

 #oeSBM

Effective Financial Management in Schools

Efficient and creative ways to manage the challenges of long-term financial planning

oego.co/Finance18

Expert speakers include:

Nickii Messer

School Business Management and Leadership
Development expert, All the geese

Gill Robinson OBE

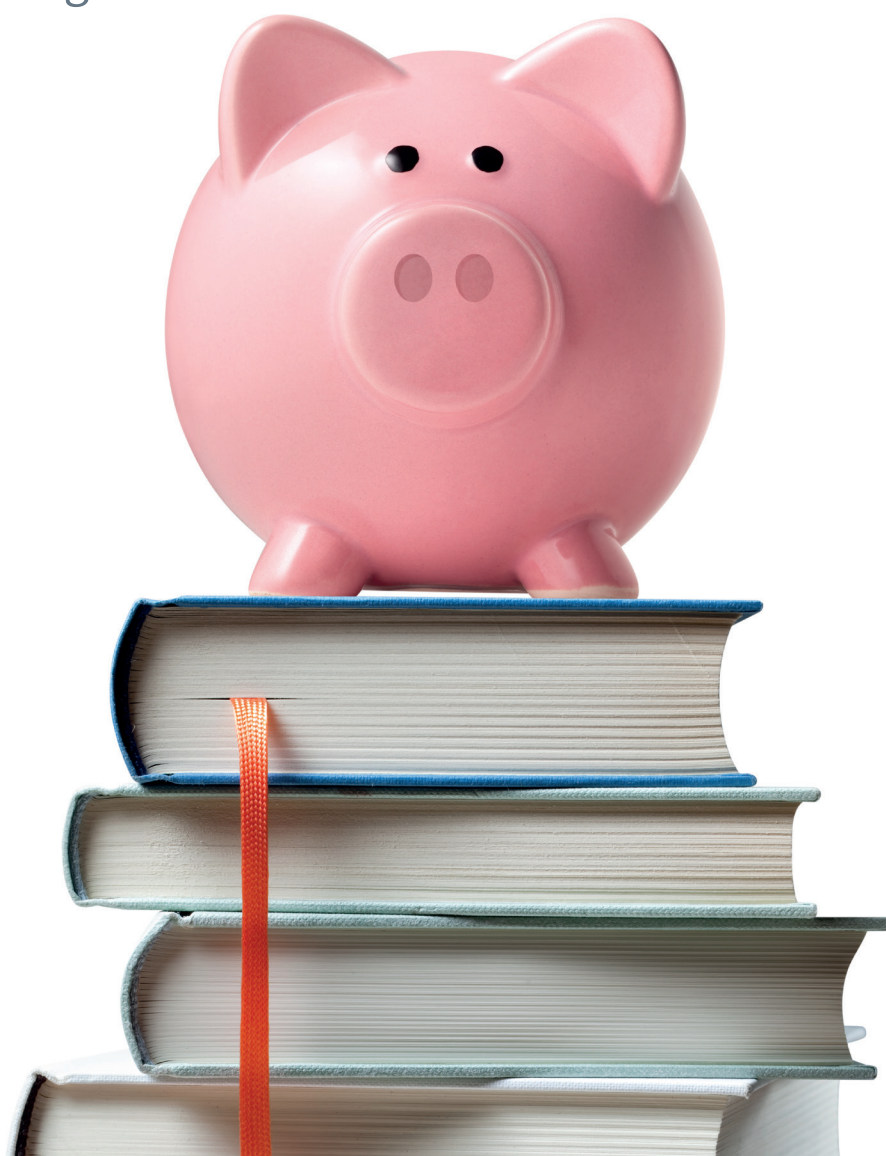
Vice Chair of the Teaching Schools Council

Hilary Goldsmith

Director of Finance and Operations, Varndean School

Russell Dalton

Chief Operating Office, Diocese of Worcester Multi
Academy Trust



KEY BENEFITS

FINANCIAL PLANNING

Ensure financial stability

MANAGING STAFF

Staff management solutions

INCOME GENERATION

Grow revenue creatively

“88% of schools are still facing real-terms budget cuts per pupil between 2015/16 and 2019/20”

NEU, 2017

Changes to funding are leaving schools and academies having to think drastically about budgeting and spending.

