

# Sharing Experiences of Theatre in Education Procurement

August 6, 2024, 12:52PM

## Introductions and Current Positions



### **Keith Baldock (Brighton & Hove City Council/Sussex Safer Roads)**

The idea is that we share ideas and hopefully if people are at the same stage or interested in particular Projects, we'll be able to have some contacts.

We do this kind of procurement of large projects very occasionally and being involved in it through our partnership, Sussex Safer Roads, we are presently tendering for a 5-year package.

I thought that it was an interesting process. There seemed to be quite a few tripping up steps in dealing with what is were not used to dealing with. I thought it be great to share experience and see whether possibly there was a need for some kind of training. It could be through RSGB or something like that. I'm particularly interested in evaluation and how we get the evaluation at the end during the process for the product we do.

If we start off by basically explaining for one minute where you are in the process, so we all know what we're doing at present.



### **H4 Tom Hart (Sussex Safer Roads)**

I'm the programme and education supervisor with Sussex Safer Roads and obviously for a lot of the Projects, campaigns and events that we do. One of them is Theatre in Education. I joined halfway through a three-year contract with the option of extending by a further 12 months and again by further 12 months, all being well and with targets met. That has enabled us to go with one company over the course of five years and delivering two different road safety performances to Year 7 and Year 11 students. There have been some challenges along the way, like the pandemic. Various socio-economic factors impacting on it and staff changes in the department as well, but we've consulted with the provider. We did manage to adapt our delivery

to online, which was not perfect, but it's still meant that we were delivering the project in some way. We have regular meetings with different stakeholders, including local authority SSRP staff. That includes school engagement, promotion, bookings evaluation and script content. We develop all of that in line with local priorities and based on the data that we get locally.

So, we're now in the final year of the five-year contract we've got an obligation to tender, which we would do regardless of performance. We're looking at the different options available and new providers in the market. I personally feel the work we've carried out with the current provider is excellent, but that doesn't mean there isn't something out there we haven't considered before. So, we're looking into a deadline of September 2024, but will likely be a bit extended because of some of the delays within SSRP in getting sign off on going to tender. We are looking to submit a bid and that will encompass the options available. To finish off the main barriers, we seem to have delays in beginning the procurement process. Additional delays in some of the internal decision making, potentially changes to targets during an existing contract, and some issues around ownership of data as well.

**HD Danny Hoyle (Lancashire County Council)**

I'm from Lancashire County Council Road Safety Team and work as a Road Safety Officer. We buy into a company which currently deliver five weeks a year to Year 7s. That's been running for a few years now and seems to be getting the job done. Our main problem is the funding and the cost. Its cost is around £5,500 a week before that. But other than that, it goes really well. We've actually piloted a Year 11 one for this year just for one week. We're going to see how that goes with the view to expanding it if possible.

**RG Ruth Gore (@SaferRoadsHumber)**

I'm from @SaferRoadsHumber, helping from the side of northern Lincolnshire. I've been doing commissioning 30 years and education for over 10 years now. We do a Year 7 play for two weeks, Year 9 for one week and then a Year 11 to 13 for two weeks each year. Roughly it's around £5,500 to £6,000 a week which seems comparable. I find it difficult to find a number of companies to actually quote but I have some very good companies that I use. So, I know it's always trying to try to find

a third company, so I'm interested in what else is out there. I have done quite a lot of it now over the years.

**KD Karen Delaney (Greater Manchester)**

I'm the Partnership Manager in Greater Manchester and I'm responsible for the day to day running in the partnership and one being ENTP. I'm really keen and for this meeting as we've previously used theatre in education, but many, many, many years ago. I recently went up to Lancashire to see one of your performances and just went to have the appetite again. It certainly did, it definitely did. And so, keen to be part of this because we're and nowhere on the journey at the moment, because we're only considering it. So, really keen to see lessons learned and the difficulties that people are having like we've just mentioned, finding a third supplier etcetera and stuff.

