**Oak National Academy: Market Impact Assessment 2024**

**Market engagement exercise**

**Introduction**

Oak National Academy (Oak) was established as an operationally independent non-departmental public body (NDPB) by the Department for Education (DfE) in September 2022, to provide curriculum resources for schools in Englandthat are free, optional and adaptable. Oak aims to support teachers to improve curriculum delivery, reduce teache**r** workload and support improved pupil outcomes and to continue to provide a remote education contingency.

At the time of establishing Oak as an NDPB, the DfE committed to an ongoing assessment of market impact. The questions in this form are intended to gather information and views, backed up by evidence, of any impact (positive and negative) Oak has had, or has the potential to have, on the commercial market since it became an NDPB. At Section 6 of the form, we are also seeking information on the degree to which the commercial market provides teachers in England with coverage of curriculum resources for the National Curriculum, RE and RSHE at Key Stage 1 to 4.

**How we will use your information**

All information provided as part of this market engagement exercise will be compiled by DfE officials before being fully reviewed by DfE analysts. Analysts’ findings will be included in the market impact assessment, which we plan to publish in 2025. The market impact assessment will be used to inform future decisions on Oak.

Should your evidence contain any commercially sensitive information please highlight this or provide redacted copies of documents if necessary. **No commercially sensitive or other confidential information shared with the Department 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.**

**Submitting your response**

All completed forms and supporting documentation should be sent to the Oak National Academy sponsorship team at: [Oak.Sponsorship@education.gov.uk](mailto:Oak.Sponsorship@education.gov.uk).

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

The closing date for responses is 5pm 21 January 2025. Any responses received after this date will not be considered for the purposes of the market impact assessment.

Please attach any additional documentation that helps to support the information you are providing in response to these questions.

**How to contact us**

Should you have any questions about the market impact assessment, please contact the Oak National Academy sponsorship team at: [Oak.Sponsorship@education.gov.uk](mailto:Oak.SPONSORSHIP@education.gov.uk).

Section 1 – Contact details

Please provide details of who to contact should we have any questions about the information given.

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| Name |  |
| Email address |  |

Section 2 – Information about your organisation

In this section, we will ask you for information about your organisation and the products it provides.

1. **On behalf of which organisation are you responding?**

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1. **Does your organisation supply educational resources outside the UK?**

Yes (*please complete* ***all*** *remaining sections)*

No (*please complete* ***sections 3, 5 and 6 only****)*

1. **What type of educational resources does your organisation provide?** In asking this question, we are interested in knowing which subjects and National Curriculum Key Stages your organisation covers, and whether you provide fully sequenced curriculum plans/schemes of work and/or resources for individual lessons.

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1. **Who are the intended users of your organisation’s educational resources? Please select all that apply.**

School leaders / subject leaders

Class teachers

Pupils

Parents

Other (please provide details below)

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Section 3 – Information about your organisation’s domestic revenues

In this section, we will ask you for information about your organisation’s revenues in the UK since 2019, and any impact (positive and negative) Oak has had on your sales volumes and revenues since it was launched as an NDPB in September 2022.

1. **What were your organisation’s domestic revenues for each financial year between 2019-20 and 2023-24?**

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1. **What changes has your organisation made to investment in its domestic products since September 2022 (when Oak launched as an NDPB), and why?** In asking this question, we are seeking to understand whether (a) your organisation has increased or decreased its investment in domestic products since September 2022 and (b) whether any increase or decrease has been affected by Oak’s establishment as an NDPB since September 2022.

You may wish to provide a response on any overall changes to investment. We would also welcome any information you wish to provide on your investment in specific product ranges and/or content.

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1. **How would you describe the impact of Oak on your organisation’s domestic sales volumes and revenues since it was launched as an NDPB in September 2022? Please select one option.**

Very positive

Positive

Neutral

Detrimental

Very detrimental

1. **Please explain the reason for your answer and attach with your return any supporting evidence that demonstrates impact.**

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Section 4 – Information about your organisation’s international revenues

In this section, we will ask you for information about your organisation’s revenues **outside the UK** since 2019.