The figures from the NEU align with data from Bishop Fleming which show that academies are facing a real deficit. SBMs and financial officers are having to do more with less, having an impact on the deliverance of high quality education and the future of our young people.

This conference provides an agenda that ensures that no stone is left unturned in the financial management of your school or trust. Sessions will ensure that your school or trust is able to maintain its financial model and withstand the ongoing changes to funding.

Why should I attend this event?

- **Financial planning:** ensure long-term financial stability
- **Staff structures:** develop a robust staff structure
- **Collaboration:** can there be potential in pooling resources to save money
- **SEND:** include SEND students in your budgets without encroaching other areas
- **SLT:** work effectively with your SLT

Who should attend?

- SBMs
- Finance Directors
- Chief Operating Officers
- CFOs
- Bursars
- Headteachers
- Deputy Headteachers

“One of the most well organised conferences I have ever attended. Extremely knowledgeable speakers”

STRATEGY & BUSINESS MANAGER, ACLAND BURGHELY SCHOOL

Optimus Education offers a wealth of expertise to support your whole-school improvement.

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Head to oego.co/Finance18 to find out more.

This year's speakers include...



Emma Hughes

Head of HR Services, Browne Jacobson

Emma heads up the HR consultancy service for the education sector at Browne Jacobson and has over 15 years' experience in generalist HR in both the private sector and the public sector. Emma has worked at a senior level in HR for two large multi-academy trusts and understands the challenges that schools, academies and MATs are facing today. Emma is a chartered fellow of the CIPD recognising her experience, skills and knowledge at a senior level within HR.



Nickii Messer

School Business Management and Leadership Development expert, All the geese

Nickii and her company, All the geese, specialise in training, developing and promoting school business management and leadership. A well known national and international conference speaker and author, Nickii is also operational lead for the SBM Diplomas at Anglia Ruskin University. Nickii is keen to help school leaders at all levels develop the skills and confidence to embrace the complex challenges facing schools today.



Barney Angliss

Lead Project Co-Ordinator, National Star Foundation

Barney is a teacher, trainer, consultant and researcher in Special Educational Needs and Disability (SEND). A project lead for the National Star Foundation, Barney is also an advisor on SEND, autism and equality to local authorities and schools. He has written for TES, SchoolsWeek, SBM Magazine and SEN Leader and appeared on TV and radio.



Hilary Goldsmith

Director of Finance and Operations, Varndean School

Hilary has proven experience in the fields of educational leadership, strategic financial management, estates management, health & safety, catering, administration and project management. She is also a specialist lead in education with the Pavilion & Downs Teaching School Alliance. Hilary is a regular blogger and contributor to the TES, Optimus and other education publications.



Gill Robinson OBE

Vice Chair, Teaching Schools Council

Gill has been a headteacher for 25 years (gaining four consecutive 'Outstanding' Ofsted judgements). Gill became an NLE and teaching school head in cohort 3 and is also a pupil premium reviewer. She is currently working on a DfE project related to pupil premium.



Russell Dalton FISBL

Chief Operating Officer, The Diocese of Worcester Multi Academy Trust (DoWMAT)

Russell is the chief operating officer for a 12 school MAT which is growing. Russell regularly works in an advisory capacity at both local and national level and is an avid advocate for collaborative working. He thrives on the entrepreneurial aspect of the role which has seen him form a trading arm for his previous school which now turns over in excess of £600,000 a year.



Simon Hepburn

Director, Marketing Advice for Schools

Simon Hepburn is the founder of Marketing Advice for Schools. He learned recruitment marketing at Reed and helped companies including Vodafone improve their employer brand. After retraining and spending 11 years as a full-time teacher, he now combines teaching with consultancy and training for schools and related organisations in all aspects of marketing.

