

16<sup>th</sup> September 2021

Dear Partner School

Thank you for being part of our School Direct Teacher partnership. We genuinely value your commitment to teacher training and development across REAch2. Since we began School Direct as part of the Endeavour Teaching School Alliance at Tidemill Academy, with your support, we have trained over 110 trainees across the Trust. **Our new blended REAch Teach programme** promises to be an exciting, innovative offer – enabling trainees to train locally in your schools whilst being part of a national network.

Applications open on **5th October 2021** via [DfE Apply for Teacher Training..](#) In order to increase the amount of high quality applications we receive, we are asking all schools within the Trust to put a few simple things in place to support our **School Direct marketing**:

**1. Adding REAch Teach information to your school website**

- Please advertise your role in our teacher training partnership and active recruitment for School Direct trainees on the home page of your website with a clear link to <https://www.reachteach.org/school-direct/>
- Please also add the REAch Teach logo, which is attached to this email.
- Below is some promotional text you might like to use on your website, along with our School Direct information pack (attached):

***XXX school is part of the [REAch Teach Primary Partnership](#). We offer the School Direct PGCE route into teaching. Unlike a university led PGCE, you can select the main school you wish to train in, meaning you can train locally whilst ensuring the school is the right fit for you. Our School Direct Primary PGCE is a unique, blended programme that puts you in control. With partner schools across the country, we provide local training as part of a national network. Our training is supported by expertise from the country's largest primary only Academy Trust, REAch2, alongside the academic rigour of The University of Derby, ranked as 'Outstanding' by Ofsted. Our Lead School, Tidemill Academy, is amongst the top 3% of schools nationally and boasts almost 10 years of teacher training experience. For more information, [download our School Direct Information pack](#) and visit the [REAch Teach Primary Partnership](#). You can apply for our programme at [Find Postgraduate Teacher Training](#) where you can indicate a preference to train in our school. We can't wait to hear from you.***

**2. Banners**

- Please display our School Direct banner somewhere prominent outside your school. [These will be sent to you shortly](#). The banners are a successful tool in raising awareness that you are recruiting trainee teachers locally as part of our alliance. Several enquiries about our School Direct programme have been because of people seeing banners outside schools!

If you have any questions about anything detailed in this letter or about the School Direct process, please do get in touch.

I look forward to working with you in recruiting our next cohort of trainee teachers.

Warmest wishes,

Andrea Wright