



SUMMER BUSINESS INSIGHT DAY

THURSDAY 6 JULY 2023

#BESAInsight

THE OVAL CRICKET GROUND, LONDON



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PROGRAMME

09.00 – Registration and coffee

09.30 – Welcome and introduction

Caroline Wright, Director General, BESA

09.35 – A view from a MAT CEO... Current and future challenges and opportunities facing schools and MATs. How can suppliers help?'

Julian Dutnall, CEO, LIFE Education Trust & Executive Head at Frances Bardsley Academy for Girls.

10.10 – British Council – The Future of English: Global Perspectives

Dr Jamie Dunlea, Senior Researcher & Manager of ARG, British Council.
Mina Patel, Assessment Researcher, ARG, British Council.

10.50 – BESA's latest research

Jason Gould, Managing Director, The Education Company.

11.15 – Coffee and networking

11.45 – Why a long-term strategy and plan for education is needed?

Alastair Falk, Senior Coordinator, FED (Foundation for Education Development).

12.25 – Facilitated panel discussion 'Student voice – The important role of student engagement in product development'

Justine Stevenson, Director of Internal Communications at AQA
Elizabeth Kitcatt, AQA Trustee and former headteacher at The Camden School for Girls (joined by Charlie Soanes Roundwood Park School, Harpenden) and Daniyaal Anawar (Islington Sixth Form), members of AQA's Student Advisory Group, to discuss the future of exams, mental health, and climate change.

13.10 – Closing remarks

Caroline Wright, Director General, BESA.

13.15 – Alfresco buffet lunch, BESA Awards and networking

17.00 – Close of event

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.



Julian Dutnall

Julian studied Law at Exeter University and qualified as a barrister in 1996. After a year working as a Crown Prosecutor he completed a PGCE at Anglia Ruskin University and began teaching. He has taught in 5 state schools in 3 local authorities. At Chelmsford County High he was Deputy Headteacher when the school was graded Outstanding by Ofsted and gained the highest GCSE results in England in the January league tables. He is in his 12th year as Headteacher at Frances Bardsley Academy, a Good school with Outstanding features. He is CEO of the LIFE Education Trust which runs 7 schools in Havering and Essex. Julian holds a 1st Class honours degree in English, a Masters in Educational Leadership, a Masters in Business Administration, the NPQH and is currently studying for an educational doctorate. He delivers training for Ambition Institute and speaks at national conferences. He is on the Board of the International Coalition of Girls Schools. Julian developed the annual cross phase Havering Festival of Education, is a member of the Havering Education Strategic Partnership, and is chair of trustees for the Epping Forest Trussell Trust Food Bank.



Dr Jamie Dunlea

Jamie leads the British Council's Assessment Research Group (ARG). He works on a range of language test development and validation projects for assessment systems developed by the British Council, as well as collaborating on projects with researchers and organisations internationally. Jamie has extensive experience in aligning examinations and assessment systems with international standards and frameworks such as the CEFR, and has worked extensively with local standards, including leading an international project to link UK examinations to the China's Standards of English. He has advised Ministries of Education and national agencies on large-scale assessment reform projects and is active in the language assessment research community. He joined the British Council in 2013, having previously worked research, development, and validation of large-scale English language exams in Japan as the Chief Researcher at the Eiken Foundation. He has 30 years of experience working in EFL education, first as a teacher, then in test development and production and assessment research.

Mina Patel



Mina Patel is a researcher with the Assessment Research Group (ARG) at the British Council and co-author of *The Future of English: Global Perspectives*. Mina has been working in the field of education for over 25 years as an English language teacher, trainer, materials writer, project manager and now researcher. She has worked in the UK, Greece, Thailand, Sri Lanka and Malaysia and has extensive experience working with ministries of education in East Asia. In her current role, Mina is part of the team working on the Future of English programme. She is Conference Chair for the New Directions in English Language Assessment Conference, Latin America and leads on the British Council's assessment research grants schemes. Mina has presented at numerous international conferences on ELT-related matters. Her academic interests lie in the area of English language testing and assessment and more specifically in language assessment literacy and the impact of testing and assessment. She is currently a PhD student with the Centre for Research in English Language Learning and Assessment (CRELLA) at the University of Bedfordshire, UK.

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.

Alastair Falk



FED Senior Coordinator: Alastair Falk's career has encompassed three Headships, work on education strategy at a local and national level and the setting up of new education organisations. His first Headship was a single form entry primary, after which he moved to become the founding Head of a new secondary school in North East London, before becoming Principal of one of the first Academies, an all age school that included primary, secondary and SEN provision. This experience led him to co-found the Consortium for All Through Schooling. He has also worked as Director of the Reed Foundation's Academy of Enterprise, where he designed the first national GCSE level qualification in Enterprise Capabilities, and Director of Educational Leadership for a national education charity.

In 2007, he was appointed as the Secretary and lead professional for an eighteen-month strategic commission on the future of the UK's Jewish schools, following which he was asked to establish and lead a new strategy organisation, Partnerships for Jewish Schools. Here he designed new routes into teaching, including a work-based Education BA and a new Masters in Jewish Education. From there he moved to become the first Chief Executive of the Birmingham Education Partnership, where he helped develop the national Association of Education Partnerships.

He has most recently worked as an education consultant for the Careers and Enterprise Company and is currently developing a chartermark scheme for schools, based around the 'three ds' of democracy, diversity and dialogue. He has always enjoyed bringing disparate voices together to 'think out loud about the art of the possible' and so he is particularly excited at the opportunity to co-ordinate the work of the FED and bring so much shared wisdom together.



Justine Stevenson

I am a passionate believer in Internal Communication, in the benefits to organisations and the individuals working in them. The ability to help people really connect with their workplace and engage in their work is a real privilege and I love every minute of it.

I have more than 20 years of experience of internal communication across Government, Financial Services and FMCG. I have worked extensively in international and global organisations and enjoy communicating across cultures - with all the opportunities and challenges that brings.

I joined AQA two years ago, attracted by the opportunity to align Internal Communication and Employee Engagement - in my view two sides of the same coin.

Elizabeth Kitcatt

Elizabeth Kitcatt, co-chair of AQA's Student Advisory Group, Chair of the Curriculum and Assessment Quality Committee

Elizabeth taught English Language and Literature to A-level in a range of inner London comprehensives. As Head of English, she led a review of the literary texts studied in her school and established a more diverse offer.

In middle and senior leadership roles, Elizabeth developed strong school self-review systems which included data analysis in relation to gender, ethnicity and disadvantage. This enabled the school to put measures in place to address inequalities, leading to outcomes for disadvantaged students in her school which were stronger than those of non-disadvantaged students nationally.

From 2010 to 2021 Elizabeth was headteacher at The Camden School for Girls in north London, establishing it as one of the most successful state schools in the UK.

Elizabeth holds a degree in Classics and English from the University of Cambridge and an MA in Language and Literature in Education from the Institute of Education, University of London.

A strong supporter of improving educational opportunities and outcomes for girls and young women, Elizabeth has served as the President of the Association for State Girls' Schools. She is a trustee of Young Enterprise, chairing the Remuneration Committee.

Elizabeth is currently the co-chair of AQA's Student Advisory Group, Chair of the Curriculum and Assessment Quality Committee and a member of the EDI External Expert Group.



“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.”

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