

Committee: Policy and Resources	Date: 22 March 2013
Subject: Continued sponsorship of Teach First through support of its Higher Education Access Programme for Schools	Public
Report of: Director of Economic Development	For Decision
<p>Summary</p> <ol style="list-style-type: none"> 1. The City Corporation is a founding sponsor of the charity Teach First which, since its launch in 2002, has recruited over 4,000 graduates and career changers - many of whom would not have considered a career in teaching - to teach in state funded primary and secondary schools in low-income communities across England. 2. Your Committee approved an initial contribution of £50,000 from the Policy Initiatives Fund in May 2002 towards the establishment and early development of the scheme, and four subsequent grants – amounting to £190,000 - covering the period 2003/04 and 2012/13. 3. With City Corporation support, Teach First has delivered the Higher Education Access Programme for Schools (HEAPS) to 13 schools within the City's neighbouring boroughs, including the City of London academies in Islington and Southwark. Through receiving guidance on the university application process through HEAPS, participants - many of whom are the first in their family to access higher education - have secured places at prestigious institutions. 4. This report proposes that your Committee approve a financial contribution of £54,000 as continued sponsorship of Teach First, split equally across three financial years, and channelled towards delivering HEAPS programme, with the specific addition of enhanced training for City fringe teachers to become 'Access Champions'. The proposed contribution would enable some 630 pupils to go through HEAPS and over 90 teachers to become 'Access Champions'. <p>Recommendation(s)</p> <p>Your Committee is requested to provide funding of £54,000 to cover the costs of continued sponsorship of Teach First, earmarked to funding the enhanced HEAPs programme, for a further three financial years (2013/14, 2014/15, 2015/16) at an annual cost of £18,000, charged to City's Cash and met from the Policy Initiatives Fund under the Communities heading.</p>	

Main Report

Background

1. Launched in 2002, Teach First has recruited over 4,000 graduates and career changers - many of whom would not have considered a career in teaching - to teach in primary and secondary schools in low-income communities across England. The City Corporation is a founding sponsor of Teach First, initially committing £50,000 in 2002 and four subsequent grants covering the period to 2012/13.
2. To date, over 1,000 graduates have entered the Teach First programme working in schools in London, 22% (592) of these teachers have worked in schools in the City's immediately neighbouring boroughs. Almost half of the teachers have remained in teaching after completing the two year Teach First programme, with many of those moving on to other areas of work retaining links to their schools through the Teach First Ambassador Programme.
3. Teach First has helped transform the educational outcomes of more than 1.5 million children in England and made teaching in a challenging school one of the most sought after graduate careers. They are the 4th most prestigious graduate employer according to the 'Times Top 100 Graduate Employers' and one of the UK's largest graduate recruiters.
4. Teach First has the support of all major British political parties, the Prime Minister, teaching unions and over 100 leading businesses including Accenture, Goldman Sachs and PwC.

Current Position

5. With City Corporation support, Teach First has delivered the Higher Education Access Programme for Schools (HEAPS) since 2008/09 to 13 schools within the City's neighbouring boroughs including City of London Academies in Islington and Southwark. The programme provides targeted support at sixth-form level, offering detailed guidance to pupils who are faced with making decisions related to higher education, e.g. finances, degree and university choices. This is particularly important for pupils who have no family history of higher education (one of the key criteria for pupils taking part in HEAPS).
6. HEAPS has proved to be an extremely effective way to support City and City fringe pupils throughout the university application process. Over 340 year 12 pupils from low-income backgrounds in neighbouring boroughs have participated in HEAPS since 2008. As a result, more than a quarter¹ have secured places at prestigious higher education institutions such as the University of Cambridge, King's College London, University College London,

¹ Thirty percent of HEAPS students go on to non Russell group Universities, 11% re-sit their exams, whilst the remaining students go on a gap year, start work or simply do not respond to the survey.

Queen Mary, University of London and the School of Oriental and African Studies (SOAS).

7. The City Corporation receives significant reputational benefits from its association with Teach First. Our support is mentioned prominently both on the Teach First website and their annual report as well as in literature related specifically to HEAPS. City Corporation representatives are frequently invited to high profile events and have been asked to contribute to the planning of their 10 year strategy. More recently, the Town Clerk has agreed to take part in the '*Every Child Can*' campaign in April 2013 where he will join a long line of high profile supporters and celebrities in teaching a lesson in a City fringe secondary school (most likely a City Corporation sponsored Academy in either Southwark or Islington).
8. This report proposes continued City Corporation support for Teach First for the three financial years from 2013/14, focusing that support on delivering an enhanced version of HEAPS in the City's neighbouring boroughs.

