

MADE 24

Making A Difference in Education



MADE 24 Evaluation

Making A Difference in Education

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Pictured above Stephanie Davies & Keeling, Laughology

Pictured Page1 Rob Coe, EBE

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1 Background

A key element of WELL is training and retaining Teachers. In 2022 WELL held the first Making a Difference in Education (MADE) conference. The event was virtual and provided 22 workshops over a period of 4 weeks. In March 2023 WELL was able to host a very successful face to face event with three Key Notes, two workshops and 110 delegates in attendance.

MADE 2024 was held at Energus, Workington on the 13th of March 2024, welcoming 140 delegates. The full day conference provided a range of evidence-based workshops and quality key notes. All providers apply research-based principles to professional development and are committed to sustainable work with WELL for locally identified priorities.

Key notes were provided by:

- Rob Coe, Evidence Based Education (EBE)
- Stephanie Davies & Dave Keeling, Laughology

Prior to the conference, delegates were asked to select three 1-hour workshops, from the following programme;

- “Using Research Evidence: Navigating a complex world” - Sue Frost & Patty Williams, Education Research Alliance (ERA)
- “Promoting learner motivation: Strategies to Adapt and try in your classroom” - Professor Stuart Kime, EBE
- “Activating Hard Thinking: how to make learning stick” - C.J Rauch, EBE
- “Implementing your Pupil Premium Strategy” - Marc Rowland, Unity Research School
- “Maximising The Impact of TAs” – Sally Franklin, MITA
- “Really Leading reading in Secondary School” – Louise Quinn, Shotton Hall RS
- “Assessment not assumption: the role of diagnostic assessment in reading interventions” – Louise Quinn, Shotton Hall RS
- “The Missing Link – Reading Fluency for Primary Pupils” – Louise Quinn, Shotton Hall RS (delivered on the day by Louise Brooks and Susan Ingram from Shotton Hall RS)
- “Understanding the drivers of low attendance: insights from a national research project” – Lucy Preston, ImpactEd
- “‘Must have GSOH’ - The power of laughter for increasing learning and creating an inclusive classroom” - Stephanie Davies, Laughology
- “‘RememberRING’ - The four conditions for great, memorable learning” - Dave Keeling, Laughology

Full descriptions of the key notes and workshop can be found [here](#).

The delegates were invited to arrive, register and collect their Welcome Packs from 8am, with breakfast provided. This was an effective strategy to ensure a prompt start to the day at 9am.

Copies of the WELL in Action Magazine, launched at MADE were made available to delegates. The online version of the magazine can be found [here](#).

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[A video](#) showcasing the MADE24 Providers and examples of school successes was shown in the main concourse throughout the day.

At the end of the day the delegates received a “Goody Bag”, which contained:

- A copy of the WELL in Action Magazine
- Marc Rowland’s book - **Addressing Educational Disadvantage in Schools and Colleges: The Essex Way**
- Stephanie Davies’ book – ‘**Laughology: Improve Your Life With The Science Of Laughter**’
- A WELL pin badge
- A bag of sweets

MADE 2024 was reported in the press, one of the write ups can be found [here](#)

2 Evaluation

2.1 Attendance

Bookings for MADE 2024 were opened in September 2023, exclusively to schools in the west of Cumbria (those based in the former districts of Allerdale and Copeland). From the 1st of November 2023 bookings were opened to all schools in Cumbria.

In total 165 people signed up to attend MADE 24.

- **140** delegates attended on the day, an **85%** attendance rate which was high, considering current staffing and supply challenges faced by schools.
- **71** WELL schools were represented on the day, which equates to **60.2%** of WELL schools. This figure met our 60%+ KPI for engagement for our Universal offer (KPI 2: 121 schools and college offered participation in WELL evidence informed Universal menu of CPD/interventions, with the majority (60%+) engaged.) Attendance rates will be considered later in the Lessons Learned section.
- **6** attendees were from schools/organisations based outside of west Cumbria.
- Most attendees were school based. 12 attendees were from non-school organisations, including members of the Learning Improvement Service, all had close links to schools, education and young people.

