

ANDREW FRAPWELL

🏠 WALNUT TREE HOUSE, ASTWOOD LANE, WYCHBOLD, WORCS WR9 0BU 📞 07803 603450 📧 andrew@afTLC.com

An innovative strategic leader with a talent for transformation and building high performing teams that make a difference

EDUCATION

MSc (Master of Science) in Education Leadership and Management, Distinction, University of Worcester, 1999-2002.

Postgraduate Mathematics IMPACT course, Pass, University of Warwick, 1986-1987.

B'Ed (Bachelor of Education) in Physical Education with Science and Maths, Second Class, First Division, University of Wolverhampton 1982-1986

Qualified Teacher Status (QTS) since 1986. QTS reference 84/39802.

SKILLS AND COMPETENCIES

Strategic planning and execution
Financial management and budgeting
Successful bid writing and fundraising skills
Decisive leadership and team-building skills
Effective stakeholder engagement
Proficient in innovation and transformative change management
Adeptness in risk management and mitigation
Excellent written and presentation skills
Expertise in project management
Creative
Positive and upbeat
Emotionally intelligent

AWARDS AND RECOGNITIONS

Midlands Enterprise Award 2021 – Best Business Customer Service, af Thinking & Learning Company Ltd

National Leadership and Influence Award 2016, Association for Physical Education (afPE),

Best Tutor Award 2015, International Summer School, University of Pristina, Kosovo

Ofqual registered subject expert for physical education 2014 - current

PROFESSIONAL AFFILIATIONS

Association for Physical Education (afPE), 2006–current

British Educational Research Association (BERA) 2003–current

Fellow of the Higher Education Academy (FHEA) 2002–current

PROFESSIONAL EXPERIENCE

Company Director (Jan 2010 – current) **af Thinking & Learning Company Ltd.**

- Adherence to all relevant regulations and industry standards
- Developed and delivered innovative products and service
- Financial management
- Consistently improved revenue growth
- Commitment to corporate social responsibility

School Improvement Consultant (Dec 2024 - current)

- Subject curriculum and assessment reviews; attendance; ambitious, inclusive curriculum (Bottom 20%, SEN and pupil premium)

Temporary Operations Manager / deputising for CEO (Oct – Nov 2023 fulltime; Dec 2023 - Mar 2024 = 0.2 FTE; Mar 2024 - May = 0.4 FTE). **Association for Physical Education (afPE)**

- Boosted employee engagement through effective leadership and mentorship.
- Developed and implemented a comprehensive wellbeing charter.
- Streamlined operations to enhance efficiency.
- Established a framework for improved staff workflow management.
- Used data-driven insights for informed membership and budget decisions.
- Successfully managed a well-received National Conference.
- Onboarded and inducted a new Operations Manager.
- Created clear summary reports for the board.
- Contributed to the financial audit process.
- Cultivated relationships with key national partners.
- Deputised for the CEO as required.

Part-time national subject Lead for Physical Education maternity cover (0.8 FTE Dec 2023 - May 2024). **Oak National Academy**

- Fostered collaborative relationships with external partners and stakeholders including the Department for Education.
- Supported successful contract negotiations, securing favourable terms for organisational initiatives.
- Strategic plan development for an Oak online PE curriculum
- Developed lesson resources, (guides, slide decks, additional materials and lesson videos) to support high-quality PE delivery
- Developed actionable summary reports for the board of trustees

Curriculum Reviewer for Physical Education, freelance Nov 2021 – Aug 2022. **United Learning Trust (ULT)**

- Reviewed and reported on the quality of provision for a sample of ULT schools to ensure alignment with educational standards.

Academic Director, freelance (Jan 2019 – Mar 2021) **College of World Sport / College of Esports**

- Designed and led the development of 12 new degree courses for a Higher Education start-up, establishing a strong academic foundation with staff onboarding, policy creation, resource planning, financial management, and software solutions.

Initial Teacher Training/Early Career Framework (ITT/ECF) – National Lead, freelance (Jul 2018 – March 2025) **afPE**

- Enhanced support systems for ITT colleagues in HE and school-based training, improving resource access and collaboration.

