

***“DEVELOPING A  
COLLABORATIVE  
RECRUITMENT STRATEGY  
ACROSS ITT PARTNERSHIPS”***

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**James Brown**  
**Affinity TSA**



**HOW DO YOU RECRUIT NEW  
TEACHERS IN YOUR  
PARTNERSHIP?**

# WHY DID WE START WORKING TOGETHER?

- **National Low recruitment into teaching – 7% down**
- **Government predicting we will need 30,000 per year due to retention challenges**
- **Only 26,000 currently being recruited!**
- **This is also felt locally – causing some concern for SD and SCITT Providers**
- **Small organisations were not able to invest in large scale marketing**
- **Increasing sense of isolation for SD and SCITTs (collective voice)**
- **Disjointed approach with NCTL**



# COLLABORATIVE MARKETING ++

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# So how can we change this?

- Regular partner meetings (TOR and Structure)
- Sharing and pooling resources (Collective investment)
- Leveraging support (£)
- Joint action planning – common issues – MFL, Maths, Science, Primary
- Investing in central admin support
- Engaging stakeholders – Universities etc
- Shared learning
- Shared Branding



**TEACH LEICS**

# What happened as a result of this?

- A series of joint events across the City and County (evenings and weekends)
- Leverage over £20,000 from LEEP and LCC to support marketing and recruitment drives in the County
- Media training from a National expert group
- Development of a shared recruitment video and series
- Representation at National tables – allocations
- New Website (and developing)

<http://www.teachleics.co.uk/>



National College for  
Teaching & Leadership



# Is this working for our partners?

*"It is building up trust across the ITT community in the region and is allowing ITT providers to gain a better picture as to what is happening in recruitment across the region and the needs of schools in terms of recruitment. This allows us to respond better to these needs."*

**Adam Thomas – Co Chair  
Leicestershire SCITT**

*"I have only just started to become involved myself but the events we have had for marketing have helped us to recruit a few candidates this year."*

**Charlie Hardy  
Roundhill Academy**

# Is this working for our partners?

*"What is important for me are the links of this group – through TSA Leaders to the EMTSA and EMTSSIG meetings ensuring ITT is kept on the agenda of the Teaching School Council."*

**Helen Joy– Co Chair**

**Forest Way TSA**

*"It has certainly helped us as an administrative team to plan our marketing strategy and it has enabled us to spread the word about Groby and partners to a much wider field."*

**Mandy Bearne**

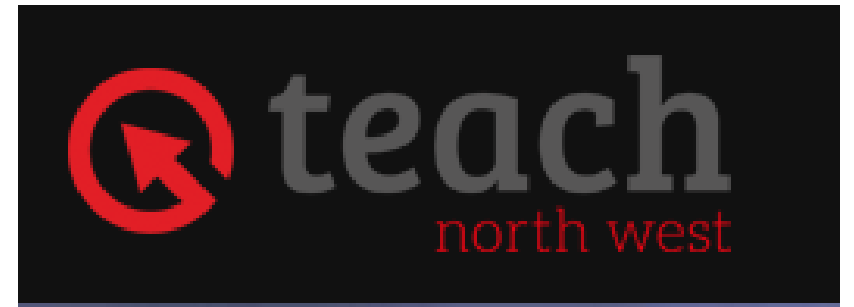
**Groby Academy**



# Other regional examples



TeachNorthLincs



**WHO MIGHT YOU START TO  
WORK WITH TO SUPPORT  
YOUR NEW TEACHER  
RECRUITMENT?**

Any Questions

Get in touch

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