2.2 Survey

All attending delegates were invited to complete an evaluation of the conference using Microsoft Forms. The link to the survey was circulated on the 21st March 2024 and the form was closed on the 25th April 2024.

- **87** Delegates responded to the survey which is a response rate of **62%**. – This response rate will be considered in the Lessons Learned section.

The evaluation survey was circulated with a MADE24 Padlet which can be found [here](#). The Padlet contains the recordings of the Key Notes and all the slide decks, handouts and resources from every session on the day. The Padlet has been made available to every WELL school.

The survey was split into 5 distinct sections, seeking to evaluate the key aims of MADE24; for participants to experience high quality, research led training and to leave feeling inspired to keep Making A Difference in Education (MADE). Findings will enable the WELL team to consider feedback and assist planning and delivery of MADE25.

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2.2.1 Intended Outcomes

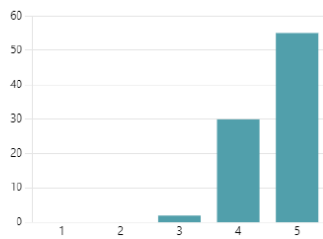
To what extent were the conference's following outcomes achieved?

Please rate, where 1 equals "Not achieved at all" and 5 equals "Totally achieved"

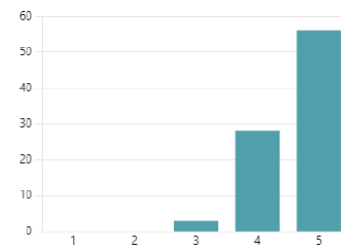
1. To inspire and motivate you

2. To provide quality, evidence informed inputs

4.61
Average Rating



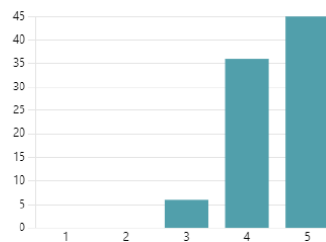
4.61
Average Rating



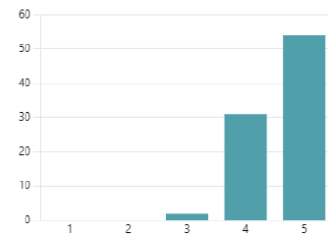
3. To provide leadership and teaching approaches

4. The value of research and evidence to support your work

4.45
Average Rating



4.60
Average Rating



Survey responses provide strong evidence that the four intended conference outcomes were achieved for the overwhelming majority of participants. Of these four outcomes, the lowest percentage that were "satisfied" (Rating 4 or 5) was Leadership and Teaching approaches at **93%** (6/87 scored less than a 4).

Delegates were invited to add comments*. All were extremely positive:

- "Excellent event. Thank you so much for the opportunity! We look forward to the next event so more of our staff can experience it!"
- "These were tall aims to achieve in 1 day, but I genuinely believe that they were totally achieved at WELL Made 2024."
- "The intended outcomes were pitched perfectly and give great motivation"
- "The workshops were particularly useful to inspire for new ideas that are now being shared across leadership team in school"

* Please note all comments within this evaluation have been copied directly from the Microsoft forms and have not been edited.

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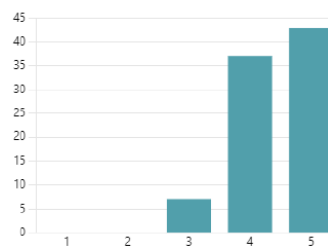
2.2.2 Personal Development

With regards to the impact of MADE on you personally, to what extent did the conference support you in the following aspects?

Please rate, where 1 equals "No support" and 5 equals "Well supported"

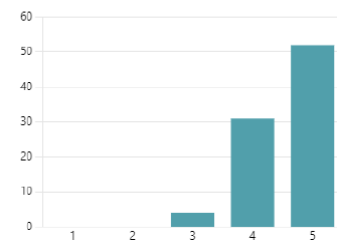
6. Build your professional knowledge.

