




19 August 2021

SUBJECT: SPONSORSHIP FOR THE TEACHING AWARDS TRUST

This contract is made on day of 19th August 2021

- 1 THE SECRETARY OF STATE FOR EDUCATION of Sanctuary Buildings, 20 Great Smith Street, London, SW1P 3BT ("**DfE**"); and
- 2 THE TEACHING AWARDS TRUST of 
whose registered office is c/o Teach First (the "**Contractor**") each a "**Party**" and together the "**Parties**".

On behalf of the Secretary of State for Education, I would like to offer The Teaching Awards Trust, sponsorship for the value of £60,000 on the terms of this agreement.

The Sponsorship will be paid only in respect of the approved expenditure incurred for the purpose of the sponsored activities.

Term

The Contract has been executed on the date stated at the beginning of this page, and will expire on **day of 31st March 2022.**

CONTACT INFORMATION AND SIGNATURES

SIGNED by the CONTRACTOR acting by

Company Name

Authorised Signatory

Occupation

Address

Date

SIGNED by DFE acting by

Position

Occupation

Address

Date

BACKGROUND

The Department for Education is responsible for children's services and education, including early years, schools, higher and further education policy, apprenticeships and wider skills in England.

During the outbreak of COVID-19, the DfE has a role to play in ensuring schools, teachers and parents have the information they need, supporting the wider government strategy to save lives and the DfE aim to maintain an interim learning environment. There is also an important role for the DfE to play to support teachers and reinforce that DfE (and society more generally) values the work that they do, particularly when we are expecting the profession to do more in very difficult circumstances.

As part of this, we understand that the education community wants to feel valued and recognised for the hard work they do day in day out. Teachers have also told us that they feel the profession is often portrayed negatively in the media and that the positives don't get enough 'air-time'.

We are therefore seeking to develop communication partnerships with organisations who share similar objectives and to extend the reach and visibility of positive, celebratory messages to the profession.

About the Teaching Awards Trust

The Teaching Awards Trust were established in 1998 by Lord David Puttnam CBE, as a means of recognising and celebrating excellence in education. The Awards honour outstanding teachers and teaching and highlight just how vital success in education is to the health and wealth of the UK.

- **Their aim:** To identify, recognise and celebrate excellence in education and the vital role that teachers, leaders and schools have in facilitating positive community engagement in the UK.
- **Their vision:** A teaching profession with high morale and a society that values and celebrates the great work that is done by teachers and leaders in education

What makes Teaching Awards different?

- **Educational credibility** gained through the detailed application process and strict judging criteria, involving school visits by their team of volunteer judges.
- Awards are **outward facing**, their Thank a Teacher campaign and the BBC televised awards enable them to connect the general public, not just the teaching profession. This increases their ability to raise

awareness of the teaching profession & the great work taking place in schools across the country.

- As a **charity** supported by Pearson, their awards are subsidised so there is no cost to schools to participate.

What they do:

The Teaching Awards works in education to support young people in achieving their potential through 3 main projects:

1. The “Thank-a-Teacher” campaign

This encourages young people, parents and fellow teachers to say “thank you” to a teacher who has really made a difference in their lives. The teacher “thanked” receives a card letting them know who has thanked them, and why. Teachers who receive a “thank you” then get the opportunity to go through to the UK-wide Teaching Awards.

2. The Pearson National Teaching Awards

A national awards programme that identifies and celebrates leading teachers from across the UK – any teacher can be nominated. An in-depth selection process identifies ground-breaking teachers who can go on to receive the accolade of Teaching Award winner. Coverage of the National Teaching Awards is broadcast on BBC1’s The One Show at the end of November.