**SS Sarah Savage (Medway Council)**

I'm Road Safety Officer for Medway Council and very much the same as what Karen just said. Many moons ago we have done theatre in education and we haven't for some time. So, we are looking at potentially getting some funding to. Again, the quotes that we've got through from three different companies are falling in line with what you're saying, which is £5,500 grand a week. And we're just kind of, we're here to learn from you guys really and figure a bit more out. Leanne Adams my senior Road Safety Officer, who I'm here with, might want to jump in and add something.

**Leanne Adams (Medway Council)**

We've not delivered it before and we've got some potential Section 106 funds that may cover it. We've contacted 3 different companies and we've had sort of similar quotes to what has already been said of £5,000 or £6,000 a week. It would just be interesting to hear the pros and cons and your experiences for us because obviously we are early in with it really. Anything that we can learn would be grateful to take away.

**LP Laura Partridge (Norfolk County Council, Road Safety Manager)**

We are at crossroads at the moment. So, we currently have a provider that we've been working with for over 20 years delivering a magic show on a very flexible basis. It's not a tour as such, but he delivers 70 shows across a year to 70 Year 4 schools. That's been going very well for as I said over 20 years. There's 70 shows at £13,000.

The challenge we have is having a very small window of opportunity for schools. We struggle with that. Having flexibility over the full school year has helped enormously with reaching more schools and we are now starting to think about how we can tender and commission for another contract to improve our resilience across our schools.

So, we're being asked by more schools to have this show. We've got 70 and we had about 140 schools interested recently. Also, a secondary school and we were trying to look for companies that we can tender for that. The tendering process is slow. It's really challenging to get the governance setting in the background and the contract setup, trying to look for who to advertise that too, who do I go to get those three quotes, to meet all government standards, etc. We did some theatre in education with Year 12s who delivered a fantastic presentation to Year 7s a few years ago, but our college dropped out because of the amount of time it took. It was a fantastic show, but the IT was just very time hungry for them. But Amanda, I don't know if you want to come in at this point because I know you oversaw that piece of work.

 **Amanda Stones (Norfolk County Council)**

I'm Road Safety Coordinator for Norfolk County Council. This group should be really interesting for us because we we're obviously moving into more sort of a commissioning approach with road safety interventions. As Laura said, for probably 12 years we did run Theatre in Education, but we organised it ourselves. Hugely popular with high schools and we had an agreement with a local college Year 12 to produce a show based on a brief that we would give them and what we wanted it to cover. They would tour the performance to Year 7s and 8s in high schools and they would cover about 24 schools in six weeks. Also, it developed college student skills as part of their performing arts studies as well. So, we would cover the bookings, all the feedback and we would cover the cost of the bus travel expenses. The college would completely do all of the production side. We would arrange input from the local police, Fire Road Safety experts to support their learning and their delivery. So, it was a very intense, really hard work to organise all of that. It was great, but there came a point where we decided we just couldn't really continue with it anymore. So we'll be really interested to learn from the group's experiences as we move forward.

**FB Fatin Al Bandura (Slough Council)**

I just joined the Council last week as a Traffic Safety Engineer and I'm interested on understanding about the theatre in education procurement and that's why I'm here today. Basically just to listen to your experience and to learn more about this..

**RB Rudo Beremauro (Slough Council)**

I'm the Transport lead and we have been a procuring contracts to deliver our theatre in education for the last three years. Since 2021, we always undertake a yearly procurement exercise. We procure 40 shows and we get four shows per day mainly targeting just Key Stages 1 and 2. Our main issue with this is because we have to constantly procure every year and write a business case to justify why we're undertaking this. Also, we've had active travel and capability funding so that's what we utilise to deliver some of these initiatives.

**EA Emma Allan (Northumbria Force and Safer Roads Initiative)**

I was a Transport Planner at Gateshead Council and I've just moved into public health recently. In terms of theatre in education, I coordinate on behalf of the Northumbria Force and Safer Roads Initiative funding. That delivers across 6 local authority areas, one police force area and that partnership has been under review for some time. The funding's been a little bit sketchy to say the least and but in terms of procurement, we have a provider in place at the minute. We've delivered theatre in education for a number of years. We've two tours and focused at Year 7 around sustainable transport and Year 9 around risk taking behaviour and consequences. In relation to the Road Safety Budget of around £3,539 per year and we get high 30s number of sessions per tour for that. Our most recent procurement exercise, which was last year, we got a local provider who I've been blown away with how great they have been and the enthusiasm and change they've brought to it. I didn't think we thought it was good, but the feedback we've had this year has been absolutely phenomenal from schools. Now they're coming to us asking which is pretty unusual. Happy to share experiences and also hear a lot about what other people are up to, cause I've already made some notes of things.

