



BESA AGM

THURSDAY 3 NOVEMBER 2022

#BESAAGM

CHURCH HOUSE, WESTMINSTER



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PROGRAMME

11.00 - Arrival and refreshments

11.30 - Welcome

Caroline Wright, Director General, BESA

11.35 - BESA AGM

Christine Major, Chair, Executive Council, BESA

12.05 - Opening Keynote

Dame Alison Peacock, CEO, The Chartered College of Teaching

12.50 - Lunch

13.50 - The importance of evidence-based approaches in Early Years

Neil Leitch OBE, CEO, Early Years Alliance

Amanda Gummer, Founder and CEO, FUNdamentally Children & Dr Gummer's Good Play Guide

Fiona Doyle, Owner, Little Ladybirds London

14.10 - Assessment in Focus - Association of School and College Leader's recent research and messages for educational suppliers

Tom Middlehurst, ASCL Curriculum and Assessment Specialist

14.55 - SEND, The Green Paper and beyond - what is needed now?

Patrick McGrath, Head of Education Strategy, Texthelp

Dr Matthew Fuller, Senior Educational Psychologist, Havering Educational Psychology Team

Abigail Hawkins, Director, SEN & Safeguarding Consultant, SENDCOSolutions Limited

David Williams, Director of Inclusion, The Park Academies Trust

15.25 - BESA's latest MAT research

Jason Gould, Managing Director, The Education Company

15.55 - A view from the CEOs of 4 MATs - a response to the BESA MAT research

Rebecca Boomer-Clark, CEO, Academies Enterprise Trust

Paul Griffiths, CEO, Osborne Co-operative Academy Trust

Andrew Rigby, Director of Excellence and Standards, REAch2 Academy Trust

Sarah Lewis, CEO, IMPACT Multi Academy Trust

16.40 - Media Matters - TES Education Insights Reports

Jon Severs, Editor, TES

Caroline Wright, Director General, BESA

17.10 - Closing words

Julia Garvey, Deputy Director General, BESA

18.30 - House of Lords drinks reception

SPEAKERS



Caroline Wright

Caroline joined BESA in 2012, becoming Director General role in 2016. She represents BESA on a range of Government and sector advisory boards including the Department for International Trade's Education Sector Advisory Group. She has held a range of positions sharing insights and expertise on the UK education suppliers sector including Co-Chair of the DfE EdTech Leadership Group, the Worlddidac Council, and Education Investor Advisory Board and Trustee of the Education Media Centre.



Christine Major

Christine is a senior EdTech professional with over 20 years' experience in the industry. I'm CEO of GLUU where we create 'shared goal partnerships', a new category where industry and schools work collaboratively to co-curate scalable services that address systemic issues in education and help make them available to all. I'm a senior EdTech lead with 20 years' experience working with start-ups through to global Corps. I've cultivated partnerships with education stakeholders at all levels from Presidential Council members and MoEs through to B2B partners and classroom teachers alike, working closely to create customised content and professional development solutions that support their strategic goals.



Dame Alison Peacock

Professor Dame Alison Peacock is Chief Executive of the Chartered College of Teaching, a new Professional Body that seeks to raise our status through celebrating, supporting and connecting teachers to provide expert teaching and leadership. Prior to joining the Chartered College, Dame Alison was Executive Headteacher of The Wroxham School in Hertfordshire. Her career to date has spanned primary, secondary and advisory roles. She is an Honorary Fellow of Queens College Cambridge, Hughes Hall Cambridge and UCL, a Visiting Professor of both the University of Hertfordshire and Glyndwr University and a trustee for Big Change. Her research is published in a series of books about Learning without Limits offering an alternative approach to inclusive school improvement.



Neil Leitch

Neil Leitch OBE, Chief Executive Officer, Early Years Alliance. Following a career in finance which culminated in him chairing the Finance Industry Standards Association, Neil was asked to volunteer his skills in business to what was then the Pre-school Learning Alliance. In 2008, Neil was appointed as CEO. He has been a strident leader of the largest early years membership organisation in the country, overseeing its rebrand to the Early Years Alliance in 2019 – a change that reflected its ambition to give a united voice to all involved in caring and educating young children. Neil has fronted numerous sector campaigns on fair funding and notably the mental health of the early years workforce, Minds Matter.