Teaching Award categories (*to be sponsored by DfE)

The Award for Headteacher of the Year in a Primary School

The Award for Headteacher of the Year in a Secondary School

The Award for Teacher of the Year in a Primary School

The Award for Teacher of the Year in a Secondary School

The Award for Teaching Assistant of the Year

The Award for Outstanding New Teacher of the Year*

The Award for Lifetime Achievement*

The Award for FE Lecturer of the Year*

The Award for FE Team of the Year*

The Award for Digital Innovator of the Year

The Award for Excellence in Special Needs Education

The Award for Primary School of the Year – Making a Difference

The Award for Secondary School of the Year – Making a Difference

The Awards for Impact through Partnership

The ‘Lockdown Hero’ Award for Outstanding Learning & Community Support

3. Sharing Expertise

All Teaching Award winners join the prestigious alumni, the Teaching Awards Ambassadors Network. Winners are leaders in their field and

have much to offer the profession as a whole in terms of sharing their expertise. They are invited to take part in many projects and work with many partners in order to help raise standards, expectation and outcomes across the system.

DfE objectives

Our aim is to create an environment where teachers feel more recognised for their achievements. In doing so, we aim to increase the number of teachers who feel positive about their role and who share that positivity with other teachers, in turn contributing to the decision to stay in teaching.

During the coronavirus pandemic the DfE has a role to play in ensuring schools and teachers have the information they need, supporting the wider government strategy to save lives and the DfE aim to maintain learning. There is also an important role for the DfE to play to support teachers and reinforce that DfE (and society more generally) values the work that they do, particularly when we are expecting the profession to do more in very difficult circumstances. 35% of respondents to a recent NEU survey said they would definitely not be working in education in 5 years' time. The profession is facing a serious issue with retention and morale in the near future, so it has never been more important to celebrate the impact of brilliant and dedicated teachers and make them feel recognised for the extraordinary work that they do.

We intend to deliver this through a series of communication activities across 2021/22 that focus on celebrating the individual achievements educators, encouraging positive storytelling both directly through our own channels and also partner channels.

Following a very successful partnership over the last 2 years, we would like to continue to work with the Teaching Awards Trust in 2021/22 as a valued partner of the DfE in order to raise the profile of the teaching profession and the FE sector, and the morale and professional development of teachers across the country.

Shared objectives:

To work together to recognise the everyday achievements of teachers and FE lecturers and the huge impact they have on an individuals' life and in doing so, remind teachers why they became a teacher in the first place, building pride amongst the profession.

This agreement seeks to encapsulate the spirit of collaborative working and capture the commitments both partners will make to achieve objectives across

the spectrum of programme activities, including: PR/comms, events, offers/promotions, delivery of advice and support.

Funding

Sponsorship of **£60,000** to be split across Thank a Teacher campaign and four Teaching Awards categories.

Thank a Teacher campaign partnership work with Teaching Awards: £30,000

Funding for Thank a Teacher programme and Thank a Teacher Day marketing resources – these would include but not be limited to:-

1. Supporting Thank a Teacher campaign by funding ongoing website development and maintenance costs (automated card system, newsletter and database development, building out new areas on the website). **Budget cost £10,000**
2. Support the development and integration of a Thank a Teacher video platform to allow users to upload video messages alongside their thank you card. **Budget cost £5,000**
3. Support Thank a Teacher Day marketing activity to create an even bigger moment for Thank a Teacher Day and support ongoing Thank a Teacher marketing (Thank a Teacher virtual card design, TaT Day marketing material, Thank a Teacher videos and content creation and social media advertising). **Budget cost £15,000**

DfE Benefits:

- Close collaboration to work together to deliver Thank a Teacher Day and ongoing Thank a Teacher activity throughout the year
- Inclusion of the DfE logo and SoS quote on the Thank a Teacher card design and website
- Access to Thank a Teacher case studies and interviews (with both pupils, teacher and parents) for Thank a Teacher Day activity and throughout the year
- Teaching Awards to create exclusive Thank a Teacher / Teaching Awards written blogs and 1 or 2 video case studies for the gov.uk Teaching Blog/ social media, up to 6 per year - 1 every half term.
- To work collaboratively with the Teaching Awards comms teams to develop and deliver agreed activities in key areas such as PR, social media and events

