



HL  
HAYLEY LEYSHON  
— LEADERSHIP & INCLUSION —

EXECUTIVE ADVISORY FOR  
SCHOOLS, TRUSTS &  
ALTERNATIVE PROVISION



PARENT  
ADVOCACY



*Guidance. Confidence. Empowerment.  
Stronger families. Brighter futures.*



SUPPORTING FAMILIES

Compassionate support  
to help you navigate  
the SEND journey.



EMPOWERING PARENTS

Understanding your rights,  
building confidence and  
finding your voice.



CHAMPIONING CHILDREN

Working together for  
inclusion, opportunity  
and brighter futures.



EVERY CHILD. EVERY STORY. EVERY FUTURE.





# HL

## HAYLEY LEYSHON

LEADERSHIP & INCLUSION



## PARENTS CONSIDERING PARENT ADVOCACY

*It's okay to ask for support.*

YOU DON'T HAVE TO  
NAVIGATE THIS ALONE.

The SEND system can feel overwhelming.  
You may have questions, worries or  
uncertainty about what's best for  
your child. That's where I can help.



### DO YOU FEEL...

- ♡ Overwhelmed by meetings and paperwork?
- ♡ Unsure if your child is getting the right support?
- ♡ Confused by the SEND system and processes?
- ♡ Like you're not being heard?
- ♡ Worried about the future and what comes next?



You're not  
alone, and  
you don't  
have to have  
all the  
*answers.*

### PARENT ADVOCACY CAN HELP YOU:



#### UNDERSTAND THE SYSTEM

Clear, jargon-free  
explanations so you  
know your rights.



#### PREPARE WITH CONFIDENCE

Get ready for  
meetings, reviews  
and important  
conversations.



#### BE HEARD

Communicate  
effectively and  
ensure your child's  
voice is heard.



#### MAKE INFORMED DECISIONS

Understand reports,  
plans and options  
available to you.



#### WORK COLLABORATIVELY

Build positive  
relationships with  
schools and  
professionals.



#### FOCUS ON WHAT MATTERS MOST

Your child's  
wellbeing, progress  
and future.



### MY APPROACH *is built on:*

- ✓ Child-focused | Your child is always at the heart.
- ✓ Independent & impartial | I work for you, not the school.
- ✓ Knowledgeable | 20+ years in education and SEND.
- ✓ Compassionate | Supportive, understanding and respectful.
- ✓ Collaborative | Working together for the best outcomes.



Every family is unique.  
*Support is tailored to you.*

Whether you need a one-off conversation  
or ongoing support, I'm here to help you  
feel informed, confident and empowered.

### LET'S TAKE THE NEXT STEP TOGETHER



hello@hayleyleyshon.co.uk



07867 818218



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Working with families across Oxfordshire and online across the UK

LEADERSHIP • INCLUSION • COLLABORATION • IMPACT





# KNOWING WHERE TO START

*Which support is right for you?*

## START HERE



Do you need general information about SEND, your rights or local services?

YES



### CONTACT SENDIASS

- ✓ Free and impartial advice
- ✓ Information about SEND processes
- ✓ Guidance on your options
- ✓ Signposting to local services
- ✓ Understanding the EHCP process

*An excellent first step  
for many families.* 

NO / I NEED  
MORE SUPPORT

### ARE YOU...

- ♥ Preparing for an important school meeting?
- ♥ Feeling overwhelmed by paperwork?
- ♥ Unsure how to respond to the school?
- ♥ Wanting someone to review reports?
- ♥ Looking for support with an EHCP application or Annual Review?
- ♥ Feeling that your child's needs aren't being fully understood?

YES

## PARENT ADVOCACY COULD BE RIGHT FOR YOU

- |                                           |                                               |
|-------------------------------------------|-----------------------------------------------|
| ♥ Personalised 1:1 support                | ♥ Attendance at meetings (where agreed)       |
| ♥ Strategic advice tailored to your child | ♥ Help communicating confidently with schools |
| ♥ Meeting preparation and debriefs        | ♥ Ongoing support throughout your journey     |
| ♥ Document and evidence reviews           |                                               |



### NOT SURE?

*You don't have to decide on your own.* 

If you're unsure which support would be most helpful, get in touch for an initial conversation.

Sometimes SENDIASS is exactly the right service.

Sometimes additional parent advocacy provides the extra, personalised support families are looking for.

Sometimes, families benefit from using both services together.



