

One-day national conference  
29 September 2011 – Central London

**SAVE £30**  
when you book before  
18 August 2011

# Raise the aspirations & achievement of deprived pupils

Practical strategies to engage the disadvantaged and focus funding & teaching effectively to help break cycles of deprivation

## Help close the attainment gap with in-depth sessions on:

- The latest targeted **funding provisions** available to support deprived pupils
- Understanding your accountability for the **Pupil Premium** and direct funds appropriately
- **Methods to engage the disengaged** to narrow the achievement gap between FSM pupils and their more affluent peers
- **Working with parents** to raise aspirations throughout the family and boost **pupil self-esteem**
- Streamlining **inter-agency partnership working** to balance a duty of care with academic needs
- Creating **personalised learning pathways** that engage and challenge non-mainstream pupils

**PLUS: hear successful case studies from those who have engaged their socially deprived pupils in the whole-school community**

## Hear from experts working with socially disadvantaged pupils including:

**Rt Hon Frank Field, Labour MP for Birkenhead**

Jo Shuter, Headteacher, **Quintin Kynaston School**

Chris Wellings, UK Education Policy Advisor, **Save the Children**

Dr Charlotte Carter-Wall, Director, **Transform Education Consultancy Ltd**

Alison Elkin, Secondary Literacy Consultant & One-to-One Lead, **Salford Local Authority**

Linda Dawson, Deputy Headteacher, **The Bemrose School**

Natalie Marshall, Educational Champion for LAC, **Doncaster College**

Dr Jo Lyons, Y2: L, **SPJ Consultants Ltd**

Fergus Crow, Programme Director – Education & Learning, **National Children's Bureau**

Steve Illingworth, Lead Teaching & Learning Consultant, Salford Children's Services, **Salford City Council**

Nic Williams, Strategic Support Manager, **Blue Bell Hill Primary School**



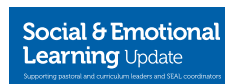
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**“It is morally wrong to have an attainment measure which entrenches low aspirations for children because of their background {...}we do not think it right to expect pupils eligible for free school meals to make less progress from the same starting point as pupils who are not eligible for free school meals.”**

*The Importance of Teaching: The Schools White Paper 2010*

Free School Meals should not equate to lower attainment. But, all too often the correlation between this economic disadvantage indicator and educational achievement rings true. With the publication of the Child Poverty Strategy, the Coalition has pledged to end child poverty by 2020. They are confident that their Pupil Premium initiative will provide schools with the financial tools to accelerate the academic progress of the country's poorest children.

Yet as schools nationwide battle with disengaged parents and pupils alike it is questionable whether funding alone can improve current aspirations and the next generation's life chances.

**Are you struggling to close the attainment gap between socially deprived pupils and their more affluent peers?**

**Does your school have an engagement strategy that supports socially deprived pupils and parents by broadening their educational horizons?**

Attend the **Raise the aspirations & achievement of deprived pupils** conference and hear the latest funding updates, including the Pupil Premium, and guidance on engaging socially deprived pupils. Gain practical teaching and learning strategies to instil positive attitudes and implement the personalised learning pathways needed to raise individual attainment.

**Rt Hon Frank Field, Labour MP for Birkenhead** will deliver the opening keynote and share his inspirational proposals to transform anti-poverty programmes and prevent poor children from becoming poor adults.

We are delighted to welcome **Jo Shuter, Headteacher, Quintin Kynaston School**, to share her success in u-turning her school to achieve 'outstanding' recognition. **Dr Jo Lyons, SPJ Consultants**, will share techniques on

engaging disinterested parents in their child's learning and development. **Chris Wellings, UK Policy Advisor, Save the Children** will reveal how to implement timely intervention strategies that reduce the effect of social deprivation on academic progress. **Linda Dawson, Deputy Headteacher, The Bemrose School**, will communicate her school's successes in motivating transient pupils to positively include them in the school community. **Fergus Crow, Programme Director – Education & Learning, National Children's Bureau**, will demonstrate how to work successfully with multi-agency partners to provide 360° support for pupils.