- Access to appropriate market research and insights (subject to confidentiality issues or intellectual property rights) to explore options to increase nominations or expand impact
- Promotion of DfE brand on other partners channels and branded material
- Access to campaign metrics, evaluations of the activity to understand the success of the partnership and overall objectives and identify options to expand / improve the nomination programme as might be helpful to our joint aims.
- Exclusive access to video messages of thanks to be used by DfE on Owned channels, as well as supporting via Thank a Teacher channels, access to video authors via Thank a teacher introductions
- Regular meetings to review progress and KPIs throughout the year

Teaching Awards Category partnership work with Teaching Awards: £30,000

Following a successful 2020 partnership with good relationship built with the winners, the Teaching Awards invites DfE to sponsor four award categories in 2020-21:

- The Awards for Outstanding New Teacher of the Year &
- The Award for Lifetime Achievement.
- The Award for FE Lecturer of the Year
- The Award for FE Team of the Year

Budget cost for four categories = £30,000 per year

DfE Benefits:

- To work collaboratively with the Pearson Teaching Awards comms teams to develop and deliver agreed joint activities in key areas such as PR, social media and events. This would include visibility and promotion of DfE sponsorship through Pearson Teaching Award's owned channels.
- Access to appropriate market research and insights (subject to confidentiality issues or intellectual property rights)
- Advanced notice of silver and gold award winners in our sponsored categories (under strict embargo)
- Complimentary tickets to the Pearson Teaching Awards Ceremony
- An option for ministerial attendance at the Pearson Teaching Awards UK Ceremony
- Supportive role in plans for the BBC broadcast of the Teaching Awards
- A full-page, colour DfE message placed in the 2021 souvenir programme

- Access to campaign metrics, evaluations of the activity to understand the success of the partnership and overall objectives
- Agreed regular catch up meetings to discuss and review progress, key milestones and agree joint marketing messaging

Award specific benefits: The Award for Outstanding New Teacher of the Year and The Award for Lifetime Achievement

With these 2 categories we aim to support the recruitment and retention of great teaching staff, Teaching Awards Trust will provide the DfE with the following;

- Access to Outstanding New and Lifetime Achievement teacher testimonials and case studies including silver and gold teaching award winners from current awards year previous years – up to c. 10 new winners per category each year.
- Opportunities to work collaboratively with Teaching Awards Ambassadors for them to participate in agreed joint activities such as blogs, case studies, PR, social media and events covering; teaching in general, the awards, the school, subject and other related topics
- Opportunities to visit Award winning schools on Thank a Teacher Day to present Silver trophies to winners and to maximise press opportunities on and around these visits – as agreed directly with the DfE
- Branding on all awards related marketing, including email marketing to UK Schools and weekly adverts in Schools Week and social media activity. Listed as an award sponsor on ALL Marketing material related to Outstanding New and Lifetime Achievement Categories
- Content creation for social media to highlight DfE / ministerial support for the awards focusing on the features of the 2 x categories – e.g. entering the profession and giving their working career to the profession
- Opportunity to provide ministerial quotes for press releases or website content

Award specific benefits: The Award for FE Team of the Year and The Award for FE Lecturer of the Year

With these 2 categories we aim to support the promotion of further education and the opportunities offered within the sector, specifically Teaching Awards Trust can offer;

- Access to FE team and lecturer testimonials and case studies including silver and gold teaching award winners from the current awards year and previous years – up to c.10 winners per category each year
- Support in identifying and delivering consumer and trade media opportunities to increase wider public engagement and awareness of the FE Sector. See here for example of an article that went into FE Week <https://www.teachingawards.com/kindness-and-collaboration-is-the-key-to-successful-inclusion-in-fe-blog-post/>