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## KNOWING WHO CAN HELP

### SENDIASS VS PARENT ADVOCATE

Both SENDIASS and Parent Advocates are here to support you.  
*Here's how we're different – and how we can work together.*

|                                                                                                                          | SENDIASS<br>Special Educational Needs and<br>Disability Information, Advice & Support Service                                                                                                                                                                               | ME – PARENT ADVOCATE<br><i>Independent. Personal. Bespoke.</i>                                                                                                                                                                                                                                                                             |
|--------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  <b>SERVICE OFFERED</b>                 | A free, impartial and confidential service funded by the local authority. Provides information, advice and support on SEND.                                                                                                                                                 | An independent parent advocacy service offering tailored 1:1 support. I work alongside you to navigate the system and advocate for your child's best outcomes.                                                                                                                                                                             |
|  <b>WHO IT'S FOR</b>                    | All parents and carers of children and young people (0–25) with SEND, living in the local area.                                                                                                                                                                             | Parents and carers who want dedicated, personalised support with their child's education, SEND or EHCP.                                                                                                                                                                                                                                    |
|  <b>FOCUS</b>                          | Information and guidance about options and processes. Empowers you to make your own decisions.                                                                                                                                                                              | Strategic support and advocacy. Helps you understand, plan, prepare and communicate effectively to achieve the best possible outcomes for your child.                                                                                                                                                                                      |
|  <b>HOW I WORK</b>                    | Provide general information and signpost to services. Support is usually brief and solution-focused.                                                                                                                                                                        | Build a trusting relationship and take time to understand your child and your goals. Provide ongoing, tailored support and practical strategies.                                                                                                                                                                                           |
|  <b>SUPPORT INCLUDES</b>              | <ul style="list-style-type: none"><li>• Understanding SEND and the local offer</li><li>• EHCP process information</li><li>• Signposting to services</li><li>• Help with form-filling</li><li>• Attending meetings in an information sharing role (where possible)</li></ul> | <ul style="list-style-type: none"><li>• In-depth case understanding</li><li>• Meeting preparation and debriefs</li><li>• Support with paperwork and evidence</li><li>• Communication with school/settings</li><li>• EHCP applications and reviews</li><li>• Annual reviews and appeals support</li><li>• Holistic family support</li></ul> |
|  <b>MEETINGS &amp; REPRESENTATION</b> | May attend meetings in an information sharing role (not always available). Do not represent you.                                                                                                                                                                            | Attend meetings with you (as agreed) and help you present your child's needs clearly and confidently. I advocate for your child and your family.                                                                                                                                                                                           |
|  <b>CONFIDENTIALITY</b>               | Confidential within the service. They do not act on your behalf.                                                                                                                                                                                                            | Fully confidential. I work for you, not the local authority or school.                                                                                                                                                                                                                                                                     |
|  <b>COST</b>                          | Free                                                                                                                                                                                                                                                                        | Paid service – flexible packages and pay-as-you-go options available.                                                                                                                                                                                                                                                                      |



### *Working together for your child*

SENDIASS offer valuable, impartial information and support for all families.  
I offer personalised, hands-on advocacy when you need more in-depth, strategic support to navigate the system and achieve the best outcomes.

**YOU DON'T HAVE TO DO IT ALONE.**

*I'm here to help.*



### NOT SURE WHERE TO START?

  
If you'd like to talk through your options, I'd love to help.  
Get in touch for a free initial conversation.



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## PARENT ADVOCACY & SEND SUPPORT

EXPERT GUIDANCE. CLARITY. CONFIDENCE.

  
CHILD FOCUSED.  
EVIDENCE INFORMED.  
RELATIONSHIP  
LED.

As an experienced Headteacher, executive leader and SEND specialist, I work alongside parents to ensure children receive the understanding, support and provision they are entitled to. My approach is relational, evidence-informed and rooted in the belief that every child deserves to thrive.

### A GRADUATED OFFER TO SUPPORT YOU EVERY STEP OF THE WAY



#### Foundations

£195

Perfect for parents who need expert advice and a clear direction.

- ✓ 90-minute consultation (online or in person)
- ✓ Review of key school documents (up to 30 pages)
- ✓ Identification of strengths, concerns and next steps
- ✓ Personalised written action plan
- ✓ Follow-up email summary

##### IDEAL FOR:

New SEND concerns  
Understanding school processes  
Preparing for conversations with school



#### Advocate

£495

For families needing support to communicate effectively with school.