4.41
Average Rating



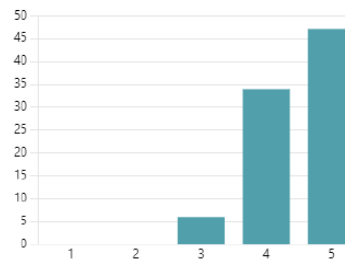
7. Motivate you to act on and develop your own practice

4.55
Average Rating



8. Share key learning with others in school

4.47
Average Rating



In terms of personal gains from participation, responses again show high levels of positive impacts. A small number (6) were less positive about impact on their own professional knowledge.

Delegates were invited to add a comment. All were extremely positive:

- *"It is becoming increasingly difficult to prioritise, but one of the key messages I took away from the WELL conference is that self-value, and self-investment is a priority. This is a mindset I hope to share with my team, to encourage and increase productivity."*
- *"the information on reading inspired me to create my own diagnostic to share through school."*
- *"I have some key ideas to bring back to school which will really make a difference to our students."*

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2.2.3 Conference Organisation

How satisfied were you with the following?

Please rate, where 1 equals "Extremely Dissatisfied" and 5 equals "Extremely satisfied"

The WELL team worked extremely hard prior to the event, considering all possible eventualities ensured that nothing was a surprise and that the event ran smoothly.

Conference Element	Rating
Communication leading up to the conference	4.84
Welcome packs	4.92
Support available during the event	4.91
The Venue	4.87
Refreshment and meals	4.72
Goody Bags	4.64
Length of the Day	4.34

Some of the many positive comments included:

- *"A great big thank you to everyone involved in the organisation of the day. Emails, directions and information about the workshops etc. on the run up were very clear, and the venue was very easy to get to, and thought through. The welcome packs including the timetable (which ran very smoothly), and map to the rooms was very professional."*
- *"Wonderful organisation for such a large event. Well done to all!"*
- *"Packs were really useful"*
- *"Nice spaces to listen, discuss and learn"*

The length of the day will be addressed in Lessons Learned. There was constructive feedback from 10 delegates, suggesting there could have been fewer breaks to enable an earlier finish to the day

- *"Length of the day could be shorter with less breaks but I do recognise the importance of networking"*
- *"I think the breaks could be shorter and the day would have finished slightly earlier. It was a lot of information (all good!) but by the afternoon, I felt a bit overloaded."*
- *"Shorter breaks to enable a shorter day would have been appreciated"*

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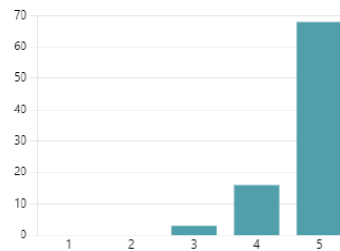
2.2.4 Key Notes and Workshops

How satisfied were you with the following?

Please rate, where 1 equals "Extremely Dissatisfied" and 5 equals "Extremely satisfied"

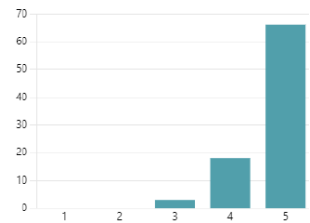
18. Quality of the Key Note Speeches

4.75
Average Rating



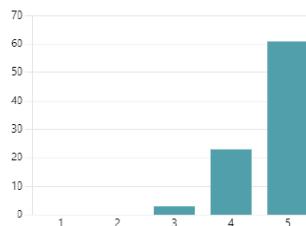
19. Relevance of the Workshops to choose from

4.72
Average Rating



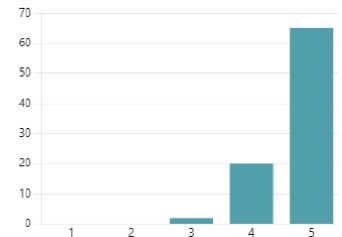
20. Quality of the Workshops attended

4.67
Average Rating



21. Balance of Keynotes to workshops

4.72
Average Rating



At least **97%** (84/87) of delegates were satisfied (scoring 4 or 5) with each aspect of the Workshops and Key Notes.

