Engagement Report

SPRING TERM 2025
(06/1/2025-21/4/2025)

NO. OF MEMBERS

4084

signed up to the mailing list.
(up 192)

WEBSITE STATS

6500

Active users

SUPPORTING YOUR NEURODIVERGENT CHILD RESOURCE PACK

620

Hard copies sent to parents/carers

Total of 6086 to 21/04

ENGAGEMENT EVENTS

SEND Roadshows

Parent/Carer Attendance;

- West Essex- 40
- South Essex- 62
- North East Essex- 120
- Mid Essex- 72

EFF parent/carer information Session

120 Family Champions and parent/carers across Essex attended to listen to updates from the Local Authority SEND Strategy and Innovation Team on SEND Sufficiency and Ordinarily Available support in schools. The Autism strategy team talked about what is available as Autism support in school and for families, there was an update on the Therapies Balanced System and finally the PINS pilot project.

PINS Project

The project was completed on 31st March with 95 schools taking part.

Engagement Report

SPRING TERM
2025

NEWLETTER STATS

Spring Term Issue 9 Sent - 13th May 2025
Sent to 4170 members**
1760 (42.4%) opened the email***
73 (1.75%) clicked on a link within the newsletter

MAILING STATS

EFF SEND Parent/Carer Engagement Event - 28/01/25
Sent to 3803 members**
2079 (54.67%) opened the email
266 (6.99%) clicked on a link

REMINDER, SEND Parent/Carer Engagement Event – 07/02/2025
Sent to 3844 members**
1758 (45.73%) opened the email
145(3.77%) clicked on a link

SOCIAL MEDIA STATS

REACH
48500 ↑ 26.3%*

VIEWS
211100 ↑ 12.6%*

CONTENT INTERACTIONS
2000 ↑ 45.9%*

LINK CLICKS
1800 ↑ 159.4%*

*- compared to the period 2/9/2024-06/1/2025
**-Numbers differ as members are added to mailing list
***Figure as at 19/05/2025