Everything in Foundations, plus:

- ✓ Review of additional documentation
- ✓ Professionally drafted letter or response to school or LA
- ✓ Preparation for a meeting
- ✓ Attendance at one virtual school meeting (or detailed briefing if not attending)
- ✓ Four weeks of email support

##### IDEAL FOR:

SEN Support meetings  
EHCP requests  
Annual Reviews  
Concerns about provision



#### Partner

£895

Comprehensive advocacy throughout an important stage of your child's journey.

Everything in Advocate, plus:

- ✓ Attendance at one in-person meeting\*  
\*Travel within agreed distance included
- ✓ Review of ongoing documentation
- ✓ Unlimited email support for six weeks
- ✓ Two additional consultation calls
- ✓ Strategic advice before and after meetings
- ✓ Liaison with professionals where appropriate

##### IDEAL FOR:

Complex SEND cases  
School placement concerns  
EHCP reviews  
Preparing for mediation



#### Champion

£1,495

Longer-term advocacy for families navigating significant challenges.

Everything in Partner, plus:

- ✓ Dedicated advocacy over 8-12 weeks
- ✓ Attendance at multiple meetings
- ✓ Document reviews
- ✓ Written submissions and correspondence
- ✓ Strategic planning
- ✓ Ongoing advice and coaching
- ✓ Priority response times

##### IDEAL FOR:

Complex EHCP cases  
Multiple agency involvement  
Preparing for mediation or tribunal (non-legal advocacy)

### INDIVIDUAL SERVICES



DISCOVERY CALL  
(20 minutes)  
COMPLIMENTARY



CONSULTATION  
(60 minutes)  
£125



CONSULTATION  
(90 minutes)  
£175



DOCUMENT REVIEW  
From £150



EHCP REVIEW  
with written  
recommendations  
£295



LETTER DRAFTING  
From £150



ATTENDANCE AT  
SCHOOL MEETING  
From £295

#### My Promise

I believe parents should never feel overwhelmed or alone when navigating the education system.

I provide clear, honest and professional guidance grounded in extensive leadership experience, the SEND Code of Practice, current legislation and best practice.

My role is to empower you, strengthen your voice and ensure every child receives the support they need to flourish.

#### LET'S TAKE THE NEXT STEP TOGETHER

-  [hello@hayleyeleyshon.co.uk](mailto:hello@hayleyeleyshon.co.uk)
-  07867818218
-  [www.hayleyeleyshon.co.uk](http://www.hayleyeleyshon.co.uk)
-  Working with families across Oxfordshire and online across the UK

LEADERSHIP. INCLUSION. COLLABORATION. IMPACT. 

*You don't have  
to navigate this  
alone.* 



## PAY AS YOU GO MODEL

FLEXIBLE SUPPORT. EXPERT. GUIDANCE. WHEN YOU NEED IT.



Every family's needs are different. My pay as you go model allows you to access independent, expert advice and advocacy as and when you need it – without being tied into a package. You choose the support that's right for you.

### CHOOSE THE SUPPORT YOU NEED

|                                                                                     |                                              |                                                                                            |                                      |
|-------------------------------------------------------------------------------------|----------------------------------------------|--------------------------------------------------------------------------------------------|--------------------------------------|
|   | <b>DISCOVERY CALL</b><br>(20 minutes)        | A chance to talk through your situation, ask initial questions and explore how I can help. | <b>From £50</b>                      |
|  | <b>CONSULTATION</b><br>(60 minutes)          | In-depth discussion to explore your concerns, review documents and identify next steps.    | <b>From £125</b>                     |
|  | <b>EXTENDED CONSULTATION</b><br>(90 minutes) | For more complex situations requiring additional time and detailed guidance.               | <b>From £175</b>                     |
|  | <b>DOCUMENT REVIEW</b><br>(per document)     | Written feedback and advice on key documents.                                              | <b>From £75</b>                      |
|  | <b>LETTER DRAFTING</b><br>(per letter)       | Professionally drafted letters tailored to your situation.                                 | <b>From £75</b>                      |
|  | <b>MEETING ATTENDANCE</b><br>(per hour)      | Attendance and advocacy at school meetings, EHCP reviews and other appointments.           | <b>From £125</b><br>(Minimum 1 hour) |

#### *Important to know*

- ✓ All support is tailored to your individual needs.
- ✓ You are only charged for the services you use.
- ✓ Prices may vary depending on the complexity of the situation.
- ✓ A written summary or advice will be provided where appropriate.



#### *Empowering you every step of the way*

My goal is to help you feel informed, confident and supported so you can make the best decisions for your child.



If you're unsure what support you need, let's have a chat – I'm here to help.



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