We own the copyright to the scripts for our current performances - this is a legacy from many years ago when it was seen as important. We can't see any benefit to this

now so tasked the current provider to provide constructive feedback on the script/content to ensure relevant and appropriate. If we repeated the exercise again it's probably the script use will not be mandatory as it's prohibitive to creativity.

**FC Fiona Cremin (Warwickshire County Council)**

My colleague Natty Lopez is also on the call. We're Road Safety Officers and we currently procure a company. They did Year 7 previously, now they do Year 9 around risk taking and behaviours, consequences and strategies and to cope with it that they deliver over 2 weeks. This is our second year procuring the same company and first year we have had them for two weeks back to back. They do two sessions each day and this year we've actually split it. So, we've got a weekend, we'll have a week in summer and a week in February next year. They've been really good. They do all the admin, so they write the script. They can sort this with us because we know the messages we want to deliver for that year group, go through a script with them and amend it as necessary any that use any fear and shock tactics around testimonials.

I suppose the only issue possibly is if you have a company that are located away from where your council is. Your errors can be difficult if you want to amend or make changes et cetera, because it's much easier to do in person as we've learned. We've changed that this year. But a really good company. Really excellent feedback. They also do the evaluation for us too, with both the young people and with the teaching staff and the feedback is be excellent. It's actually driven what we're gonna do and each year.

**KH Kendrick Hourd (Via East Midlands, on behalf of Nottinghamshire County Council)**

I'm the Head of Safer Highways. We use a theatre in education company that we've used for years, but we just use them to fill in really because we have an in-house team who deliver 30,000 places a year as well. What we use the theatre in education for specifically is for schools that don't want the classroom delivery. They want to do an assembly so they can get year groups at a time in a whole room, then they do 230 to 300 kids in one go over an hour instead. So, we tell the company which schools to target that we can't otherwise get into, and they do that, but we don't have an ongoing contract. What we do is we buy packages of so many sessions each year, and we tend to buy it the year before with the year-end monies that we have. They

then spend it over the next year. They're really good because they work with us and obviously you've got to have behavioural change theory techniques all over what you're doing and they've got to understand it. But we say 'Oh, can you tweak that? We're not sure about this bit', and the two-way flow is good and they did the evaluation afterwards as well. So, we've built up quite a good relationship with them. On the procurement side, possibly can't help you as much as others. But as long as they'll work with you as to what exactly you want to target in which age group and how, then that's absolutely golden.

**MM Max Moorcock (Hackney Council)**

I'm also with Sandra who might be able to fill in on some details. We currently use a theatre group that do theory and education for our Year 7s. This we buy a number of so it's usually 8 sessions part-time because we only we have about 12 state secondary schools and not everybody obviously takes it. We used to give all the admin to them so they could call around the schools. We just give them a list of schools so they go away, make the bookings and then send us the dates and everything.

The productions that they do are very much was designed by us, giving them the key messages that we want coming across. Then they work around that and they develop it from there because we're currently looking at possibly developing something for Year 9s and for Year 10s in that respect as well.

**S Sandra (Hackney Council)**

Basically everything that Max has said, I mean we've been using this provider for quite an amount of years now. What we've done this year in procurement instead of just looking at from a yearly point of view, we procured for the next three years. So that's allowed us to have a fixed cost per year, but it also builds quite a steady relationship with our provider as well. So, that does help us as we know with budgets we never know what they're going to be from here on. We had a look at how and what we wanted to do from a delivery point of view, so that we did have a little bit of extra money so to speak though. So, at least we know for the next three years it's covered and within this package we'll look at either providing for the Year 7s or the Year 9s depending on what we get out of the new process that this company is doing.