- Opportunities to work with award winning teachers on blogs, promotional opportunities for DfE and create case studies directly with past and present FE winners
- Opportunities to visit Award winning colleges on Thank a Teacher Day to present Silver trophies to winners and to maximise press opportunities on and around these visits – as agreed directly with the DfE
- Branding on all awards related marketing, including email marketing to UK Colleges and weekly adverts in FE Week and social media activity. Listed as an award sponsor on ALL Marketing material related to FE Team and FE Lecturer categories
- Opportunity to nominate a judge for the FE Judging teams and sit in on annual meetings with the FE judges (practitioners from within the sector) to discuss ways to support the FE sector and improve knowledge and awareness outside of the sector
- Opportunity for DfE to work with FE Judges and winners for any relevant FE taskforces, focus groups etc
- Content creation for social media to highlight DfE / ministerial support for the awards focusing on the features of the FE categories
- Opportunity to provide ministerial quotes for press releases or website content

Terms and conditions

This offer is subject to the terms and conditions set out below:

Term

This Sponsorship Agreement relates purely to the activities detailed above. The agreement shall come into operation upon signature by the authorised officials from the Department of Education and Teaching Awards and, unless modified or terminated on notice by either of the partners by mutual consent, will remain in effect until 31 March 2022.

Review period

The overarching outcome of the sponsorship work will be to increase the number of teachers who are aware of and engage with the Thank a Teacher programme. The individual communication elements of the work will be monitored and evaluated through the number of cards submitted, engagement, sentiment, clicks and tracked monthly.

Costs

The Department for Education and The Teaching Awards Trust shall bear their own costs in relation to this Sponsorship Agreement.

Sponsorship Offer

Payment of the sponsorship is subject to you complying with these Terms and Conditions. Payment will be made upfront.

The sponsorship will be paid only in respect to deliver the sponsored activities. The sponsorship must not be used to fund activities that may be party-political in intention, use or presentation, or to propagate a religion or belief.

Amount of Sponsorship

The maximum amount of the sponsorship will be £60,000 as stipulated above.

Copyright, Intellectual Property Rights, and sharing good practice

You and/or your contractors will retain all Intellectual Property Rights (IPR) that are either:

- vested in, used, or controlled by you or your contractors prior to this sponsorship agreement; or
- developed during the period of the sponsorship agreement but outside of the sponsorship arrangements.

The DfE will retain:

- any IPR controlled by us prior to the sponsorship agreement; and
- copyright in all reports, materials and other documents produced in whole or in part using money provided under this Sponsorship Agreement.

Any materials produced using sponsorship provided under this Sponsorship Agreement will be made available to you for use in accordance with the Open Government Licence.

The Open Government Licence (OGL) is a simple set of terms and conditions under which information providers in the public sector can license the use and re-use of their information.

Provided that you comply with the terms, you have permission to use information anywhere in the world. The licence is also non-exclusive which means that you will not be the only person able to make use of it. The Open Government Licence enables you to use information for both commercial and non-commercial purposes.

We may freely share any information, know-how, system or process developed during the period of the grant funded activities to support similar projects.

Changes to the Department's requirements

We will notify you of any changes to our activities, which are supported by the

Sponsorship Agreement.

You will try to accommodate any changes to our needs and requirements under this Sponsorship Agreement

Amendment or variation or termination of the grant

No amendment or variation to this Sponsorship Agreement shall be effective unless it is in writing, agreed and signed by those authorised to do so on behalf of each of the parties.

This Sponsorship Agreement may be terminated by either party giving at least 1 months' notice in writing.

In the event of any material breach of the Sponsorship Agreement, we may serve a notice on you requiring remedial action to be taken within a specified period, to allow a remedial plan to be agreed in writing by both parties. If the breach has not been remedied as per the remedial plan, this Sponsorship Agreement will be terminated with immediate effect on receipt of notice in writing.

In the event of a change of Government or in policy direction, this Sponsorship Agreement may be terminated by us with immediate effect by notice in writing (such notice period as will be reasonable in all the circumstances), in accordance with the above conditions.

Consequences of termination and support for transfer of responsibility

Nothing in this Sponsorship Agreement shall affect any provision of this Sponsorship, which is expressly or by implication intended to apply or continue to apply upon termination of this Sponsorship Agreement for any reason.