Some of the many positive comments included:

- *“The sheer calibre and quality of the speakers was astonishing. Each key note speech and workshop was inspiring and engaging.”*
- *“excellent mixture of speakers inspired me to plan next steps forward, workshops were varied - clear and focused which is great”*
- *“Feeling inspired after a day of valuable insights from knowledgeable experts, and being motivated to replicate the shared resources.”*
- *“The keynote speakers were excellent and gave me inspiration to infuse more fun in my classroom.”*
- *“I thought the key notes were excellent. I have heard Rob Coe speak before, and he is always inspiring and thought provoking.”*
- *“Laugology were fantastic. The choice of workshops was great. Having time to network with colleagues and spend time discussing things was so valuable.”*
- *“Good quality speakers with research based evidence tov support messages”*
- *“The intro and end session were excellent, made such a change from reading or being read power points from a screen, kept us on our toes and was informative too.”*
- *“The speakers were amazing and inspiring, I enjoyed all of them and the workshops chosen. They all had me inspired to learn more following the conference”*

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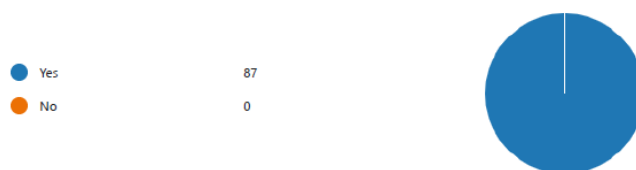
Constructive feedback comments received were:

- *“Whilst the Laughology sessions were entertaining I didn't really value the content.”*
 - This was a single comment, with many comments outlining overwhelming support for the Laughology sessions.
- *“Can we have some different keynote speakers. For variety.”*
 - WELL took the bold decision to ask Rob Coe and Dave Keeling to return for MADE24 after presenting in 2023. In the case of Rob Coe, this was because in 2023 Rob challenged the schools to improve over the next 12 months and committed to return to follow up. Dave Keeling was such a resounding success in both 2022 and 2023 that he was invited back for 2024. The focus of key notes were also different and matched to conference aims. Since MADE was opened to ALL school staff it was hoped that staff who had attended in 2023 would encourage staff who had not participated previously to attend, so WELL wanted as many people as possible to attend quality sessions by these presenters.
- *“Found in the smaller conference rooms that workshop attendees wanted to talk and give their opinions/anecdotes more often and it would sometimes derail the workshop, whereas ones seated in rows didn't allow for this and it stayed on topic.”*
 - Some workshop presenters requested seating to encourage discussion and view this as a positive rather than a negative aspect of a workshop.

2.2.5 Conclusion

- **100%** of survey responders were Satisfied with the Quality of MADE24, with **95%** (83/87) were Extremely Satisfied
- **100%** of survey responders would book onto MADE 2025
- **98%** of survey responders would recommend other staff to book onto MADE 2025

25. Would you book onto MADE 2025?

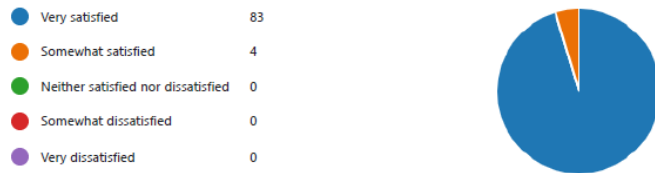


26. Would you recommend other school staff to book onto MADE 2025?



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27. How satisfied were you with the quality of the conference overall



All delegates were invited to share the best aspects of the day and the recommendations they would have to improve the conference, in free text comments. All comments were categorised and the most common are listed below (some comments contained multiple aspects and recommendations, so they do not tally to 87)

What were the best aspects of the day?