**MB****Martina Byrne-Obee (South Safe Roads Partnership)**

We don't procure at all for theatre in education, but we do have a couple of companies that we use on an annual basis for very much smaller numbers than what you guys are talking about. We have 10 shows per primary school for Key Stage 1 or 2. We tend to alternate the years that we use them, and we don't use them every year because it depends on funding available closer to the end of the year. But what we have done since COVID is obviously a lot of stuff went online and like my own team that I managed that go into schools, we recorded an awful lot ourselves to go into schools. So did the Theatre in Education companies. So, we've actually continued to subscribe to an annual fee for the company that we had previously used and we use three or four of their videos that they produced for risk taking, consequences, distraction, and peer pressure. We put that into as many of the 17 secondary schools that we have got for Year 7, Year 12s and Post 16s and that goes in with an officer as well. So, it's used as part of something rather than just the video.

**H4****Ellen Higgins (South Safe Roads Partnership)**

We run a Theatre in Education programme which runs for eight weeks across 3 councils, and we delivered Year 7 and 11, linking our work into the 'safe drive, stay alive, drive fit' kind of model that we take on through the colleges. Then prior to that we also have a Young Road User resource and that we deliver to all primary schools and for them to use in their own classroom setting as well. For my understanding a lot of you guys are council led partners or council led theatre in education programmes. So, ours does differ slightly with us being Police led and so our procurement process obviously goes through quite an extensive process.

**RG****Ruth Gore (@SaferRoadsHumber)**

I've got no problems in saying which companies I use, simply because they're actually prepared for this year. So, I think it would be useful if in the group chat people who can say who they are using putting the companies, simply because I don't think there's a lot of companies out there and that's my problem.

**H4****Ellen Higgins (South Safe Roads Partnership)**

Just to come in on that, I know that some people promote bookings through their



theatre in education provider on their social media. So, for those who can't actually say who were using the information is available to find online.

[The Group Chat included mentions of [The Riot Act](#), [Louis Taylor](#), [Konflux](#), [Performance in Education](#), [Theatre Space North East](#), and [Box Clever](#). [Tiny Giants](#) was mentioned later in conversation and now seems to have rebranded as [Ginificent](#)]

## How to Get Providers Interested and What They Need

[TiE Provider provided a list of what information they want and in what format for good tenders – this document was circulated with the minutes]

## Problems and How Those Problems Were Overcome

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### **Sandra (Hackney Council)**

I think one of the issues is the fact that we don't have a lot of lot of providers out there and that was a massive cost problem when we were actually looking at the procurement. You're supposed to try and find at least three, but to find three that are all similar, or at least provide the same elements that you want, would prove to be rather difficult. Hence why, as I can see a lot of the people have been saying on this meeting, you've been using the same provider. We do use the same provider because we can tweak and turn over the actual script as and how we need it, and add bits in here and there. So, that was one of the major issues we found right at the beginning. It's not so much now, but it's just a lack of actual people who will supply the product that you want.



### **Keith Baldock (Brighton & Hove City Council/Sussex Safer Roads)**

Exactly. That's one of our problems, because a lot of providers seemed to have gone by the wayside. So, you had COVID and slightly previous to that when there was an economic recession, we kind of had a lot drop out because we had local ones.

RG

### **Ruth Gore (@SaferRoadsHumber)**

Over the years we had obviously a lot of a lot of companies in the past who were

very much focused on sort of death and destruction. So, one of the things that I actually wrote into our tender and recommended companies to do was the Road Safety GB Behavioural Change Course which meant they could actually demonstrate in their tender that they have this understanding that it doesn't always have to end in death. Certainly both Riot Act and Performance in Education, who I use both, are very good companies of both have done that course. I'm struggling to find others that actually are that same quality, but I have used both of them for a long time and they're both very good.



**Keith Baldock (Brighton & Hove City Council/Sussex Safer Roads)**

Where did you find those? I've not heard those companies many times before. Where do people find companies from?



