How to persuade people to move to your locality and work in your school.

Ashley Eastwood, Executive Principal @ Greenways Primary School
LIHT Marketing and Recruitment Lead
ABOUT ME

• Degree in History and Politics.
• Worked in the family business as Export Manager.
• Left to undertake a PGCE in 1994.
• Relocated to Southend on Sea in 1996
• Worked in 4 schools in London and Southend
• Greenways 2nd headship
ABOUT GREENWAYS

2012: federation
2014: expansion
2016: academisation
2018: amalgamation
ABOUT LEARNING IN HARMONY

- Established in 2012, 2 schools.
- By 2018, 8 schools across Southend and Newham.
- 7 primary and 1 special school.
- Over 5000 children and 900 staff.
VALUES DRIVEN

- Collaborative
- Inclusive
- Socially responsible
- A learning community
- Always looking beyond the trust
WORKING WITH THE BEST
OUR WAY OF WORKING

- Leadership assessment centres
- Secondments
- Unattached school leaders
- Executive leadership

Business and Infrastructure Group

Headteachers and School business managers alongside the central team

Corporate Strategy Group

Chaired by CEO, includes 4 Executive Leaders and other senior staff from the central team

Trustee Board

Network groups

A range of fixed and flexible groups meeting on a regular basis
OUR WAY OF WORKING

A collaborative approach to some of the more traditional MAT roles such as Director of School Improvement and Chief Operating Officer.

Executive leader
- Named headteacher of one school
- Based in one school
- Other key responsibilities across the trust
- Recruitment and marketing
- Assessment
- Reporting to governors and trustees
- Range of activities such as peer reviews etc

Executive leader
- Named headteacher of two schools
- Working across two schools
- Some specific trustwide work, such as leadership development.
- Member of the corporate strategy group.
- Range of activities such as peer reviews etc
OUR STRATEGY

**Vision**
To create a Trust that is recognised with a unique and exciting values-driven approach

- To retain the best staff in our schools
- To recruit the best staff to our school and our Trust
- To attract the right kind of organisations to work with us
- To be the premier schools of choice for parents
OUR STRATEGY

Vision
To create a Trust that is recognised with a unique and exciting values-driven approach

To recruit the best staff to our school and our Trust
WHAT ARE THE ISSUES IN TERMS OF RECRUITMENT?

The Southend Context

- Brentwood, Thurrock and Basildon are included in the London Fringe Allowance.
- Southend average house price £362,000
- Basildon average house price £349,000
- Burnley average house price £125,747
- Net exodus of teachers out of Southend.
The Southend Context

- High % of commuters
- Low wages for jobs in Southend
- Seventh most densely populated area in the United Kingdom outside of the London Boroughs.
- Highest % in Essex in receipt of housing benefit and council tax relief
- High % of homelessness and child poverty.
- Out of 32,482 Lower Super Output Areas in England, 2 of the poorest 110 are in Southend
NEWHAM

The Newham Context

- Competing against other London Boroughs
- High staff mobility
- Perceptions of the cost of living
- Perceptions of types of schools
NATIONALLY

- Pay
- Workload
- Extra pressures

How bad does a teacher recruitment crisis have to be before the DfE calls it a crisis?
GREENWAYS

- Geographical location
- Historically, few applicants from beyond Southend.
- Rarely more than 2 or 3 applicants for most posts
- 6 vacancies before we joined LIHT.
AGREED STRATEGY: RELOCATION

- Overseas recruitment
- NQT bursary scheme
- Website and 365 days a year recruitment strategy
AGREED STRATEGY: RELOCATION
OUR DEVELOPING STRATEGY

- Website development
- Mechanism to attract applicants outside of traditional job advertisements.
PROMOTING YOUR EMPLOYER BRAND

A vibrant happy, learning community for all of us
Significant focus on the location
PROMOTING YOUR EMPLOYER
RELOCATION

OUR TOWN

The Federation of Greenways Schools are based in the heart of Southend-on-Sea, a picturesque seaside town with a rich local culture and first-class transport links to the capital city of London & internationally via its own airport.

