
Invitation to Tender – Central England Teacher Training Marketing Consultant

1. Background

- 1.1 Central England Teacher Training (CETT) is a primary School Centred Initial Teacher Training (SCITT) provider located in the West Midlands. It is operated by Victoria Academies Trust and covers all phases of education from early years to key stage two. The training and administrative centre is based at a National Support School, the trust lead school and sponsor, Victoria Park Academy in Smethwick. Trainees can currently choose to train to teach via two routes: General Primary (5 - 11 years) or General Primary with Early Years (3 – 7 years). As well as gaining QTS, trainees are awarded a PGCE and 60 credits towards a Masters qualification with the University of Birmingham. This ensures that our training programme remains intellectually rigorous with strong links to research-led practice.
- 1.2 What makes the partnership unique is its distributive leadership model in which head teachers, senior leaders, trustees, teachers and stakeholders of the schools from across the Trust all play a key role in ensuring that the quality of provision is the best it can be. Moreover, the majority of attachment schools within the partnership are from the Trust; this ensures that our values-led vision in which we *insist on excellence, seize success and embrace innovation* remains at the heart of all training delivered, helping trainees to become the best they can be. By choosing CETT, trainees train via a high quality programme so that they can teach and transform the lives of children during and beyond their ITT.
- 1.3 More information about the SCITT can be found on our CETT website: <http://cett.org.uk/> or our Twitter feed [@EnglandSCITT](https://twitter.com/EnglandSCITT)

2. Tender Information

- 2.1 The Directors of CETT are inviting you to tender for a one-off contract to support the marketing (including digital marketing) of CETT in accordance with the specification and requirements as described in this tender.
- 2.2 The successful contractor will be required to produce a three-year marketing strategy to support the recruitment of trainees onto CETT's Initial Teacher Training Programme.
- 2.3 It is the responsibility of the contractors to obtain for themselves, at their own expense, all information necessary for the preparation of their tenders.
- 2.4 Information supplied by CETT or the Trust is supplied for general guidance only.
- 2.5 If you believe you have the skills and expertise to deliver the service please contact Louise Fowler either by email louise.fowler@victrust.org or telephone 0121 558 8701.
- 2.6 The deadline for formal expressions of interest is **Friday^{2nd} February 2018**.

2.7 Applicants will have the opportunity to have a telephone conversation with Chief Executive Officer of Victoria Academies Trust to discuss the requirements of the contract week commencing **5th February 2018**.

2.8 Contractors will need to be available to present their pitch to the Directors of CETT on **Wednesday 14th February 2018**.

3. Requirements

3.1 CETT is funded by trainees' tuition fees to the programme, which are currently £9000 per trainee. To increase the revenues of CETT, the marketing service requested from this tender is to attract more trainees for the 2018/19 training and beyond.

3.2 The marketing should be via digital and other platforms and focused at recently graduated students who are potentially interested in starting a career in teaching or those wishing to change careers.

3.3 The marketing strategy should include short-term actions in order to increase the intake for 2018/19 but also include actions that will drive recruitment onto the programme over the next 3 years.

3.4 The marketing strategy should be written after further consultation with CETT directors and needs to be ready to be actioned by CETT in March/April 2018.

4. Selection of Tender

4.1 Tenders will be evaluated having regard to the following main broad criteria:

- Experience in educational marketing
- Marketing style/ strategy
- Cost

5. Contract Award

5.1 The successful contractor will be informed in writing by 16th February 2018

5.2 The contract will commence on 19th February 2018.