**Ruth Gore (@SaferRoadsHumber)**

Well, anybody who knows of the Crag Rats group, it's a long time ago there when they split up and a number of companies formed out of that. Performance in Education was one. One from the Riot Act actually worked for Performance in Education for a while and then started his own company. Box Clever was one. Tiny Giants. There was a handful of about seven or eight companies. And over the years, they've sort of whittled away which is why I struggle to find like a third company.

However, what I have done though is actually said that each play is copyrighted to either yourself or to the performance. So, actually the last few years I've used a sole supplier because it is the messages in that play that I want and every place is different. So, it's a way of looking at different things



**Keith Baldock (Brighton & Hove City Council/Sussex Safer Roads)**

So, one thing is the number of suppliers and so we I think hopefully within the group chat people are putting out their suppliers. I've certainly got a friend who's with the ambassador's group and that she's got links with various other TiEs and things like that. We looked at if they are only local providers, but they're a very small concern. We want to use someone who will do everything, all the admin, all the kind of stuff that we haven't got capacity to do, so we haven't got to be supporting anymore. We used to have to support, but certainly one of the things we will pay for is that background admin support.

**H4 Ellen Higgins (South Safe Roads Partnership)**

It's just a quick question about something we're exploring for this year. When we go out for procurement and tender, we are considering splitting the tender process into two, so people would be able to bid on both Year 7 and the Year 11 performances or one or the other. Has anybody else done that where they've had the procurement process and you have the desire for more than one age group to be covered and you've actually split the contract?

**EA Emma Allan (Northumbria Force and Safer Roads Initiative)**

Yes, we've had separate lots within it in previous contracts. So, then it will be up to the suppliers to pick and choose which ones and you can score them appropriately for that. I think the experience is that because of a limited market, you might just end up with the same people and then comments like you just mentioned Keith, that these are small businesses who don't have money to burn on waiting and responding to procurement exercises. There's a fine balancing act. I don't know if anyone else has done any market engagement with their procurement colleagues to actually go out and try and find small, particularly local suppliers. We found that in Theatre in Education, but also in other small pockets of work, where we think it's actually quite specialised and there's only a couple of people out there, we've been quite surprised that actually there's quite a few more than we knew about. And we thought we knew everything or quite a lot locally. And that's in relation to like Dr Bikes and things like that, that there was more people who wanted to work with us but just found it intimidating to go through these awful procurement portals where you've got a register and fill in all this paperwork. My procurement colleagues have actually gone out into the Community to help people with that. So, I don't know if that's something open to others.

Just come back to a previous point as well around that the copyright is quite interesting, that use as a sole supplier. We used to do that and our new supplier got feedback from schools, from pupils and actually some academies who stopped using them. Who wouldn't entertain theatre in education. We think part of it was the post-COVID when we were offering all online or a bit of a hybrid. So, we think that had a bit of an effect, but some of our schools have come back and said actually they find having more flexibility and not the copywriters is actually a positive thing.

So, something that we do we now is a bit more evaluation to actually understand what is going on and what works in schools, and particularly having that flexibility. Performance is not just in terms of a school who may have suffered a fatality or a serious injury, but other factors that might need to be brought in that we might not have thought around mental health and other little bits and pieces. I'm no expert in schools or kids, but we're starting to pull in a lot more about that. But that is a huge challenge because that's not what the money is for, but we need that.



**Keith Baldock (Brighton & Hove City Council/Sussex Safer Roads)**

No, that makes sense. Theatre in Education is great because it can contextualise things and draw people into various avenues if that makes sense. The mental health, etcetera, etcetera. I know we've looked at public health colleagues to get their ideas what they use.



**Ruth Gore (@SaferRoadsHumber)**

Yes, I do it as individual lots or individual tenders, simply because what I want to concentrate is on the message for what I want for that particular year group and that way I can compare scripts, et cetera. So, the same companies apply for each one. I don't make it too hard as the whole process, but for me that allows me to say this is the message I want to give and quite a concise message. My evaluation over the years has shown that actually the young people have understood that message and also follow up evaluation has shown that they've retained that message. Unfortunately, it's about 3 months, because that's as far as I can go in the school year to actually measure that. So, I very much use it as a way of defining what is my message and for that road safety element and it makes it easier to compare different products if you're doing lots of different year groups, it becomes difficult. You're actually not comparing the actual theatre, but you're comparing perhaps the mechanics of the company, which for me personally they're all very similar. The message is my main bit.



