

Creating Demand and Securing Participants – Communication & Market Development

Overview

With over 80% of school leaders being members of NAHT we have a unique channel to stimulate interest in the TLIF proposals ensuring that ALL eligible schools, headteachers and governors are made aware of the opportunity. The NAHT Aspire brand builds trust and is recognised for the positive impact it has made to school improvement. We bring our experience of recruiting large numbers of schools in networks from the DFE funded NAHT Aspire pilot, which started with the recruitment of the 31 pilot schools in a 4 month period and a subsequent roll out of a further 100+ to date. This experience has proved invaluable and we have used that in developing our rationale for the TLIF contract.

Our marketing and communications strategy leading up to delivery of the programme has three key objectives:-

- To create and build awareness of the TLIF programme
- Create demand in the target market
- Fulfil demand through recruitment and retention of participants

Building Awareness

To create a groundswell of awareness, we will announce through NAHT and EdisonLearning that the TLIF round 1 bids have been submitted and provide a dedicated NAHT Aspire TLIF web page where members and their schools can register early expressions of interest.

Reaching out to the market via our two organisations uses an established set of channels with extensive coverage of schools and an unmatched coverage of school leaders. NAHT communications reach a membership of 30,500, comprising headteachers and middle leaders of over 80% of primary schools. EdisonLearning will utilise our Regional Manager network, Advisers and Associates, to promote awareness amongst current and former partner schools, Local Authorities, Diocesan bodies, and Academy Trusts.

Creating Demand in the Target Market

The target market for our proposals are priority schools in the priority areas. We will ensure that demand is kept high as we have limited places on the programme and where possible keep the timeframe from expression of interest to programme commencement as short as reasonably possible.

Evidence from our NAHT Aspire pilot surveys showed that the biggest motivation for a school to join the programme was to:-

- Improve its Ofsted grade and that
- The features of the NAHT Aspire model that appealed the most were the distributed leadership and continuing professional development opportunities offered by the programme

With current financial pressures on school budgets and CPD activities at risk this will create additional demand where schools see TLIF as “free” provision of development opportunities.

Recruiting the schools and Participants

Upon contract award, schools that had registered an expression of interest, (eligibility criteria permitting), will be grouped to form the locations for the October and November 2017 networks contained on the Project Milestone. If expressions are received from more than 3 areas then we will assess demand by volume of expressions and select which schools will start the 2017 programme and which will form the 2018 start dates.

Depending on the number of schools applying at this stage, recruitment campaigns will be targeted to firstly fulfil school numbers for the early starting networks and then for the 2018 programme. For the priority areas where there have not been expressions of interest prior to contract award, we will structure communications for networks to start later in the 2018/19 academic years.

For eligible schools within Opportunity Areas that had not registered an expression of interest; we will communicate directly by email to them within two weeks of commencing the contract. Programme information will outline how it is designed for the whole school, providing an inclusive approach involving senior and middle leaders and every teacher, ensuring the hard to reach are engaged and removing any barriers to uptake of the programme. A description of how the programme is delivered over the year, through network and in school development days, the six themed components covering leadership and teacher development and online resources and the legacy benefits are included. This information will be available via the web and regularly updated throughout the rollout and contract period.

Evaluation

As part of our BSI ISO 9001 process schools will be regularly surveyed during the programme and at the completion of the programme for their experiences and feedback. Alongside MIS and the KPIs, results from these surveys will be shared with the Authority and the independent evaluators and published in updated marketing materials.

Costs

All marketing communications will be delivered through existing staff and marketing media channels. Whilst we endeavour to operate within DFE marketing guidelines and deliver this at nil cost there will be some programme specific costs for the branding, design work and creation of the new websites and addresses. Estimated at £XX they are listed at Annex5 of this proposal.

A summary table of these proposals are shown overleaf:-

Summary Table of Marketing activities

Activity Type	Description	Audience	Timings	Notes
Web, email & twitter campaign	Creating awareness of the TLIF bid process and areas and schools that could be eligible	All school leaders, teachers, teaching organisations and authorities (including Diocesan bodies, LAs, Trusts, etc)	Post bid submission but prior to award – Mid May subject to Approval	Requires Authority approval but will promote TLIF whether the bid is successful or not.
Web campaign	Creation of a dedicated website asking for expressions of interest from schools in eligible locations and categories	Schools with Ofsted rating 3 or 4 and within either opportunity areas or category 5/6 areas	Prior to contract award - caveat web site that tender is still under evaluation	Creates interest ahead of the award and should the proposal be successful, facilitates early delivery of programme
Contract award briefing to NAHT and Edisonlearning personnel	Briefing and information packs for staff	All staff in programme team or customer facing	Immediately or as close as possible to notification of award of contract	All staff understand the TLIF programme and can answer/ signpost customer enquiries
Web /Twitter Post(s)	Announcement to confirm award of contract	Eligible schools, other schools Press, other providers	Immediately or as close as possible to notification of award of contract	Launches recruitment campaign for eligible schools. Creates market awareness through specialist press reporting announcements
Email	Email to all schools that expressed an interest on the NAHT Aspire TLIF website and confirm their eligibility / non eligibility	Schools that expressed an interest via NAHT Aspire TLIF website	Immediately/ soon as possible upon award of contract	Eligible schools that expressed an interest will form the early Networks. Schools that were not eligible will be thanked for their interest and reviewed for eligibility status during the contract period.
Email / web campaign	Email to all schools in the eligible categories to inform them of the availability of the programme and outline timescales	All schools that meet the eligibility in the target areas	Within 2 weeks of contract award	Where sufficient expressions of interest have been received these will be the areas for establishing the early networks. Communications will list areas and number of school places available
Emails /web campaign	Reminder communications	Eligible schools that have not responded to first communications	Within 4 weeks of contract award	Continuing recruitment
Online surveys	Feedback / evaluation	Schools engaged and completing programme	As required	Part of QA mechanism