**Hear tried and tested techniques in our interactive sessions on:**

- ✓ Tracking and **maximising** the efficiency of the **Pupil Premium** in supporting deprived pupils
- ✓ Creating **personalised learning pathways** that identify and support differing academic needs through targeted curricular delivery
- ✓ Boosting pupil **self-esteem** to inspire positive attitudes to learning and tackle an anti-education culture
- ✓ Sustaining **one-to-one tuition** to target support and improve **individual learning outcomes**
- ✓ Clarifying funding options and making **post-16 education accessible** to all pupils to counteract rising NEET levels

**PLUS: An update on the EMA replacement bursary scheme**

This will be a unique opportunity to meet with colleagues from across the country to share techniques on raising the achievement of socially deprived pupils.

**Post-conference, as a delegate you will be able to access speakers' presentations to adapt their successes to overcome the barriers that social deprivation has created in your school to academic progress.**

## Who should attend:

- Headteachers
- Deputy Headteachers
- Assistant Headteachers
- Inclusion Managers
- Heads of Departments
- Pastoral Officers
- Classroom Teachers
- LA Advisors
- SENCOs

## Past Optimus Education conference delegate testimonies:

**“A thoroughly engaging and informative day”**

*J. Blackman, Teacher, Bridgend LEA*

**“A very informative day, which has given me a lot of ideas to share back at school”**

*E. Aird, PSHE & Citizenship Coordinator, Bethnal Green Technology College*

**“Enjoyable, inspirational and motivational; full of manageable, practical ideas that we will use”**

*S. Lewis, Senior Teacher, Halstow Primary School*

### 09.00 – 09.45 Registration and refreshments

#### 09.45 – 10.00 Chair's welcome and introduction

*Fergus Crow, Programme Director – Education & Learning, National Children's Bureau*

#### Keynote 1 Breaking the cycle of deprivation to prevent poor children from becoming poor adults

10.00 – 10.20 *Rt Hon Frank Field, Labour MP for Birkenhead*

#### Keynote 2 Clarifying the latest and existing targeted funding provisions available to support deprived pupils and overcome learning barriers

10.20 – 10.50 Questions

### 11.00 – 11.30 Morning refreshments

#### Keynote 3 Case study: adopting a whole-school approach to raise the aspirations and attainment of socially deprived pupils – Challenges faced, strategies implemented and results

*Jo Shuter, Headteacher, Quintin Kynaston School*

#### 12.10 – 13.00 Streamed Sessions 1

##### 1A

**Pupil Premium: maximise its effectiveness in narrowing the achievement gap and practical strategies to track its efficiency**

*Dr Charlotte Carter-Wall, Director, Transform Education Consultancy Ltd*

##### 1B

**Creating personalised learning pathways that engage and challenge non-mainstream pupils by identifying their differing academic needs**

##### 1C

**Acting early: gain intervention techniques to reduce the impact of social deprivation on academic progress**

*Chris Wellings, UK Education Policy Advisor, Save the Children*

### 13.00 – 14.00 Lunch

#### Keynote 4 Family Working: Best practice methods to contact parents and engage them in their child's education to help raise aspirations across the family unit

*Dr Jo Lyons, Y2:L, SPJ Consultants Ltd*

#### 14.30 – 14.40 Engaging the disengaged: facilitated delegate discussion

• Discuss types of deprivation faced in your setting specifically: what are you doing to boost attainment – what's working, what's not?

#### 14.40 – 15.30 Streamed Sessions 2

##### 2A

**Streamline inter-agency working to provide support that balances academic needs with a duty of care**

*Fergus Crow, Programme Director – Education & Learning, National Children's Bureau*

##### 2B

**Raising self-esteem: boost pupil confidence to tackle anti-education attitudes brought about by a culture of low expectations**

*Nic Williams, Strategic Support Manager, Blue Bell Hill Primary School*

##### 2C

**Techniques to track progress, demonstrate the learning targets hit by deprived pupils and develop systems of accountability**

*Steve Illingworth, Lead Teaching & Learning Consultant, Salford Children's Services*

