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National Academy for  
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# Tackling the Impact of Poverty on Attainment

# Attainment Champion

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## Tackling the Impact of Poverty on Attainment:

### The Role of Attainment Champions

#### Invitation to express an interest in participating in a six-month pilot starting in November 2022

#### Background

The Minister for Education and Welsh Language in his oral statement on 22 March 2022 ([Oral Statement](#)) and his speech to the Bevan Foundation on 16 June 2022 ([Bevan Foundation](#)), announced that as part of the high priority he is placing on tackling the impact of poverty on attainment that he would identify a small group of leaders to work as Attainment Champions.

Through this pilot the Welsh Government wants to unleash the immense capacity that exists within our schools and amongst our school leaders who have achieved sustained success in this area to support other leaders who are at an earlier stage of the journey. This pilot will enable us to test how we can build this collaboration as part of a self-improving school system. This, therefore, presents a unique, high profile and exciting opportunity for experienced school leaders to participate in this major policy area.

#### The Attainment Champions

On behalf of the Welsh Government, the National Academy for Educational Leadership will be recruiting up to six headteachers to take part in the pilot and take on the role of Attainment Champions.

Headteachers appointed to the role will need to demonstrate sustained progress in addressing the impact of poverty on educational attainment and have experience of mentoring and capacity building and insight into the increasing pressures of the cost of living on parents and families.

The pilot will run for six months and will focus on peer-to-peer support for other schools who are at a much earlier stage in overcoming the socio-economic challenges they are facing. The schools will participate in the pilot on a voluntary basis, and this will be a collaborative project and not part of any accountability process. The learning gained from the pilot will be used to inform future policy and practice.

## The Attainment Champions Role

This will involve:

1. **Peer to Peer support** - Each Attainment Champion will offer coaching and mentoring support to a Headteacher peer with a particular focus on tackling the impact of poverty on attainment. The support offered will be agreed between the headteachers and will meet the specific needs of the schools.
2. **Informing policy** - During the pilot, Attainment Champions will be invited to attend round table discussions with the Minister for Education and Welsh Language and his officials, providing insights on their experience and lessons learnt from the pilot, to inform future policy.
3. **Advocacy** - Attainment Champions will also have an outward facing role, working with and through the broad range of networks across Wales, to ensure that the whole educational system understands the purpose of the pilot and the Minister's priority to tackle the impact of poverty on attainment.

## Time Commitment

This is a six-month pilot starting in November 2022. The expected time commitment required to carry out the Attainment Champion role is 7 days a month, of which 5 days will be for peer-to-peer support working with an individual school and 2 days will be focused on advocacy and informing policy.

Attainment Champions will have a key role in evaluating the pilot, along with participating schools, consortia, local authorities, and other key partners.

Attainment Champions will also be required to attend a two-day induction programme in the first six weeks, and as part of this will benefit from a Professional Learning Experience.

A contribution will be made to the releasing employer for the six-month pilot.

## Selection Criteria

We are looking to appoint up to six Headteachers from across Wales and a range of schools that reflect the diversity of the sector.

Headteachers are invited to express an interest in becoming an Attainment Champion, considering how far they meet the following criteria and the specific expertise and experience they feel they can bring to the role.

### **Attainment Champions will:**

- be current serving headteachers with a minimum of five years successful leadership experience
- be able to demonstrate leadership of sustained improvement across a range of areas with a particular focus in supporting learners from lower-income households
- have knowledge and understanding of the impact of poverty on attainment
- have experience of coaching, mentoring and its positive impact on capacity building
- be able to demonstrate effective collaboration and networking

The Attainment Champion role will support the effective practice of system leadership, which will provide significant reward and accomplishment in terms of leadership development whilst also providing an opportunity to make a difference at local, regional and national level.

The following will also be taken into consideration when considering expressions of interest:

- ensure that there is enough leadership capacity within the current organisation or available to the educational setting from its collaborative working arrangements, for an aspirant senior leader to step up and lead whilst the Attainment Champion is out working in the wider system
- be a role model for leadership and will need to demonstrate high level interpersonal skills coupled with effective communication
- be subject to confidential and politically sensitive information and will need to demonstrate the ability to work professionally in this context

### Expression of Interest Process

#### **Those interested in the role will:**

1. Be required to have their application endorsed by their Chair of Governors
2. Provide a personal statement (no more than 1000 words) to meet the **selection criteria** and demonstrate the experience and expertise that the candidate can bring to the role of Attainment Champion.

Expressions of interest will be considered by a panel made up of representatives from the National Academy for Educational Leadership, Welsh Government and peers.

Successful candidates will be informed in writing by 25 October 2022. We value the time everyone takes in expressing an interest and unsuccessful applicants will have an opportunity to discuss how else they can support this policy.

We welcome expressions of interests in English and Welsh

### Support and Guidance

Support and guidance for Attainment Champions will be provided by a National Academy for Educational Leadership project lead.

Attainment Champions will have the opportunity for regular reflection and a professional conversation with the appointed project lead.

### End of Role

An individual's role as an Attainment Champion will end after the six months pilot has concluded. The role can also end with 1 months' notice at any point by the individual or by the National Academy for Educational Leadership. In exceptional circumstances the National Academy for Educational Leadership reserves the right to terminate the role immediately.

### Timeline:

<p>Expression of interest process opens</p> <ul style="list-style-type: none"> <li>• Advertised on National Academy for Educational Leadership website and social media channels</li> <li>• Advertised via stakeholder websites / newsletters / social media channels</li> <li>• Advertised via WG newsletter and social media channels</li> </ul>	<p>Date:</p> <p>26 September 2022</p>
Expressions of interest process closes	19 October 2022
Panel Meets (National Academy for Educational Leadership, Welsh Government and peers)	20/21 October 2022
Leaders informed of the outcome from the selection panel	25 October 2022
Attainment Champion role begins	1 November 2022
Please note that the launch and induction will take place after the October/November half-term	Date/s to be confirmed

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Please send your expression of interest to [post@agaa.cymru](mailto:post@agaa.cymru)

For further information regarding the above, please contact Mark Isherwood at [post@agaa.cymru](mailto:post@agaa.cymru)



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