



13 February Spring Conference 2019 Keynote and workshop details and speaker biographies

Morning Keynote

Keynote Title: Translating impact into difference
Name of Presenter: The Real David Cameron

Everyone in schools is under pressure and at times, it feels that change is incessant, but how often do we really make a difference in the lives of young people? In this keynote David will look at the pressures that we face offer advice on how we could deal with them and look at how we can translate "change" into "difference". He will also underline his belief that business leaders play a major role in that.

David Cameron



David Cameron has established himself as a leading voice in education. He has led reviews and presented at conferences across the UK and internationally, but he remains committed to working with parents, governors, teachers, learners and colleagues who work with schools to support them. David has extensive experience as a teacher, a senior manager in schools and in local authorities, most recently as Director of Children's Services for Stirling Council. He has been extensively involved in Curriculum for Excellence, Scotland's national curriculum and, notably, in reviewing school funding. As an independent consultant, he has maintained that level of involvement and further broadened his experiences, particularly through his role as Chair of the York Education Partnership. Much of his recent work has been with business managers in schools. His contributions to conferences and his work with schools are always well received and he has a reputation for being both entertaining and informative.

Morning Workshop 1A

Workshop title: Building Alliances and Changing Cultures
Name of presenter: The Real David Cameron

In this workshop, David will look at how school business leaders can, and do, become influential members of leadership teams. You will have the chance to talk about how you best make the right kind of relationship with your head teacher and ensure that you are a key part of the decision-making process in your school. You will have the chance to talk and hear about the successful relationships that already exist and identify ways to make your role even more effective.

Morning Workshop 1B

Workshop title: Stress Management: practical approaches to effectively manage your stress

Name of presenter: Elizabeth Juffs

A 2018 study by the Mental Health Foundation discovered that 3 out of 4 of us have felt so stressed we've been overwhelmed or unable to cope. Teacher and experienced Coach, Elizabeth Juffs, will help you uncover what causes your stress, and offer approaches to help you minimise your stressors and maximise your coping strategies. Come along to this highly practical workshop to help you deal with overwhelm and begin to effectively manage your stress.

Elizabeth Juffs



Elizabeth is a qualified and Accredited Professional Coach with 15 years' experience coaching individuals from across the private and public sector. Having spent 15 years teaching, half of which were at Deputy and Headteacher level, she went on to work in business support at a university, leading and developing teams of people. In between, she worked with a major television company, supporting a drama workshop for children and sourcing everything from caves to camels for schools' programmes!

An ex-school governor and Chair of Governors, she works with leaders and managers from schools and other organisations helping them become their most effective. She overcame clinical depression in her late teens and with her husband she adopted two young children 17 years ago, who are now aged 18 and 21.

Elizabeth facilitated the Brilliant Notts programme, involving nearly 20 schools and 1000 school children, helping youngsters take positive action and develop personal responsibility. She leads coaching workshops in areas such as work-life balance, stress and time management, resilience and confidence. Much of her work focuses on coaching individuals, having worked with a huge variety of people from call-girl to church leader, managing directors to students.

Her work is warm and open, supporting, inspiring and challenging individuals to overcome their barriers to success and become their very best, personally and professionally. She particularly enjoys encouraging clients to build their own confidence, courage and self-belief, and prioritise their self-care, so they can be their most effective and fulfilled. She loves to work with busy professionals who want to make a positive difference in and to their lives. Elizabeth believes we are all works in progress and enjoys developing herself through personal challenge and learning from experience, her latest challenge being completing a 1000-mile cycle ride from Land's End to John O'Groats last year, raising over £4500 for charity.

Morning Workshop 1C

Workshop title: Free Breakfast for eligible schools

Name of presenter: Carmel McConnell, Magic Breakfast

Over half a million children arrive at school in the UK too hungry to learn. Founded by Carmel McConnell MBE, Magic Breakfast provides nutritious breakfasts to over 500 hunger hit schools and now in partnership with Family Action and the DfE, is aiming to reach a further 1775 schools as part of the National School Breakfast Programme. Food is provided to NSBP schools free of charge, any child who wants a breakfast can have one - to make sure there is no price barrier or stigma.

Carmel McConnell



Carmel's background is a mixture of social activism and senior corporate roles. While researching her first book 'Change Activist', in 2000, Carmel interviewed five headteachers in the London borough of Hackney who told her that many of their pupils arrived at school too hungry or malnourished to learn. Carmel started buying and delivering breakfast food to these schools, with remarkable results as children's concentration, behaviour, punctuality and educational attainment significantly improved. As demand for her help grew, Carmel took time out from her City technology consultancy, setting up Magic Breakfast in 2003.

Today Magic Breakfast provides healthy breakfasts to around 40,000 children in England and Scotland during term time, in over 480 primary, secondary and Special Educational Needs schools, plus Pupil Referral Units. In March 2018 the charity, in partnership with leading children's charity Family Action, won a contract from the Department for Education to deliver the new National School Breakfast Programme to 1775 schools. The programme is due to run until March 2020.

Carmel is a member of the School Food Plan Alliance, the All-Party Parliamentary Group on School Food and the Centre for Social Justice Childhood Obesity Working Group. She was awarded an MBE for her services to school food in the New Year's Honours 2016. In 2018 she received an Honorary Doctorate from the Open University for improving access to education. She became the 2018 Woman of the Year Campaigner Category at a ceremony in July 2018.