Options

9. **Option 1 (preferred option) – Continue sponsorship of Teach First by providing funding of £54,000 to support delivery of the Higher Education Access Programme for Schools (HEAPS) over 3 financial years from 2013/14.** The proposed contribution would allow an estimated 634 pupils from schools in neighbouring boroughs to benefit directly from the advice and support around higher education choices offered through HEAPS. Through additional support in training 92 teachers as 'Access Champions' a further 3,680 pupils will benefit indirectly from broader, general advice and support on accessing higher education embedded in the curriculum. Opportunities would also exist for the City Corporation to secure positive reputational and profile benefits in the form of joint media exposure, recognition through the use of the City Corporation logo and a greater awareness of the City Corporation's work to support the education and aspiration-raising agenda amongst pupils and secondary schools in our neighbouring boroughs.
10. **Option 2 – Decline the request to continue sponsorship of Teach First.** This would result in the City Corporation missing out on a key opportunity to align with a well regarded charitable organisation at a time when, arguably, the need to raise aspirations is especially acute. For this reason, this option is not recommended.

Proposals

11. The proposed continued sponsorship of Teach First, earmarked for HEAPS, would comprise two related elements: i) support to deliver the main HEAPS, on the model delivered with City Corporation support since 2008/09; ii) a new programme of 'Access Champion' training for teachers.

12. The core HEAPS would benefit an estimated 634 pupils over the years proposed, an 85% increase in numbers since 2008/09, and would comprise:
 - Access to a HEAPS mentor for every participating pupil;
 - Trips to Russell group universities and;
 - Participation on confidence building workshops.
13. To further enhance and complement the existing HEAPS model, a programme of 'Access Champion' training for 92 Teach First teachers² is proposed, which would provide them with:
 - Training on the extra-curricular choices most likely to appeal to Russell Group universities;
 - Guidance on what to include in a pupil reference;
 - Advice on how the best personal statements look;
 - Information about further raising aspirations opportunities (e.g. summer schools);
 - Access to a collection of resources to be used with pupils within class.
14. Following participation on the training, through their day-to-day teaching, 'Access Champions' will reach an estimated 3,680 pupils across the City's neighbouring boroughs over the three years of support proposed. (see appendix 1 for breakdown of outputs).
15. Continued sponsorship of Teach First and support for HEAPS would ensure that the City Corporation maintains its profile not only as a founding sponsor of a high profile and well-regarded initiative supported by Government and the private sector, but also as an on-going supporter. The Director of Public Relations is supportive of this proposal.
16. Teach First proposes approaching other sponsors (e.g. businesses and charitable foundations) on an on-going basis to enhance and optimise HEAPS in the future.

Corporate & Strategic Implications

17. The proposed continued support of Teach First contributes to The City Together Strategy themes:
 - a. ...is competitive and promotes opportunities
 - b. ...supports our communities
18. It also supports objective 4 of the Economic Development Office Business Plan 2013-2016: Raise the aspirations of young people in the City and neighbouring boroughs.

² There is the potential that this provision will be made available to 'non' Teach First teachers after the first year (2013/14).

19. An equalities impact assessment has been undertaken concluding that the proposed sponsorship would not have an adverse impact on equalities.

Implications

20. There is no possibility of meeting the proposed funding from existing local risk resources. Your Committee is requested to provide funding of £54,000 (£18,000 per annum) from City's Cash as sponsorship for Teach First, earmarked to fund HEAPS for over the three financial years 2013/14 – 2015/16 (see appendix 1 for budget breakdown). The current uncommitted balance available within the Policy Initiatives Fund for 2013/14 amounts to some £352,000, prior to any allowance being made for any other proposals on today's agenda. Substantial funds currently remain in the Funds for 2014/15 and 2015/16.

Conclusion

21. Continued support of Teach First provides the opportunity for the City Corporation to underline its support for a high profile charitable organisation. It would also provide valuable practical linkages for our existing support for aspiration-raising in the City's neighbouring boroughs in addition to the profile benefits of showcasing these initiatives.

Background Papers:

Previous reports to your Committee on this subject:

- Teach for London (9th May 2002)
- Teach First (18th July 2003)
- Teach First Ambassadors Programme (13th July 2006)
- Teach First's Higher Education Access Programme (HEAP) for Schools (18th September 2008)
- Continuation of funding for Teach First 2011-2013 (10th March 2011)

Appendices

- Appendix 1 – Breakdown of HEAPs outputs and budget.

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Appendix 1

Breakdown of outputs for Teach First HEAPs project 2013/14 – 2015/16 in the City's neighbouring boroughs

Beneficiary	13/14	14/15	15/16	Total
Existing Teach First teachers attending 'Access Champion' training	25	30	37	92
Pupils supported by 'Access Champions' (i.e. pupils who receive comprehensive advice & support both in- and outside of lessons)	1,000	1,200	1,480	3,680
Numbers of pupils directly benefiting from HEAPS	194	210	230	634
Total	1,219	1,440	1,747	

Budget breakdown for Teach First HEAPs project 2013/14 – 2015/16 in the City's neighbouring boroughs

	13/14	14/15	15/16
HEAPS core programme - mentor training, launch event, university trips, Easter school, information evenings, etc.	£6,548	£6,373	£6,283
Additional competitive course support	£300	£540	£800
Access champion training day	£960	£1,152	£1,440
Staff costs (HEAPS) and travel. This includes staff time, recruiting mentors, delivering events (such as the HEAPS launch, Cambridge residential, finance evenings, University trips etc.), monitoring and evaluating the programme, supporting pupils, general admin of the programme.	£10,192	£9,935	£9,477
Total	£18,000	£18,000	£18,000