Amanda Gummer

Amanda is the CEO of the research consultancy Fundamentally Children and Dr Gummer's Good Play Guide (www.goodplayguide.com) – a review site for children's toys, apps, learning and baby products. She has a PhD in neuropsychology, the Postgraduate Certificate in Higher Education and over 20 years experience working with children and families. Widely considered as the UK's go to expert on play, parenting and child development, her book 'Play' was published in May 2015 and has been translated into different languages with extracts being published in the USA's Toy Industry Association's Genius of Play initiative for which she is an expert ambassador. Amanda has an increasing international profile with work and was commissioned by the Toy Association to create the STEAM toy accreditation framework. She is the UK Chapter chair for Women in Toys – an international networking group within the toy and licensing industries and mentors international startups in the children's space. Amanda is regularly in the media and continues to take an active role in research, presenting papers at various international conferences. She is often involved in government policy around children's issues, presenting her Balanced Play Model at the European Parliament in September 2019. She is an NED for Families in Focus CIC – a charity supporting parents of children with additional needs. She is also a founder member of the Children's Activities Association.



Fiona Doyle

Fiona Doyle is an experienced educator, Early Years practitioner and business owner of an award-winning chain of wraparound care facilities across North London.



Tom Middlehurst

Tom Middlehurst is the curriculum, assessment and inspection policy specialist at the Association of School and College Leaders (ASCL). He leads on the organisation's policy responses in these areas, with close links to the DfE, Ofqual and Ofsted. Before joining ASCL in September 2020, Tom was head of policy at the Schools, Students and Teachers network (SSAT). He speaks regularly at sector conferences and roundtables, and is on several advisory boards. He has been a governor or trustee of several schools and academies. He is an English teacher by background. [If appropriate – In his spare time Tom enjoys travel, food and drink, the theatre, literature and the Archers].



Patrick McGrath

Patrick is an educator, international speaker, blogger, podcaster, Honorary Fellow at UU and Head of Education Strategy at the Texthelp Group – the world's largest specialist assistive technology company. Patrick is passionate about ensuring that technology has a positive, meaningful and sustainable impact on teaching & learning through a focus on inclusion, accessibility and universal design. Find Patrick online @TH_Patrickm or www.pmcgrath.me.



Mathew Fuller

Mathew Fuller is a Senior Educational Psychologist with the Havering Educational Psychology Service, as well as an Academic & Professional Tutor. Mat completed his Doctorate in Educational Psychology at UCL in 2018 and conducted research looking at the educational experiences of unaccompanied asylum-seeking minors. As part of his day-to-day practice he works closely with schools to support them their provision for Children and Young people with SEND.





Abigail Hawkins

Abigail Hawkins (FCCT) runs SENDCO Solutions, an SEN consultancy and SENSible SENCO CIC, a not-for-profit networking support group. She has been a SENCO for over 25 years and has taught a multitude of subjects across all phases, from 2-year-olds to adults. She works with software companies developing supportive software for SEN and Safeguarding purposes, has developed and delivers on a teaching assistant apprenticeship programme, authored several books on SEN and exclusions and runs a support network for over 10000 SENCOs. Until recently, she was the Chair of Governors for 3 schools in the East Midlands, and she still works as a SENCO for part of her week. Abigail has a no-nonsense, practical approach to SEN issues faced by schools. Abigail was one of the three lead voices on a series of SEN webinars delivered over the lockdowns amassing an audience of over 12000 viewers and she uses modern approaches to share SEN-related information, including a successful YouTube channel.



David Williams

David Williams (Director of Inclusion - The Park Academies Trust) has a BSc (Hons), a PGCE, and a research Master's degree in Learning and Teaching specialising in student well-being from the University of Oxford. He completed the National Award for Special Educational Needs Co-ordination in 2014, and the National Professional Qualification for Headship (NPQH) in 2019 and he is qualified to test for JCQ examination access arrangements. In 2017 David completed the Master's level attachment Lead qualification. David was a trustee of the British Dyslexia Association from 2010 to 2020, and was joint non-executive Chair of the Management Board and Chair of the Trustees from 2018 to 2020, during which time he contributed to the All Party Parliamentary Group for Specific Learning Difficulties on matters regarding the current education and specialist training situation, the need for a coherent system for assessment and access arrangements, and finally, research on higher education institutions' support for students. He is frequently invited to speak to groups of SENDCOs both locally and nationally. In 2007, he received an international scholarship for his research into the use of mind-mapping techniques with ASC students, and in 2011 was named Dyslexia Teacher of the Year. He is a member of the Swindon Strategic Special Educational Needs Board and sits on the Swindon and North Wiltshire Professional Leaders Network for the Clinical Commissioning Group. David has worked as a SENDCO, Designated Teacher for Children Looked After, and Designated Safeguarding Lead in various schools and specialises in whole school improvement and inclusion.



