



Department
for Education

Oak National Academy

Market Impact Assessment 2024

Market Engagement Exercise

Background to Oak National Academy

History and purpose

- Oak National Academy (Oak) was created in April 2020 as a rapid response to the COVID-19 pandemic. Teachers and colleagues from leading education organisations came together to support schools' efforts to keep children learning through the provision of remote education.
- Oak was established by the Department for Education (DfE) as a non-departmental public body (NDPB) on 1 September 2022. It is fully funded by the Government and is strategically aligned to the Government's objectives but has operational independence. Oak works with teachers across England, giving them and their pupils access to free, adaptable and optional digital curriculum resources.
- Oak aims to support teachers to improve curriculum delivery, reduce teacher workload and support improved pupil outcomes. It also continues to provide a national remote education contingency.
- The previous Government set aside up to £43 million over financial years 2022-23 to 2024-25 to support Oak. A significant proportion of the budget is being provided directly to schools, publishers and other organisations for the creation of curriculum resources.
- On 30 October 2023, the previous Government announced further investment in Oak of up to £2 million to develop AI tools with the aim of speeding up lesson planning and reducing teacher workload.

Development of curriculum resources

- Oak is working with procured curriculum partners to develop full model curriculum sequences and associated lesson resources in all English national curriculum subjects from Key Stages 1 to 4, plus religious education (RE) and relationships, sex and health education (RSHE). Over 15,000 new lesson resources will replace those which were created at pace during the pandemic.
- Curriculum sequences are designed to provide expert models for schools to learn from, whereas ready-made adaptable resources aim to save teachers time with lesson planning. All Oak's resources are optional for teachers to use.
- In November 2022, Oak launched its first procurement seeking curriculum partners to bid to produce curriculum packages in English, maths, science, history, geography and music. Successful curriculum partners were announced in March 2023. Resources in these subjects began to be available for teaching in autumn 2023 (excluding secondary geography and primary music), with full curriculum packages in most subjects now available.
- Procurement for the second cycle of resources launched in October 2023, seeking curriculum partners in art & design, secondary geography, computing, design & technology, modern foreign languages, primary music, PE, RE, RSHE and citizenship. Successful curriculum partners were announced in March 2024. Curriculum sequences were released on 7 November 2024 for most subjects, with full curriculum packages expected by autumn 2025.

Licensing arrangements



Open Government Licence

- In May 2023, Oak announced most of its new curriculum resources would be available on a standard Open Government Licence (OGL). OGL is the standard licence used in public services and the default licence for any copyright works published by a public sector body such as Oak's curriculum resources.
- An OGL gives teachers freedom to build and adapt content to suit their pupils' needs. It also gives them the freedom to share this modified content in their school or trust, and outside it.
- This approach aims to create opportunities for innovation in the wider market by providing organisations maximum freedom to use Oak's content to develop and build offers of support for teachers.
- Oak's materials are available to any users, although Oak's focus is on supporting teachers in England, and its resources are not promoted internationally.

Development of artificial intelligence (AI) tools

On 30 October 2023, the previous Government announced that it would invest up to £2 million in Oak to develop AI tools that would help to speed up lesson planning and reduce teacher workload.

On 5 September 2024, Oak officially launched its **AI lesson planning assistant**, known as Aila. The tool enables teachers to create personalised lesson plans and teaching resources that can be tailored to match the individual needs of their class and geographical context.

All Oak's new curriculum resources are created by teachers and subject to a rigorous quality assurance process. Aila draws from this content as much as possible, so teachers can trust that what is generated is high quality and safe for classroom use.

Aila is in beta phase and undergoing active development and testing with teachers. Teachers using Aila in real-life conditions will enable Oak to more easily identify issues and opportunities to improve the tool.

Oak sees it as essential to support the wider commercial market to innovate and create safe AI tools and teaching products. Oak's code, including Aila, is open source. Oak is developing an Application Programming Interface (API) to allow companies to build off, adapt or integrate any of Oak's content within their existing products, or create brand-new products. This is possible because Oak's new curriculum resources are published on an Open Government Licence.

Aila can be accessed via: "<https://labs.thenational.academy/>"



Considering the impact on the commercial market

Market impact assessment

- As part of the process to establish Oak as an NDPB, the Department for Education (DfE) produced a business case which included an assessment of potential market impact. The business case was published on 1 November 2022: [Oak National Academy business case - GOV.UK](#).
- A new Oak market impact assessment is now underway. To inform this assessment, we are initiating a market engagement exercise and are inviting the commercial education sector to participate.
- Evidence submitted will be used in conjunction with research undertaken by DfE analysts, teacher surveys and data from Oak. DfE will review all evidence gathered to ascertain what impact, if any, Oak has had on the commercial market since it became an NDPB.
- The findings of this new assessment will help inform future decisions on Oak. We will publish the findings of this assessment in 2025.

How to contribute

The DfE would like to hear from commercial suppliers within the education sector about the impact (if any) of the resources made available free of charge by Oak since it became an NDPB on 1 September 2022.

We are interested in information and views about any impact (positive or negative) on both domestic and international markets, if appropriate.

Wherever possible, information provided should be accompanied by evidence. We will look at all data collectively, and not rely on just one source or submission.

In relation to any estimates of perceived future impact or significant trends, please provide as much detail as possible on the reasoning for these assumptions.

Membership organisations may provide an aggregated submission on behalf of their members.

To submit evidence for the market impact assessment, please complete the accompanying form and send it along with any supporting documentation to:



Oak.SPONSORSHIP@education.gov.uk

The market engagement window closes at **5pm on 21 January 2025**. Any responses received after this date will not be considered for the purposes of the market impact assessment.



Our use of evidence



Handling commercially sensitive data

- All information provided by commercial suppliers will be compiled by DfE officials before being fully reviewed by DfE analysts. Analysts' findings will then be included in the market impact assessment, which will be shared with Ministers.
- The final document will be used to help inform future decisions on Oak.
- Should your evidence contain any **commercially sensitive or other confidential information please highlight this or provide redacted copies of documents if necessary.**
- No information shared with us on a confidential basis will be disclosed to any third parties (including Oak) other than Ministers, other Government departments with a need to know and professional advisers under similar conditions of confidentiality, unless legally required to do so.
- Organisations making a submission on behalf of their members are solely liable for ensuring that their members' confidential information is clearly marked as confidential (or omitted from relevant redacted versions) and the DfE accepts no liability for any breach of confidentiality owing to errors or negligence by the submitting organisation.

How to contact us

If you have any questions or would like any further information about the market engagement process, please contact the Department for Education at:
Oak.Sponsorship@education.gov.uk

Department for Education

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