**Tom Hart (Sussex Safer Roads)**

Yes, I'm offering it lately. I think first of all, just to point out with the procurement process at the moment we're working on what the wording is going to be because, as Keith mentioned, with capacity at the moment and if we're having to deal with two different providers, I think it's going to be a little bit taxing to be honest. But it's also

making sure we get the best provider for specific year groups like you said. So, at the moment I think the way we're wording it is 'you're welcome to go for one or both', but we will also have to bear in mind a lot of factors behind the scenes before we decide on one.

I think my main concerns at the moment with our process is that as I say, where it's police led, there's good and bad in that like with any kind of procurement process. It's very thorough and we know that we're going to be objective in who we choose. The issue I've got the moment is that where we're going to, we've got authorisation to go out to tender and we're going to go through that process. But I'm still going to have to go through another set of approval to actually proceed. I suppose the two things on my mind, one is going to be has anyone ever come across situation where you've got approval to go out to look for it, but not necessarily approval to proceed? And 2<sup>nd</sup>, has anyone ever experienced any issues in terms of data ownership when because it's going to be a lot of data gathered with a provider and ultimately who owns that data.

In terms of experience of your guys' procurement, I don't think anyone's necessarily going to have that same experience, but I've just intrigued. Have you ever had that kind of situation and how have you navigated it if you have?



**Keith Baldock (Brighton & Hove City Council/Sussex Safer Roads)**

Anyone out there?

H4

**Tom Hart (Sussex Safer Roads)**

OK, is unique then just so I know.



**Keith Baldock (Brighton & Hove City Council/Sussex Safer Roads)**

What about the second one?

H4

**Tom Hart (Sussex Safer Roads)**

The second one was probably more relatable in terms of data ownership. So, we haven't had any issues with it, but I foresee we could if we're not careful on the work in with ownership of data. If the provider is gathering data on schools and contacts, and any kind of evaluation, they do of the programme we would have ownership of.

But there's a lot of data behind the scenes. I wondered if that was anything you'd built into contracts and that kind of thing with new providers or if it's not been an issue.

**LP Laura Partridge (Norfolk County Council, Road Safety Manager)**

Yes, we add that into our contracts with our providers that they're the data controller and the only information they share with us is numbers. So, we don't have any transfer of information and they own that in the entirety. We make that very clear in our contract. I'll find our contract clause. It's very simple just so that you can use that as a point of reference, but it's gone through our legal team as I understand it in our contracts team. We add that in all of our contracts and make it very clear that they can share numbers with us, but we don't want the detail as such.

** Keith Baldock (Brighton & Hove City Council/Sussex Safer Roads)**

I know from my point of view with the contract we've got or I had experienced this past three years, it's been very useful having one company that can deliver a Year 11 and Year 7 because they can infill and it's much more efficient in terms of getting to various colleges. I think that's a different thing, but I don't think we need to discuss that unless anyone wants to.

### **What evaluation on the product/activity was done?**

**H4 Keith Baldock (Brighton & Hove City Council/Sussex Safer Roads)**

Obviously evaluation is key these days for bids and also for showing that you can justify things, that you evaluate it to see what's happened. Obviously, some people have already said that they get their theatre groups to evaluate things themselves, as indeed do we. We've also looked at doing external evaluation as well. Can we discuss that, please?

**H4 Tom Hart (Sussex Safer Roads)**

We have more formative feedback throughout. So, if after each performance there's a summary of how that performance went, and learning points for future shows as well. So, that's quite good throughout. Then we have more formative and summative stuff throughout the year with the meetings every month. We'll have those meetings where it's how many numbers are we on track, that kind of thing.

