

SEND & Inclusion Alliance - July Update New Leadership, New Look



This newsletter is all about keeping you informed, celebrating successes, and sharing resources. As the Change Programme Partnership for SEND and AP enters Phase 3 we are launching the all new **SEND & Inclusion Alliance for Leicester, Leicestershire, and Rutland (LLR)**.

The Alliance has been created by our local organisations to ensure that the capability and capacity for improvement we have seen in action in the Change Programme Partnership continues; benefiting local people and placing LLR as a target for innovation and investment. The Alliance brings a refreshed commitment to integration, inclusion and co-production across education, health and care to:

- Deliver inclusive mainstream practice
- Expand the use and impact of joint commissioning
- Elevate the voices of children, young people and families
- Build sustainable system-wide improvements

If you have suggestions for future focus areas or stories of good practice to share, please contact us at llrcentraldeliveryteam@sdsa.net.

Finally, thank you to all of you who have contributed to the amazing progress this year. We hope you have the opportunity to rest and recuperate over the summer. We will be sending another update in September describing more about our new Alliance, details of the work in the last year and of course plans for the next school year.

In this edition:

- Meet our new directors
- Building on what works
- Introducing the Alliance brand
- Highlights from the Regional Conference

Welcome from our new SEND & Inclusion Alliance Directors



Fay Bayliss



Mark Roberts

We're excited to announce the appointment of our new SEND & Inclusion Alliance Directors: Fay Bayliss and Mark Roberts, who will co-lead this next exciting phase of our programme.

Fay Bayliss, NHS Director of Nursing (LLR):

"My NHS career spans 30 years and, as a registered nurse, I naturally view the world of children and young people with SEND from a quality and outcomes perspective. I've worked for LLR CCG/ICB since 2016, initially as Deputy Director of Nursing and then as Deputy Chief Operating Officer. I'm thrilled to have been appointed as Director alongside Mark, as I see this as a great opportunity to drive the delivery of quality improvements across our SEND system."

"It's important to acknowledge the strong foundations we've built through the CPP; the strength of our partnership and our collective drive to integrate and improve services will successfully deliver phase 3 of the CPP. We also now have our LLR joint commissioning strategy in place, so we'll be focusing on developing delivery plans to ensure that children and young people with additional needs thrive in their communities. It is our mission to make inclusion everyone's responsibility. We are shaping SEND futures together!"

Mark Roberts, System Leader, LLR:

"Thank you to everyone who's brought us to this point. I've spent nearly 20 years leading people, teams and partnerships in LLR, most recently the LLR Learning Disability and Autism Collaborative, and I know this way of working is the best opportunity to improve the lives of children, young people and young adults we have had. It will take a collective effort, so with humility I ask for your support and guidance, and a little patience whilst we recruit some amazing people from across our organisations to help."

“The membership requirements for our Alliance are simple; ‘a desire to improve the lives of local children, young people and young adults with SEND’ and I hope that we can provide an environment where people can innovate, excel and develop together. Join us, but be warned; we won’t be backing away from any challenges!

I look forward to hearing about what’s important to you, where the opportunities are, and how you would like to be involved. I hope that in time our work together provides inspiration and a sense of hope for others.”

Phase 3: Building on what works

With the success of Phase 2 and the recent announcement by Minister McKinnell extending Early Language Support for Every Child (ELSEC) and the wider Change Programme, we now move confidently into Phase 3.

This next phase includes:

- **New workstreams:** SEN Units and Resourced Provisions; Local Inclusion Support Offers; and Assistive Technology Lending Libraries
- **Ongoing areas:** ELSEC, PINS, AP & APST, ND Inclusion
- **Concluding projects:** National Standards testing, Advice & Information, Digital innovation pilots

With 14 workstreams ranging from ELSEC and AP to new initiatives, our focus shifts towards embedding inclusive practices that are scalable, sustainable and impactful.