If we terminate this Sponsorship Agreement, we will pay reasonable costs incurred in respect of the delivery of the Sponsored Activities performed prior to the date of termination. Reasonable costs will be identified and agreed by the two parties as soon as possible. You should efficiently assess and seek to mitigate these costs.

Liability

The Contractor shall be liable for and shall indemnify the Department against any expense, liability, loss, claim or proceedings arising as a result of or in connection with any breach of the terms of this Contract or otherwise through the default of the Contractor.

We make no commitment to renewing or continuing sponsorship after the term of this Sponsorship Agreement.

You must not assume that sponsorship will continue beyond the period stated in the Sponsorship Offer Letter or that we will be liable for any additional costs, such as to cover the costs of further events, marketing etc. at the conclusion of this Sponsorship Agreement.

Conflicts of interest and financial or other irregularities

You must set up formal procedures that require your officers, members and employees to declare any personal or financial interest in any matter concerning the sponsorship activities and to be excluded from any discussion or decision-making relating to the matter concerned.

You must inform us immediately if there are any grounds for suspecting financial irregularity in the use of the sponsorship, explain what steps are being taken to investigate the irregularity and keep us informed about the progress of the investigation. For these purposes, "financial irregularity" includes fraud or other impropriety, mismanagement, and the use of sponsorship for any purpose other than those stipulated in this Sponsorship Agreement.

Prevention of Fraud

The DfE places the utmost importance on the need to prevent fraud and irregularity in the delivery of this Agreement. You, your partners and Sub-contractors are required to:

- a) have an established system that enables you, your partners and Sub-contractor staff to report inappropriate behaviour by colleagues in respect of contract performance claims;
- b) ensure that their performance management systems do not encourage individual staff to make false claims regarding achievement of agreement performance targets;
- c) ensure a segregation of duties within your, your partner or Sub-contractors operations between those employees directly involved in delivering the agreed activity performance and those reporting achievement of agreement performance to the DfE

You shall use your best endeavours to safeguard the DfE funding of the agreement against fraud generally and, in particular, fraud on the part of your directors, employees, partners or Sub- contractors. You shall pay the utmost regard to safeguarding public funds against misleading claims for payment and shall notify the DfE immediately if it has reason to suspect that any serious irregularity or fraud has occurred or is occurring.

Recovery of Sponsorship

If you do not comply with any of the conditions and requirements of the Sponsorship Agreement, we may require all or part of the sponsorship to be

repaid.

Statutory Obligations

It is agreed that statutory and other constraints on the exchange of information will be fully respected, including the requirements of the Data Protection Act 1998, the Freedom of Information Act 2000 and the Human Rights Act 1998, General Data Protection Regulation and any amendments or successors to these.

Transparency

We and you acknowledge that, except for any information which is exempt from disclosure in accordance with the provisions of the Freedom of Information Act and the Data Protection Act, the content of the Sponsorship Agreement is not confidential information.

We shall be responsible for determining, at our absolute discretion, whether any of the content of the Sponsorship Agreement is exempt from disclosure in accordance with the provisions of the Freedom of Information Act. We may make any redactions we consider appropriate.

Subject to above, with the support of you, we may publish the Sponsorship Agreement in its entirety, including any agreed changes to the public.

Interpretation and Resolution of Disputes

Questions arising on the interpretation of the arrangements in this Sponsorship Agreement shall be resolved by both parties. Any disputes concerning the interpretation or application of this Sponsorship Agreement will be settled exclusively between the Department for Education and the Teaching Awards.

Both parties shall use all reasonable endeavours to negotiate in good faith, and settle amicably, any dispute that arises during the continuance of this Sponsorship Agreement.

If the dispute cannot be resolved by these representatives within a maximum of 30 days, then the matter must be escalated and put to a formal meeting at official level between both parties; to the Accounting Officer of the Department and your Chief Executive; and ultimately shall be resolved by the Secretary of State.

For the avoidance of doubt, nothing contained in this Sponsorship Agreement shall be construed as requiring either the Department of Education and Teaching Awards and/or any affiliate to enter into any further contractual or business relationship with the other participant and/or any of its affiliates.