Aspect	No of mentions within comments
Workshops	40
Keynotes	35
Networking	22
Laugholgy	21
Time	8
Organisation	7
Inspiration	6
Everything	4

- *“There are few (if any) opportunities for larger groups from across schools to meet together. It made clear that we are part of something significant and of scale. The day itself was inspiring and invigorating. It was nice to feel looked after and valued too.”*
- *“Thoroughly enjoyed the day, the speakers and the workshops. Thank you to everyone who put such an effort into organising the day for us.”*
- *“It was just great to network with colleagues in a more relaxed environment than the usual hectic school day. It was good to have time to stop, think and reflect on current practices and how we could take some of the ideas explored during the conference forward in my own setting. It was very well organised and the variety of speakers made the whole event very worthwhile. Well done to the WELL team responsible for organising it!”*

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What recommendations do you have to improve the conference?

Recommendation	No of Occurrences	WELL Feedback
None	45	52% of responders had no recommendations
Shorter day	11	This will be reviewed for 2025
Shorter breaks	7	This will be reviewed for 2025
Different Key notes	3	This will be reviewed for 2025
Less Laughology	2	This will be reviewed for 2025
More lunch stations	2	Not possible in the current venue
Include a pupil performance	2	This will be reviewed for 2025
Play the video on the big screen with sound	1	This was rectified in the morning
Publish timings earlier	1	Start and end times were communicated from outset.
Target audience more leader/teacher. I feel that my teaching staff would have benefited more than I did.	1	MADE was open to all school staff. Many events are attended by Heads only so MADE was aimed at all staff. Need to consider Universal audience approach and be clear about aims and target audience
Subsidies for other school staff to join	1	Conference is fully funded, and there is a risk to no attendance at no cost.
There were quite a few SENDCOs so possibly something SENDCo related for leadership	1	To review with ERA
Label room names clearly	1	All room names were clearly marked, however the naming convention at Energus can be confusing.
Make it open to all Cumberland rather than West first	1	Since the WELL funding is focused on schools in the west it was opened to the west initially, then to the whole of Cumbria
More materials/ resources to take back to school	1	All resources were made available on the Padlet
Less choice of workshops	1	Might be due to difficulty to narrowing to just selecting 3 or a request for tighter focus on themes.
Increase number of delegates per school	1	In February 2024 the booking system was changed so that more than 3 delegates per school could sign up. This was communicated to all schools.
Governor specific sessions	1	MADE was intended for school staff not Governors, WELL does provide Governor specific sessions throughout the year.
Include a focus on strategies	1	To consider for 2025
Discussion times in smaller groups as part of the workshops.	1	A lot of the workshops had small group discussion
A sugar boost in the afternoon	1	Fruit, Cakes and biscuits were provided at all refreshment stations from 10:30
Preventing calendar clashes with other events locally (i.e. T&L Network)	1	WELL programme is shared with schools prior to the start of the academic year and planned around other major school events.

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3 Lessons Learned

Overall, the evaluation survey responses indicates that MADE 2024 was successful in achieving its aims for most participants. The survey has also identified some aspects that will be considered ahead of planning the next MADE conference.

- **60.2% of WELL schools involved were represented at MADE 2024.** While this met the KPI, WELL need to consider the model of delivery. The majority of schools not attending were small schools who could not release a member of staff for the full day. There is a significant issue with supply cover, locally and nationally. WELL needs to explore challenges of participation with our small schools including exploration of a hybrid format so that delegates could watch the event live without having to leave school. MADE itself, or sections of the conference could be held on inset days to enable participation.
- **62% of delegates responded to the survey.** WELL would have like a higher response rate to the MADE24 Evaluation survey. In retrospect, the survey should have been made available at the conference or in 24 hours following, not a week after the event, as it was circulated this year.
- **Length of the day** – There were several comments about the length of the day. The event was advertised as 9am-5pm and finished on the day by 4:45pm. In 2023 there were only two workshops and there were a number of recommendations to increase this. The breaks and lunchtimes could be reduced, but the number of comments in favour of the networking and time allowed outweighed the number of requests for shorter breaks. The longer breaks times also played a role in the smooth running of the day, all attendees were able to get refreshments and use the facilities between each session. A shorter lunch and afternoon break is something to be considered going forward.