1. **What were your organisation’s international (outside the UK) revenues for each financial year between 2019-20 and 2023-24?**

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1. **What changes has your organisation made to investment in your international (outside the UK) products since September 2022 (when Oak launched as an NDPB), and why?** In asking this question, we are seeking to understand whether (a) your organisation has increased or decreased its investment in international products since September 2022 and (b) whether any increase or decrease has been affected by Oak’s establishment as an NDPB since September 2022.

You may wish to provide a response on any overall changes to investment. We would also welcome any information you wish to provide on your investment in specific product ranges and/or content.

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1. **How would you describe the impact of Oak on your international (outside the UK) sales volumes and revenues since it launched as an NDPB in September 2022? Please select one option.**

Very positive

Positive

Neutral

Detrimental

Very detrimental

1. **Please explain the reason for your answer and provide any supporting evidence that demonstrates impact.**

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Section 5 – Information about your organisation’s use of Oak resources

Oak provides free, optional and adaptable curriculum resources covering the National Curriculum at Key Stage 1 to 4. The new resources that have started to be released since Autumn 2023 are mostly available on an Open Government Licence, making them available for other organisations to use and adapt in the development of their own products.

In September 2024, Oak launched an AI lesson planning assistant, known as ‘Aila’, that allows teachers to create personalised lesson plans and resources that draw, as much as possible, from Oak’s underlying curriculum resources. The code and prompts that underpin Aila are also openly licensed. This means that anyone can use Oak’s work as a basis to create new AI tools and teaching products.

In this section, we will ask you for information about the extent to which your organisation has used, or plans to use, Oak’s resources in the development of its own products. This section also provides an opportunity to provide additional information that has not been covered by the questions asked.

1. **To what extent has your organisation used or is your organisation using Oak’s resources in the development of its own products? Please select one option.**

A great extent

Some extent

A small extent

Not at all

1. **Please explain the reason for your answer and provide any supporting information.**

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1. **To what extent does your organisation expect to use Oak’s resources to develop its own products in future?**

A great extent

Some extent

A small extent

Not at all

Don’t know

1. **Please explain the reason for your answer and provide any supporting information.**

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1. **How would you describe the potential impact of Oak’s AI lesson assistant (Aila) on your organisation’s revenues?**

Very positive

Positive

Neutral

Detrimental

Very detrimental

1. **Please explain the reason for your answer and provide any supporting information.**

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1. **Do you have any additional relevant information or evidence of Oak’s market impact you would like to share? If so, please provide this below.**

In asking for this information, we are inviting you to submit any information you would like to on Oak’s market impact. As part of this you may wish to provide any information you have on the positive or negative effects on the ability of your organisation to supply existing or new products to schools, and/or the positive or negative impact on the ability for new organisations to enter the market.

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Section 6 – Information about the commercial market’s supply of curriculum resources

Oak provides free, optional and adaptable curriculum resources covering the English National Curriculum, religious education (RE) and relationships, sex and health education (RSHE) at Key Stages 1 to 4.

1. **To what extent do you consider the commercial market provides teachers in England with coverage of curriculum resources for the National Curriculum, RE and RSHE at Key Stage 1 to 4?** By curriculum resources, we mean full curriculum packages including curriculum sequences/schemes of work and individual lesson resources.

A great extent

Some extent

A small extent

Not at all

Don’t know

1. **Please provide below or attach any additional information or evidence you have on the commercial market’s coverage of curriculum resources for the National Curriculum, RE and RSHE at Key Stage 1 to 4.**

There is no need to respond to this question if you answered “*Don’t know*” to question 20.

In asking for this information, we are seeking your views on overall coverage. We would also welcome any information you can provide on the coverage of curriculum resources in particular subjects and Key Stages (do you consider that all subjects and Key Stages are covered comprehensively, do you think there are gaps in market coverage in some subjects or Key Stages?).

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