Southend-on-Sea: Fast Facts

• A vibrant beach town 45 minutes from London and only a few minutes from the beautiful Essex countryside.
• Its own international airport with flights to many destinations.
• The longest pleasure pier in the world, situated next to the UK’s biggest free-admission amusement park.
• Many museums, libraries and cultural events, such as the Village Green Festival.

Useful links for more information about Southend-on-Sea

RELATED PAGES

Welcome
RELOCATION

Case studies

A number of videos to promote both location and school

OUR PEOPLE

Several members of staff have been kind enough to share their Greenways journey with us. The profiles below offer an insight into life at Greenways as a Senior Leader, Senior Teacher and Class Teacher.

Denise Knight, Vice Principal

“Greenways’ pupils are at the heart of everything we do. They enjoy a rich curriculum and learning goes far beyond the classroom through trips, residential, workshops and home learning opportunities. Greenways provides the opportunity for teachers to develop as part of a vibrant and innovative learning community. Our coaching model for staff and leaders’ professional development is challenging, but provides a great platform to excel. The team of senior and middle leaders ensure that through ongoing dialogue everyone has a voice and is a valued member of the team.”

Katie Forsdick, Senior Teacher

“— click image to play slideshow —

Teaching Recruitment Success - How to Build a Strong Classroom Community with Greenways' Denise Knight & Katie Forsdick
RELOCATION

OUR VALUES & ETHOS

Our community is a place of learning and friendship. We provide a happy and nurturing environment so that as well as maturing into well-rounded, healthy young people, our children develop a passion for learning.

Our ethos and values were formed from deep discussion with all stakeholders, pupils, staff and parents, plus other members of the Greenways community. We try and use these as the starting point for everything we do, forming our Community Code that can be adapted as a starting point to every scenario, e.g. classroom rules, behaviour policy or school improvement plan.

- **respect**
  A community where everyone is inclusive, where there is equality of opportunity, a sense of fairness and justice and where everyone acts with integrity and honesty.

- **nurture**
  A thoughtful and reflective community where everyone takes responsibility for and trusts in one another, where all learners demonstrate hope, empathy and compassion; where relationships are strong and there is a secure and safe learning environment.

- **inspire**
  An innovative community where, through encouragement and positivity, everyone can develop their skills independently and collaboratively, and where learners are encouraged to take risks.

Emphasising the values at every opportunity
WORKING @ GREENWAYS

We are a progressive, forward-thinking and values-driven school. From the moment you walk through the door, you will get a sense of how we have created a happy and vibrant learning community for children and staff alike.

Greenways Primary School and its partner schools in the Learning in Harmony Trust are proud to offer a broad range of experiences and development opportunities for new and existing staff.

Why Greenways is right for you:

A culture of support...

• Staff wellbeing is at the heart of everything we do. We know that happy staff, who feel valued and who buy into our values, is the key to unlocking the many talents of our learners.

A range of exciting & innovative development opportunities...
AN INTRODUCTION TO GREENWAYS

Principal - Ashley Eastwood

Talent pools are always listed before vacancies.
RELOCATION

School Recruiter eTeach
• Excellent and easy to use micro-site
• Effective advertising
• Encourages staff recommendations
WHY TALENT POOLS?

SchoolRecruiter

• Collaborative and streamlined shortlisting process.
• Seamless, paperless back office function.

Sue Needs, HR Officer

➤ Simplifies advertising process (and saves money)
➤ Reduces paperwork
➤ Efficiencies
➤ Great structure
### WHY TALENT POOLS?

**SchoolRecruiter**

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<td>Class Teacher EYS, KS1 &amp; KS2</td>
<td>Greenways Primary School, Southend-on-Sea</td>
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<td>Senior Teacher (TLR2B)</td>
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<td>Class Teacher</td>
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**Class Teacher EYS, KS1 & KS2** in Southend-on-Sea

**Pipeline**

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**Applied**

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GREENWAYS RECRUITMENT; WHERE ARE WE NOW?

• Teachers recruited from overseas: Thailand, Holland, Japan, Australia
• Many teachers recruited when relocating to the Southend area
• No vacancies for 2 years
• Diverse staff teaching team
• Higher number of applicants per post than ever before (averaging 10-15 per post)