Our new look: Introducing the Alliance brand

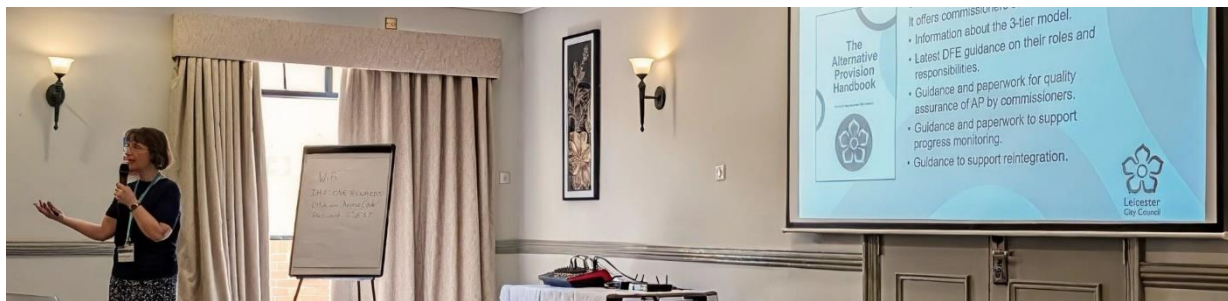
We’re excited to unveil the new SEND & Inclusion Alliance branding – including logos, colours, templates and accessibility guidance.

The logo development has been through rounds of consultation from stakeholders across the programme, feedback from our young people, and partners. It has been built around values of **inclusion, clarity and accessibility** and has been shaped by how children, and young people engage with brands today. In keeping with our aim to use the best available science in everything we do the design uses:

- Colours that reflect energy and clarity
- Shapes that symbolise partnership, growth, inclusion and strength

What's next?

We will be circulating a downloadable pack of logos, templates and guidelines shortly. In the meantime we would love your feedback on the design work.



Highlights from Our Regional Conference

Our recent LLR Change Programme Regional Conference brought together over 100 partners from across the East Midlands. The energy and inspiring conversations in the room reflected a strong sense of shared purpose:

- Incredible feedback on workshops, world café breakouts and young leader input
- Valuable insights into system innovation across LLR
- Meaningful connections to fuel the next stage of change

Energising reflections from across the team made for a positive and productive day with contributions from **Dawn Godfrey, Jo Tolley (our new Alliance Co-production Lead), and colleagues across education, health, government and our local authorities**. There was laughter, optimism and real commitment to action.



Attendees told us the day was:

"Inspiring, thought-provoking and great for networking"

"An incredible experience - one of the most collaborative I've seen"

"Full of meaningful conversations, useful resources and shared ambition"

World Café breakout sessions were a particular highlight - offering space for focused conversations on alternative provision, commissioning, transitions, co-production, and more. Delegates shared what's working, explored local challenges, and made plans to carry learning forward.

This momentum is already fuelling the launch of Phase 3, new partnerships, and practical improvements across the region. Thank you to every attendee, contributor and young person who helped shape the day.

Tell us what you need

We are always reaching out for case studies, but you can also request any content needs or support from us by emailing llrcentraldeliveryteam@sdsa.net. Here are some ideas:

- Creative resources: Posters, flyers, event support
- Storytelling: Positive stories you are aware of, great case studies to capture
- Visual content: Filming or photography to capture an event or service
- FAQ or guidance: Creating accessible and digestible guides or documents
- Infographics: Visual stats or complex data sets for presentations or social sharing

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The SEND & Inclusion Alliance brings together partners across education, health, local authority and government, across Leicester, Leicestershire and Rutland (LLR) to improve outcomes for children and young people with special educational needs and disabilities (SEND).

Building on the work of the Change Programme Partnership (CPP), the Alliance drives forward inclusive practice, co-production and system-wide improvement. Together we aim to make inclusion everyone's responsibility - supporting children, young people and families to thrive in their schools, communities and beyond.