Afternoon Keynote

Keynote Title: Showcasing your impact through massive goal setting
Name of Presenter: David Hyner

A fun, challenging session that gives your delegates the skills and confidence to go out and set MASSIVE goals.

- hear how "smart" goals set us up for mediocrity... AT BEST!
- learn the art of "looking INTO!"
- see how assumptions can cripple your success
- the power of a mastermind group

David Hyner



Researcher, award winning speaker, BBC radio, Amazon no1 author. David speaks to between 10,000 to 50,000 students, staff and parents every year, sharing his research into goal setting, personal motivation and memory skills in his fun, challenging and inter-active talks and workshops.

Interviewed 250+ top achievers from all over the world to find out how they think and behave.

Afternoon Workshop 2A

Workshop title: Supporting Schools Post GDPR Implementation

Name of presenter: Iain Bradley, DfE

In this session Iain will share his views around how to support schools and their communities get switched on about the value and role data protection needs to play. As well as highlighting some of the key aspects of the Data Protection Toolkit, he will also share some perspectives based upon DfE's own GDPR compliance work related to ownership of the National Pupil Database.

Iain Bradley



Iain has worked in analytical roles in Government for 18 years and is currently Deputy Director of the Data Modernisation Division within DfE, whom he joined in 2009. His role includes responsibility for the Compare School Performance and Analyse School Performance Website, modernising how data is sent to DfE, and oversight of all personal level data sharing undertaken by DfE, including 3rd party access to extracts of National Pupil Database (NPD). He is also a parent to three data subjects in the NPD, and has spent three years as a chair of governors of an

infant school. Over the last 12 months, Iain has tried to share his learning and perspectives from those different angles to support schools in their own data protection work, notably via the publication of the Data Protection Toolkit for schools.

AND

Workshop title: A GDPR Model for multiple schools or academies

Name of presenter: Pat Fielding and Frances Rowland, Nottingham Schools Trust

Complementing Iain Bradley's session, Pat and Frances will give a potted history of Nottingham Schools Trust's approach to ensuring their 35 member schools are skilled up and GDPR compliant. Considering a range of options they developed a model based around recruiting and training Advanced DPOs who provide support for clusters of schools. This workshop aims to inspire you to consider working collaboratively to keep costs down, avoid duplication and reduce workload.

Pat Fielding



Patrick was formerly joint Head Teacher of three large Primary and Nursery Schools in the City of Nottingham. He has significant experience of working with schools in challenging circumstances and was jointly responsible for successfully removing all three schools from an Ofsted category over a six-year period. In October 2014 he was appointed joint Director of Education for the City of Nottingham. In 2017 he was appointed CEO of the Nottingham Schools Trust. He remains jointly responsible for his base school, originally in special measures it is now accredited as a National Support School and was judged outstanding at its inspection in 2013. His previous experience includes External Adviser (CEA), Primary strategy Consultant Leader (SDSA), Succession Planning Consultant (City of Nottingham), Regional Consultant (SSAT). Patrick also trained as an Additional Inspector working on behalf of Ofsted, a Local Leader of Education and a National

Leader of Education. Patrick's particular areas of expertise are in developing leadership and management, school improvement, professional development and outcomes for learners. He is passionate about succession planning and in all of his appointments has worked hard to recognise talent and create opportunities for staff at all levels in order to best meet the needs of the children and families they are responsible for and accountable to.

Frances Rowland



With past experience in sales, marketing and product management Frances moved to the Education Sector in 2007. Since then she has worked in procurement, contract management and support for school business managers.

She currently does four roles; services for schools support at Nottingham City Council; sitting on the ABLE committee; one day a week at Nottingham Schools Trust on various projects and Chair of Governors at a Nottingham City primary school.

Afternoon Workshop 2B

Workshop title: How do business leaders help to close the gap?

Name of presenter: Chris Kilkenny

There is huge pressure on schools to "close the gap" between young people affected by disadvantage and other young people. How we do that is a huge challenge for everyone involved in schools, but is there a particular role for business leaders? Chris Kilkenny's session will answer that question. He was that young person on the wrong side of the gap. Chris will describe his background and his experience of school and will highlight the sorts of decisions that would have made a difference to him and his outcomes. Several of these crucial decisions are key concerns for business leaders. Social mobility is one of the most difficult things for us to achieve through our work, but Chris will offer insights and ideas that will assist us.

Chris Kilkenny



Chris Kilkenny has first-hand knowledge of what it is like to grow up coping with adversity. He is contributing to making a difference for young people by speaking publicly about his experience of the care system and growing up in a chaotic home. He has a powerful message, offering thought-provoking insights into how children coming from such experiences could be better supported if adults had a better understanding of what poverty was really like for children. His story of the consequences of being unable to afford football boots is having an impact on schools across the country and bears particular relevance for this project. Chris brings a wide range of experience in applying his own insights to increase insight in others, ranging from mentoring young people still coping with adversity to participating in primetime television documentaries and media interviews. He has worked with School Business Managers before and has always been well-received.

Afternoon Workshop 2C

Workshop title: Sharpening your skills using Memory and Recall techniques

Name of presenter: David Hyner

A fun, challenging and inter-active session that gives your delegates the proven techniques of memory masters proven to "smash" results in schools.

- Your memory is WAY better than you assume
- Your recall is limited by our assumptions around our memory
- Change your assumptions to "facts" and watch as you have more fun learning and SMASH what you previously thought you were capable of recalling!
- Hear how students have gone from 4/5 up to 7/8/9 in less than 4 weeks!

If you are not up for some fun... do NOT attend this session.