09:00 – 09:45 Registration and refreshments

09:45 – 10:00 **Chair's Introduction and Welcome**

10:00 – 10:30
Keynote 1
Defining an Effective School Business Model: practical guidance on how to shape your school to overcome funding cuts and make your money go further through constructive long-term planning
Natalie Perera, Executive Director, Education Policy Institute

10:30 – 11:10
Keynote 2
Staff Structures: make the most of your budget and learn how to make your staff structure more robust during periods of difficulty
Emma Hughes, Head of HR Services, Browne Jacobson

11:10 – 11:20 Questions and answers

11:20 – 11:50 Morning refreshments

11:50 – 12:40 **Streamed Sessions 1**

1A: School to School Collaboration

Learn how to pool resources with other schools and maximise the cost-saving benefits

Cate Hart, SBM Consultant

1B: Income Generation

Capitalise on your school's revenue generation through innovative and creative ideas

Russell Dalton, COO, Diocese of Worcester Multi-Academy Trust

1C: Marketing for Recruitment

Learn innovative ways to market your school, avoid expensive agency costs and attract high quality teachers

Simon Hepburn, Director, Marketing Advice for Schools

12:40 – 13:40 Lunch

13:40 – 14:10
Keynote 3
Stay close to your SLT: working strategically and coherently with your leadership team to ensure the most effective budgetary decisions
Nickii Messer, School Business Management and Leadership Development expert, All the geese

14:10 – 14:20 Questions and answers

14:20 – 15:10 **Streamed Sessions 2**

2A: Benchmarking

Develop your knowledge and understanding of current benchmarking processes to become more effective in your role

Caroline Collins, Head of School Business Resources and Strategy, Miles

2B: Efficient Premises Management

Hear how one school has made changes to their premises management and made better savings in the process

Hilary Goldsmith, Director of Finance and Operations, Varndean School

2C: SEND Funding and Inclusion

Know how to account for SEND students in your budgets when competing with demands

Barney Angliss, Lead Project Co-Ordinator, National Star Foundation

15:10 – 15:30 Afternoon refreshments

15:30 – 16:20 **Streamed Sessions 3**

3A: Pupil Premium

Best practice pupil premium spending to ensure inclusion and evidence impact

Gill Robinson OBE, Vice Chair of the Teaching Schools Council

3B: Curriculum-led Budget Planning

Deliver financial stability while also offering a broad and varied curriculum

3C: Bid Writing

Advance your bid writing abilities to become more versatile and confident in acquiring funds

Justin Smith, Chameleon Training and Consultancy

16:20 Conference close

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Easy Ways to Register

1. Book online and receive instant confirmation
oego.co/Finance18
 2. Email: conference.bookings@optimus-education.com
 3. Questions: Call us on 0845 450 6404
- Please see oego.co/TandCs for our subscriptions, cancellations and refund policy

Pricing

Prices	Book before 20/10/18	Book after 20/10/18
Primary	£150 + VAT	£180 + VAT
Secondary	£150 + VAT	£180 + VAT
LAs	£150 + VAT	£180 + VAT
Others	£150 + VAT	£180 + VAT
Premium Plus	You could attend this event as part of your Premium Plus package. For further information please contact your Account Manager.	

If you do not fit into one of the above categories, please contact us on 0845 450 6404 or email oe.conferences@optimus-education.com

4 steps to delivering to effective financial management

1

Before
the day

Create your account at oego.co/Finance18 and gain access to pre-event reading and resources

PLUS

- Gain access to our blogs and articles such as: 'No surprises infographic', 'Health Check Your Staffing Costs' and 'SBMs surviving the SLT'.

2

During
the day

Have your questions answered by our experts and workshop leaders. While also having the opportunity to network with fellow school leaders.

PLUS

- Read our practical guides on benchmarking and bid writing
- Give yourself the opportunity to share challenges and ideas with fellow delegates and peers and build a network

3

After
the day

Log in at oego.co/Finance18Resources and access post event resources

PLUS

- Download the speaker presentation and share these with colleagues

4

Share
across your school

Share across your school

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