

CALL FOR TENDERS

East Education 'Menu of Opportunities' and 'Teacher Development Programme'

1. Background & Context – Queen Elizabeth Olympic Park Innovation District

The development of Queen Elizabeth Olympic Park is a once in a generation opportunity to create positive social, cultural and economic change and deliver on the potential created by the London 2012 Olympics.

[Here East](#), formerly the Press and Broadcast Centres for the Olympic and Paralympic Games, has evolved into a thriving, cutting-edge campus. Global businesses and scalable companies work side-by-side with top universities, research institutes, and world-class creative organisations in a unique environment for 4,000+ people. They will be joined by [East Bank](#), a new powerhouse for innovation, creativity and learning, a unique collaboration between world-leading universities, arts and culture institutions.

These developments have brought together an exciting partnership of leading organisations in their respective sectors who are committed to improving the lives of the people, especially young people, who live, study, work and play in the communities surrounding Queen Elizabeth Olympic Park. Together these organisations have the potential to deliver good quality jobs, personal and professional development, and educational opportunities that will transform lives now and in the future.

To achieve this, Park partners deliver a collaborative education, employment and skills programme. This encourages and nurtures ambition, raises personal aspirations, and most importantly opens up to local people a range of previously closed or difficult to access career and educational opportunities within institutions and in the wider sectors we represent.

This work has started through initiatives such as [East Summer School](#), [Shared Training and Employment Programme \(STEP\)](#) and [Creative and Cultural Opportunities Programme \(CCOP\)](#) These illustrate the difference we can make through creating truly transformational opportunities for young people in east London. We believe that the time is right to build on this success, to scale up, explore new prototypes, and create greater impact through investing in a shared delivery model that will enable us to expand our approach. We aspire to create a pipeline of educational, personal and professional development opportunities for the young people of east London, helping realise their talent and transforming their lives.

Park partners have created an ambitious education framework, **East Education**. This recognises that the Queen Elizabeth Olympic Park developments are an extraordinary opportunity, but that for the opportunity to benefit local young people and their families, we must pay attention to the pathways and connections between organisations and people. Schools are the perfect bridge, well-placed to ensure a generational approach to expanding opportunity, including for hard to reach young people. We aim to give them help and support in order to be able to work most constructively.

2. East Education

Key to establishing a bridge and pathways from schools into opportunities will be the ability of local teachers to inspire, guide, and develop the skills, knowledge and attributes required for local young people to succeed in key growth sectors such as creative, digital and technology. To achieve this, we know that schools and teachers must have easy access to a CPD package co-designed with employers and institutions from those sectors and we believe that the East Education partnership offers an unrivalled opportunity to facilitate that.

The aims of East Education are as follows:

- Design and deliver learning opportunities and experiences that embrace and strengthen creative skills in the broadest sense
- Ensure young people have access to opportunities for STEAM careers and structured progression routes
- East Bank to be a beacon for a new kind of outward-looking, connected and inclusive place

A number of successful initiatives form the foundations from which to build and expand, including the East Summer School, East Careers week, and East Bank partners individually and collaboratively delivering programmes with schools and colleges in east London.

Current landscape – CPD in schools

We recognise that CPD for teachers is increasingly complex due to a fragmented education landscape – Multi Academy Trusts, Free Schools, School-led partnerships and Local Authority Improvement services. Pressures on teachers' time means that time away from the classroom needs to prove it has real value to specific learning outcomes. Therefore a focussed, impactful approach to CPD that drives innovation, creativity, and enquiry is essential.

East Bank partners commissioned in 2018 an overview of current CPD across east London. In summary, it identified: a crowded market; gaps in careers' advice linked to digital skills and creativity; focus tended to be on school improvement plans rather than demand-led. We recognise that since this review, and post pandemic, there will be a need to reflect on this and review more recent literature and research.

Since this time, East Bank partners have together developed a series of outreach opportunities for teachers to engage on programmes for their students, including developing key employability skills, launching East Careers Week and other individual partner offers. There are also a number of other providers in the area promoting CPD and related offers into schools and colleges.

