE STATS

8800

Active users

SUPPORTING YOUR NEURODIVERGENT CHILD BOOK

484

Hard copies sent to parents/carers

Total of 5752 to date

ENGAGEMENT EVENTS

SEND Roadshows

Parent/Carer Attendance;
West Essex- 16
South Essex- 35
North East Essex- 38
Mid Essex- 49

82% of these parent/carers attended for the first time.

Transforming Care information session

The Learning Disability and Autism Health Equalities Team and the 3 PCFs across Essex, Southend and Thurrock hosted an event for parent/carers to inform them on the Transforming Care Project.

PINS Project

Parent carer meetings held in 80/95 pilot schools. Feedback meetings held with the PINS leads for each school and working together to improve communication and co-production with families.

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2024

NEWLETTER STATS

Sent- 6th December 2024
Sent to 3681 members**
1414 (38.41%) opened the email
116 (3,15%) clicked on a link within the newsletter

MAILING STATS

Making Sense of SEND Law - Training Opportunity - 18/09/24
Sent to 3466 members**
1404 (40.51%) opened the email
118 (3.4%) clicked on a link

Information Event – Transforming Care Partnership – 12/11/24
Sent to 3570 members**
1723 (48.26%) opened the email
220(6.16%) clicked on a link

SOCIAL MEDIA STATS

REACH

42800 ↑ 26.1%*

VIEWS

187500 ↑ 26.1%*

CONTENT INTERACTIONS

1800 ↑ 8.1%*

LINK CLICKS

849 ↑ 47.9%*

*- compared to the period 29/4/2024-2/9/2024
**-Numbers differ as members are added to mailing list