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HfL - TEACHER RECRUITMENT SUPPORT REPORT 2015-16

Report of the Director of Children's Services

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1. Purpose

- 1.1 To provide information and report back to Forum as requested to account for the funding allocated through de-delegation and voluntary contributions in the 2015-16 financial year to address teacher recruitment issues in Hertfordshire

2. Summary

- 2.1 The funding has been allocated as planned and a sustainable solution has been put in place to ensure additional contributions are not required to maintain 'Teach in Herts' in the future.

3. Recommendations

- 3.1 Forum notes the work that has taken place over the past year and comments on the proposed plans going forward.

4. Background

- 4.1 In the face of increasing difficulty to recruit high quality staff across the county, in 2014, HfL set up a steering group for Addressing Teacher Recruitment Issues (ATRI) made up of HfL staff and school leaders to develop strands of work to support schools with recruitment.
- 4.2 The ATRI group requested some resource to invest in key areas of work that had been identified as critical to progress; in particular upgrading of the Teach in Herts web site and appointing a recruitment manager to coordinate cross county activity.

- 4.3 Following a consultation in December 2015, it was agreed by Forum in January 2015 to support de-delegation from maintained schools and recommended that a charge on an opt out basis of equivalent value should be made for academies, ESCs and special schools to support a one year only injection of funding to invest in strategies to improve teacher recruitment locally.

HfL undertook to also contribute financially, to oversee the work and put in place a sustainable solution for the future of 'Teach in Herts' work.

- 4.3 The de-delegated funding and equivalent contributions were made at £0.65 per primary aged pupil and £1.41 per secondary/special pupil (excluding sixth formers). Only 14 academies decided not to make the voluntary contribution.

The total funding collected for the financial year was £138,000 of the £150,000 possible.

A further 8 academies have latterly decided to join in the initiative and have recently paid back the contribution for the financial year so that they can benefit from the service in the future. The 6 remaining organisations that have opted out of the scheme understand that they will not be eligible to benefit from the service in the future because participation is predicated on contributing to its investment along with other schools and academies.

5. Progress made

- 5.1 The combined funding including a contribution from HfL has been spent on the following activity in this financial year.

ACTIVITY	ESTIMATED SPEND	ACTUAL SPEND
Re-design, tender and rebuild of the Teach in Herts web site	50,000	30,000
Investment in staff (recruitment agency/ recruitment manager and support assistant)	100,000	75,000
Hertfordshire presence at a minimum of 3 university teacher recruitment fairs and recruitment events with the HfL stand. (Actual number attended = 14)	3000	3500
Upskilling and returner programme development	30,000	7000
Teach in Herts teacher recruitment fair including advertising campaigns	68,000	98,500
Attracting young people into the profession; a video for assemblies, on	8000	5000

ACTIVITY	ESTIMATED SPEND	ACTUAL SPEND
line flyers, posters etc.		
TOTAL	£259,000	£219,000

Contribution from schools/academies £138,000

Contribution from HfL £81,000

5.2 The Teach in Herts website has been totally re-built and was launched to plan in September 2016 as requested by Headteacher associations. The design, procurement, development and testing of the site used a focus group of headteachers and school business managers to make sure it met the needs of schools and caters for a wide range of education professionals working in the sector. Feedback has been very positive particularly from school business managers who are using the site more easily. We are also already seeing positive analytics showing the impact of the new site on users. For example 2.87million page views with a 38% bounce rate on the old site compared with 3.16million page views and a 26% bounce rate on the new site over the same seven month period.

5.3 The Recruitment Manager(s) and intern assistant have achieved the following in this year:

- Attended 14 fairs to promote Hertfordshire and our vacancies
- Set up a database and made connections with 80 universities
- Managed the process of re-procuring, designing and launching the new Teach in Herts web site
- Negotiated 7% discount with the TES and 15% with the Guardian on line for Hertfordshire schools
- Negotiated discounts with teacher supply agencies and reduced introduction and temp to permanent fees to 12.5% from 20% and between 10% and 5% after one or two terms on supply.
- Provided an individual advice line; connected and answered numerous enquiries between candidates and schools
- Created a recruitment pack for schools to use to encourage teachers into Hertfordshire (including advice for overseas teachers returners, NQTs etc.)
- Supported incoming teachers with finding housing
- Developed and now running the 'Confident to Return' course and upskilling programmes.
- Led the organisation of the second Teach in Herts teacher recruitment fair 2016

5.4 The second Teach in Herts Teacher Recruitment Fair took place on 19 March 2016. Due to a successful advertising campaign, which included digital, press and radio advertising on Capital London, Heart Four Counties, Hearts Essex and Heart Cambridgeshire; a record number

pre-registered (635) and 542 attended. The make up this year included significantly larger numbers of qualified teachers than in 2015. 61% of attendees went to one of the workshops. The feedback and comments from the workshops were extremely positive.

An exit survey showed that 93% of attendees' expectations were met and 86% were following up specific vacancies or a career in teaching. 88% of schools said they would be following up the contacts they had made at the fair. A follow up survey will take place in the summer term to gain a greater understanding of the numbers being recruited directly or indirectly through the spring campaign and fair.

- 5.5 The ATRI Steering Group made up of school leaders and HfL staff, has invested time to support the five current and new strands of work which include;

Strand 1: Recruitment, retention and wellbeing of school leaders

Strand 2: Campaigns, recruitment fairs and promoting Hertfordshire

Strand 3: Encouraging young people to join the profession

Strand 4: Planning and delivery of upskilling and returner programmes

Strand 5: 'Settle in Herts.'

HCC has recently also contributed £15,000 for ongoing work to support Strand 5.

All of this work is ongoing and will continue contributing to the overall agenda whilst there is a need.

- 5.6 Future sustainability

Taking into account school budget pressures, but mindful of the need to sustain this work by retaining the services of a recruitment manager and support assistant as well as maintaining and refreshing the Teach in Herts web site; a modest levy of £5 per member of staff per year is being charged to all schools and academies wishing to make use of the services on offer in the 2016-17 financial year (April to March). This compares extremely favourably with similar services in other local authorities, which on average charge closer to three times this amount.

The £5 is levied on each member of staff on permanent or fixed term contracts but does not include variable hours contracts e.g. exam invigilators. The headcount information is based on the autumn term school workforce census. This levy is budgeted to generate £148,000 pa if all schools participate and will be sufficient to maintain the Teach in Herts web site and fund the work of the Recruitment Manager and support assistant as well as attend university fairs.

The HfL Board is also committed to continually contributing to the common good by adding further resources to support this agenda including events such as advertising campaigns and recruitment fair(s), as long as this work is needed by Hertfordshire's schools and academies and the company finances allow.

The ATRI Steering Group is committed to continuing to work together to drive the five strands of work forwards as long as there is a mandate to do so from schools.

6. Recommendations:

- 6.1 Forum notes the work that has taken place over the past year and comments on the proposed plans going forward.