



## Newham Council Improving access to family services with the Idox Local Offer Directory

### Challenge: Making family and SEND information easier to access

Newham is one of London's fastest growing and most diverse boroughs, with over 351,000 residents. Families had previously reported that the Family Information Service and Local Offer website was difficult to navigate and did not clearly reflect the borough or its services.

The council also needed to bring together information from multiple areas, including SEND, Early Years and Family Hubs, while ensuring content remained consistent, accurate and compliant with statutory requirements.

### Solution: A co-produced directory shaped by families and services

Newham Council partnered with Idox to deliver a full refresh of its Family Information Service and Local Offer Directory.

The redesign was led by a core multi-agency team covering Early Years, SEND Commissioning and Family Hubs, with leadership from the Early Years Strategic Systems & Data Lead and the SEND Local Offer Commissioner. The project was shaped by extensive engagement with families and professionals, ensuring the final platform reflected real user needs.

### Key improvements included:

- A simplified navigation structure with redesigned categories and tiles.
- Improved search functionality to help users find services more easily.
- A dedicated Family Hubs channel to improve access to early help and support.
- A refreshed visual identity co-produced with families and illustrators.
- Standardised and streamlined content across services for clarity and consistency.
- Enhanced provider information to support informed choice.
- The platform was built on the Idox system, enabling ongoing updates and future development.

### Launch: Delivered at Local Offer Live 2026

The refreshed site went live on 26 March 2026 at Newham's Local Offer Live event, the borough's flagship engagement event for families and professionals.

The event brought together 36 organisations from across education, health, social care and the voluntary sector, providing a strong platform to showcase the new site and gather live feedback.

### Results: A clearer, more accessible digital front door

Since launch, the directory has delivered over 72,000 sessions and continues to grow.

The new platform has improved how families access information and support, with clearer navigation, better search, and a more joined-up experience across services.

Newham continues to work with Idox on ongoing refinements and enhancements, ensuring the directory evolves in line with user needs.

**“The refreshed site is far easier for families to navigate and feels much more reflective of Newham. It brings together key services in one place and continues to improve based on user feedback.”**

Newham Council Project Team

### Working in partnership with Idox

Newham valued Idox's collaborative approach, responsiveness and ability to work at pace under tight delivery timelines.

The partnership enabled iterative development before and after launch, supporting continuous improvement of the platform.

**Email [marketing@idoxgroup.com](mailto:marketing@idoxgroup.com) to find out more about Idox's solutions.**