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VOCATIONAL QUALIFICATIONS

Level 3 First Aid at Work, Outdoor First Aid (2022-)

Level 2 Safeguarding (2023-)

Ski instructor (2022-)

VOLUNTEERING, HOBBIES AND INTERESTS

Qualified Ski Instructor (Professional Ski Instructors of America, PSIA, 2022 - current)

Member of the DfE National Curriculum Consultation Stakeholder Group (2012-13)

Vice-Chair & Chair of Governors, Chawson First School (2005-09/2009-13)

Droitwich Spa U7-U18 Football Manager (2008-22)

Archdale '73 Men's Football Manager 2000-04

Everton FC season ticket holder

PROJECT MANAGEMENT

School Safeguarding Policy Development KCSIE 2024 (Nov/Dec 2024) **Ski Astons, Worcester**

Qatar Physical Education Curriculum design and development, UNESCO (Jan 2018-Sep 2018) **Ministry of Education, Qatar**

Erasmus Plus Sport Entrepreneur Project (Oct 2016-Jul 2017) **University East London**

Development of a National Strategy for English Schools' Athletics (Jan 2016-Mar 2016) **England Athletics**

Development of Kosovo PE Curriculum and Kosovo Teacher Licence (Jan 2014-Jun 2014) **CfBT Education Trust** (now EDT)

Teacher resource development consultant for PE, Ministry of Education, Saudi Arabia (Sep 2011-Dec 2011) **CfBT Education Trust**

Entering New Worlds (Sep 2006-Jul 2007) **Youth Sport Trust**. CD-ROM resource author which supported teacher transformational learning.

BOOKS / CHAPTERS

Frapwell, A. (2015). *A Practical Guide to Assessing Without Levels*. Leeds Coachwise.

Frapwell, A., Caldecott, S. (2011). *In Deep Learning to Learn*. Leeds: Coachwise.

Frapwell, A. (2010). Assessment for Learning. In Bailey, R. (Ed). *Physical Education for Learning: A Guide for Secondary Schools*. London: Continuum. Numerous research papers, articles, posters and government agency commissioned publications.

Lead consultant - Sport England Teacher Training Project, freelance (Jul 2018-Jul 2022) **Association for PE / Sport England**

- Promoted physical activity learning in schools by supporting consortium action plans, authoring impactful advocacy materials, and delivering tailored professional development.

Part-time curriculum, learning and development consultant 0.4 FTE (Aug 2016-Apr 2017) **Birmingham City University**

- Successfully advised on the design and development of a secondary PE and sports science degree, ensuring alignment with educational standards and industry needs.

Part-time curriculum advisor 0.2 FTE (Jul 2014-Jul 2017) **Hartpury University Centre**

- Responsible for consulting, on the design and development of a secondary PE undergraduate degree course.

Co-Editor- Physical Education Matters National Journal, freelance (Mar 2011- Mar 2014) **Association for Physical Education**

- Responsible for sourcing articles on PE legislation, practice and innovation and providing national updates to members.

External Quality Assurance officer, freelance (April 2010 - April 2011) **1st4sport qualifications**

- Responsible for centre quality assurance, desktop reviews / centre visits, documentation compliance and report writing.

National lead for qualification development, freelance (Apr 2008 - 2024) **Association for Physical Education**

- Developed and authored a suite of qualifications for the school PE, School Sport and Physical Activity workforce from level 2 to 7.

National Lead for Curriculum Implementation (Apr 2007 - Mar 2010) **CfBT Education Trust / Association for Physical Education**

- Created impactful curriculum design support resources for schools, successfully led national dissemination conferences, managed a team of 27 consultants, and delivered quarterly reports to government, meeting key performance indicators.

Regional Coordinator 0.5 FTE (Jan 2005 - Oct 2007) **Training and Development Agency for Schools**

- Responsible for raising standards in PE Initial Teacher Training.

Principal Lecturer, PGCE PE Course Leader and Curriculum Leader for PE (Sep 1996 - Sep 2004) **University of Worcester**

- Drove high-impact PE teacher training and led a successful Masters programme, chaired validation processes, and contributed to quality assurance at the sub-committee level. Initiated a USA knowledge exchange programme and exceeded income generation targets.

Head of PE Department / School Examinations Officer, Assistant Head (Sep 1990 - Aug 1996) **Heywood Community School, Cinderford, Gloucestershire**

- Streamlined whole-school examination entries, enhanced trainee teacher training and support, strengthened community partnerships, and effectively planned and delivered a comprehensive school PE programme.

PE Teacher (Sep 1988-Aug 1990) **Lode Heath School, Solihull**

PE Teacher (Sep 1986-Aug 1988) **Malvern Hall School, Solihull**