Jason Gould

Jason co-founded the Education Company, an organisation that has been supporting education suppliers for over 30 years. Jason and his team have worked with BESA to design the Selling to Schools event. The Education Company provides data management, marketing, CRM and website solutions for many of the UK's leading education suppliers. They have been supporting BESA members for over 30 years and have worked with BESA on many high-profile insight projects and training events.



Rebecca Boomer-Clark

Rebecca Boomer-Clark is the Chief Executive Officer of Academies Enterprise Trust. An experienced school leader, she was Director of Secondary at Ark Schools from 2017 to 2021. Prior to that, she worked for the DfE as Regional Schools Commissioner for South-West England. Rebecca also worked at Oasis Community Learning for eight years in a variety of roles, initially as a vice principal and principal in Bristol, before becoming a Regional Director and then National Education Director at the multi-academy trust. Rebecca is also a Trustee at Ambition Institute and Jamie's Farm.



Paul Griffiths

Paul Griffiths is the CEO of Osborne Co-operative Academy Trust. He was the former Headteacher of St Clere's Secondary School which is the lead school in the trust. He started his career as a History teacher and taught in four schools in the southeast of England. He is a lifelong rugby supporter.

Andrew Rigby

Over his 24 years working in education, Andrew has been passionate in his determination to support children to thrive, achieve and exceed any expectations they may have for themselves. He has worked in a variety of leadership roles, including as a Senior Curriculum Advisor for Excellence in Cities. As headteacher he led a school in an area of significant deprivation, improving standards from 47% of key stage 2 pupils achieving the expected level to 89% of pupils achieving this level. Results in all key stages improved to become securely above the national average. More widely, he was committed to ensuring children developed the skills and confidence they needed to succeed and thrive beyond their time in primary school.



He joined REACh2 in 2017 as Regional Director, responsible for leading 12 schools, all of which secured a good or better OFSTED judgment during his time in this role. In 2019 he became the Director of Excellence and Standards, working within a team of directors to develop the educational strategy for the 60 schools across the Trust. In this role he has been particularly responsible for the education quality assurance and school review processes for schools across the Trust. He has also developed and led national Trust strategies, including remote learning and catch-up during the COVID-19 pandemic.

He continues to believe in giving every child a fighting chance to succeed as much now as the first day he stepped into a classroom. In September 2022, he was appointed to the newly created role of National Director of Education. He takes up this role from January 2023.

Sarah Lewis

Sarah has been Chief Executive at Impact Multi Academy Trust since January 2021, a Trust comprised of three primary schools and four secondary schools, all in the London Borough of Bromley. Sarah joined the Trust from being a Director at the Department for Education, where she worked for twelve years, across a range of policy areas including early years, academies policy and teacher development. Prior to joining the DfE she worked in local government education services. Sarah lives close to the schools in her Trust and is also an active volunteer in her local community.



Jon Severs

Jon Severs has been editor at Tes since January 2021. Before that, he was commissioning editor at Tes, a role he started after freelancing across many magazine titles including The Grocer, PropertyWeek and RetailWeek.





Julia Garvey

Julia Garvey is Deputy Director General at BESA. Julia has worked in education publishing and EdTech for over 20 years, both in-house and as an external marketing consultant. She has worked for a number of BESA members over the years such as Rising Stars and GL Assessment, and alongside EdTech Exchange founder George Burgess as Marketing Lead at Gojimo. Julia is also Vice Chair of Governors at Langley Park School for Boys.

"We find that the more we work with BESA the more we get out. I particularly enjoy the networking events, as this gives me a chance to talk to a number of colleagues in the same industry. The research reports are second-to-none, and the lobbying work that BESA do on behalf of members is influential and makes a practical difference to government policy."

Scholastic

"As a trade organisation, BESA is at the forefront of understanding and supporting its members' needs, whether that is through offering training and advice through a varied range of seminars and events; as a rich information source, keeping ever close to the market and sharing valuable research around funding and the changing school landscape; or importantly in these times, as an influencer, lobbying and negotiating with government on the issues that matter to the organisations it works with."

Oxford University Press

"BESA membership gives us instant external credibility as a company who've passed the entry criteria and accepted the Code Of Conduct, which is especially important as disruptor brand in international markets."

Learning Ladders