### 15.30 – 15.50 Afternoon refreshments

#### 15.50 – 16.40 Streamed Sessions 3

##### 3A

**Motivating transient pupils and benchmarking their progress to secure positive engagement in the school community**

*Linda Dawson, Deputy Headteacher & Lucy Bickley, Assistant Headteacher, The Bemrose School*

##### 3B

**Methods to sustain one-to-one tuition, in the face of squeezed budgets, to improve individual learning outcomes**

*Alison Elkin, Secondary Literacy Consultant & One-to-One Lead, Salford Local Authority*

##### 3C

**Making post-16 education a reality: providing accessible learning opportunities to prevent rising NEET levels**

*Natalie Marshall, Educational Champion for Looked After Children & Jo Holt, Volunteer Coordinator, Doncaster College*

### 16.40 Conference close



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## Four easy ways to register

**Post:** **Raise the Aspirations & Achievement of Deprived Pupils,**  
Optimus Education, 3rd Floor,  
33-41 Dallington Street,  
London, EC1V 0BB

**Fax:** 0845 450 6410 (UK) +44 20 7954 3512 (Outside UK)

**Email:** jessica.mcghie@optimus-education.com

**Web:** [www.raisingpupilsaspirations.com](http://www.raisingpupilsaspirations.com)

**Book online and receive instant confirmation**



## Price information

	Book before 18 August 2011	Book after 18 August 2011
Primary School	<input type="checkbox"/> £229 + VAT	<input type="checkbox"/> £259 + VAT
Secondary School	<input type="checkbox"/> £299 + VAT	<input type="checkbox"/> £329 + VAT
Local Authority	<input type="checkbox"/> £359 + VAT	<input type="checkbox"/> £389 + VAT
Other	<input type="checkbox"/> £399 + VAT	<input type="checkbox"/> £429 + VAT
Speakers Presentations*		<input type="checkbox"/> £99 + (No VAT)

\*Please note that speakers' presentations are accessible via a password protected internet site and are not supplied in printed form. They will be available to download a week after the event, subject to speaker disclosure.

## Please register the following delegates (Please write clearly in BLOCK CAPITALS)

### First delegate

Title: \_\_\_\_\_ Forename: \_\_\_\_\_ Surname: \_\_\_\_\_

Job title: \_\_\_\_\_ Phone: \_\_\_\_\_

Email:

Special dietary requirements: \_\_\_\_\_

### Second delegate

Title: \_\_\_\_\_ Forename: \_\_\_\_\_ Surname: \_\_\_\_\_

Job title: \_\_\_\_\_ Phone: \_\_\_\_\_

Email:

Special dietary requirements: \_\_\_\_\_

## Organisation to invoice

Organisation: \_\_\_\_\_

Address: \_\_\_\_\_

Postcode: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

## What happens now?

1. Fill in this booking form and post or fax back to us
2. An invoice will be raised and sent to your organisation
3. You will receive joining instructions by email and post 4 weeks before the conference

## Venue

**Central London.** All registered delegates will be sent full joining instructions 4 weeks before the conference.

### SUBSTITUTIONS, CANCELLATIONS AND REFUND POLICY

Substitutions welcome at any time. Written cancellations made four weeks before the conference date will be subject to a full refund. Written cancellations made two weeks before the conference date will be subject to a 50% + VAT refund per ticket. Cancellations made less than two weeks before the conference date cannot be refunded. All cancellations must be made in writing. Optimus Education reserves the right to alter the programme without notice due to unforeseen circumstances. We also reserve the right in our absolute discretion and without further liability to cancel the programme in which all monies will be refunded. Optimus Education and other divisions of Optimus Professional Publishing Limited safeguard your data. We will endeavour to keep you informed of our other conferences and products where appropriate and may occasionally make your name available to reputable companies outside the group. If you would prefer us not to release your name to third parties, please tick this box.

## Related conferences:

Please send us information about:

- Effective Deployment of Teaching Assistants and Support Staff**  
18 May 2011
- Prevent and Manage Exclusions**  
23 June 2011

### Promotional code

EP349 CPDB



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