3. The Brief

East Education Teacher Talent Development programme would like to commission a feasibility study that explores and develops a framework for sustainable East Education Teacher Development. This will build communities of practice, with the East Bank partners and associated industries, and extend teacher skillsets.

1. We want to ensure that existing initiatives are visible, accessible and relevant to schools and FE colleges across the London Boroughs of Hackney, Newham, Tower Hamlets, and Waltham Forest (hereafter 'the 4 boroughs'). To do this we would like to bring them together into a single **East Education 'Menu of CPD Opportunities'**, setting out the programmes of activities available and how they link to the curriculum and relevant Gatsby Benchmarks.
2. In addition, we want to identify opportunities to further strengthen this Menu by assessing how far the current offer:

- Raises awareness, and acumen, amongst teachers of developments in STEAM industries and the skills those industries are looking for in the next generation of talent.
- Increases the skills, learning and understanding of students, so that they are better prepared to progress into the high-quality education, apprenticeship and employment opportunities at Queen Elizabeth Olympic Park and beyond.
- Builds sustained partnerships between schools, colleges and employers/cultural institutions capable of co-designing and delivering CPD activities, with the ability to flex over time to ensure their continued relevance.

Also, how the offer supports the following East Bank Strategic Objectives;

- *Local aspirations have been raised and perceptions of east London have improved*
 - *The education and skills attainment levels of local people have been enhanced*
 - *New models of practice in creativity, innovation and ground-breaking research have been produced*
3. We would like to use the information gathered through the assessment in point 2 to design a well-structured development programme for local teachers that expands their understanding of the careers opportunities and skills requirements of businesses and sectors making Queen Elizabeth Olympic Park their home, and which builds and strengthens their relationships and networks with those employers.

This '**East Education Teachers' Development programme**' needs to be fit for purpose in the post-Covid education environment, and have the capacity and flexibility to test innovative new strands of CPD opportunities over time.

We intend to develop the programme through a process of co-design in order to build a strong and sustainable partnership between the 4 boroughs' schools and colleges, East Bank Partners and employers.

It will be aimed at teachers in Key Stage 2 onwards, including Schools, Sixth Form colleges and Further Education Colleges across all subject areas.

4. Scope of Requirement

We envisage that the feasibility study will have three distinct parts:

1. The mapping of existing East Education and relevant CPD activities available to the 4 boroughs' schools and colleges
2. An assessment of how far the current offer meets the objectives set out in point 2 of the brief above
3. Based on the assessment above, the scoping of a fit for purpose 'East Bank Teacher Development Programme', to include clear and tested recommendations on how this programme will be delivered, funded and sustained in the long term, with co-creation opportunities

This will require the successful bidder to undertake consultation and desk research with two key focus groups, East Education Partners and east London schools and colleges, and to identify relevant best practice from other areas and partnerships.

5. Requirements of Consultant

We would expect them to have knowledge and experience in:

- Producing feasibility studies linked to educational and skills programmes / frameworks
- Future skills / STEAM / creative sector skills and links to education
- Curriculum in schools, with specific knowledge around STEAM / creative subjects and links to careers education
- Working with wide range of organisations and institutions
- Collaborating with teachers (SLT, subject leads)
- Working within east London boroughs

6. Indicative Budget

There is an upper limit budget of £20,000

7. Timescales

| Milestones | Date |
|-----------------------------|-------------------------------|
| Launch Feasibility Brief | 1 September 2021 |
| Closing date | 24 September 2021 |
| Applications reviewed | 29 September – 1 October 2021 |
| Potential interviews | Week of the 4 October 2021 |
| Contract commencement | 18 October 2021 |
| East Bank partner research | October – November 2021 |
| School and college research | December 2021 – March 2022 |
| Final report | April 2022 |

8. Application details

To apply, please submit a proposal (maximum 15 A4 pages) outlining how you would fulfil the brief, including:

- Project plan and timeline maximum 2 A4 pages
- Your methodology and approach maximum 6 A4 pages
- 2 x case studies of similar work maximum 2 A4 pages
- Team overview maximum 3 A4 pages
- Budget breakdown maximum 1 A4 page

**Please send your proposal to wp@ucl.ac.uk
with the subject line “East Education Teacher Development Programme”
by 5p.m. on 24 September 2021**