So, the obvious admin E type evaluation goes on throughout the year. Then towards the end of the year, there's that kind of review of have we met the target numbers that were set out at the start of the year. There is a threshold that they can use in order to have met their targets, it's that sort of 10% leeway either way **and there are that like keeps that those in fields that they try and build those numbers up as well.** We've always tried to do a bit more, but not for the sake of it. My background is in psychology, so I offered to help with focus groups. But again, capacity limits to what extent you can do that, and we literally focused it on doing the first year what was just one school focus group with each just to compare with those quantitative scores we got from student surveys and staff surveys to see if it tallied up. And then we extended that to have two schools with two-year groups and that is pretty much my capacity. But going forward, we would be looking at hopefully having more focus groups, but not take anything away from the core evaluation of ultimately what the brass tacks numbers are, that how many people did we say, and what are the scores in relation to those key KPIs that we set out.

#### **H4 Ellen Higgins (South Safe Roads Partnership)**

We also in the last year, and as my background is Communications, I was looking at exploring how word of mouth from school to school could improve communications and then our feedback. So, we have promoted and encouraged them to use their social media pages to actually advocate for our own work. Therefore schools are supporting other schools in PSHE and developing this kind of conversation, and which has been proven to be really helpful because not only are then we getting organic traffic when we're driving and people to make bookings on our own pages, but the schools are doing that for us as well.

In terms of feedback as well, we're really trying to include the schools who are who are taking up the offer of having this free roadshow to promote it as well. And that also gives us quite organic feedback when they're commenting online. I can kind of follow threads on social media pages and pull out some really good like points of teachers getting involved in discussions. Or parents continuing their conversation when their child gets home. So, for feedback, we're trying to really look at more, we're trying to modernise it as well and from a communications perspective and making that conversation continue online without our input or effort or even cost.

**KH Kendrick Hourd (Via East Midlands, on behalf of Nottinghamshire County Council)**

So, we get a report from our provider and I don't know if it's at the end of each week, because we're going to do 2 weeks, or whether they do it at the end of the whole run as it were. They do attitude change and knowledge changes and they do a bit of before and after. I'm sure this is how most people do it, but they also do a whole slew of qualitative comments on particular elements and aspects, not only from the pupils but also from the teachers are often watching as well. So, we have direct feedback from the actual school side as well as and the pupil side, then they send it to us with the whole raft of pie charts and stuff. So, we have quite a comprehensive document after the run of what went well and evidence that it's done a thing.

But we also go and observe them a couple of times maybe. Then if there's things that we wondered about we will have a chat with them afterwards. Whenever we've been to see them we have a conversation with them about and what we thought, might need looking at or if everything was great or whatever. So, there's a there's a number of different things that we do to oversee that its up to our benchmark and is the way that we target with our own education. We always want to make sure that the they're on message with what we're doing obviously and generally they are. There's maybe a couple of stylistic/dramatic licence bits that they wouldn't know as that don't actually work in the industry, but it's easily fixed. Normally, there's never anything really that far wrong. So, we get full report and we have that continuing two-way relationship with them and it's very good.

**RG Ruth Gore (@SaferRoadsHumber)**

Very similar to Kendrick's, we do exactly the same thing. What have done in the past though is with our Year 11 is we did focus groups and it's various schools/colleges three months later just to see if the learning had been retained, which it did show that it had. The only issue was that it's depending what time of year you do, whether or not you can actually fit it in before they hit the exams. So, after about three or four years of doing it and actually not seeing any kind of reduction in quality, I don't do it anymore. I think I've shown that perhaps, considering we've used some of the same companies, that might be something that we might want to consider between us to actually do. A bit more of a comprehensive review of perhaps the behavioural change side. I think we all do post surveys, et cetera, and follow the kind of what staff



and students have said. But perhaps this is where this meeting could be a positive in terms of the collective learning, where actually we probably all actually use the same questions. Bearing in mind there's only about three or four companies doing it, but perhaps something a bit more thoughtful at national level. I'll be quite happy to do that. I've got tools coming up in this next academic year and I'm quite happy to trial something or to compare results if needed.



**Keith Baldock (Brighton & Hove City Council/Sussex Safer Roads)**

Kind of you to volunteer. Brilliant. Exactly the kind of thing I was after really, cause I personally I totally agree with you. I think that kind of overview and consistent modelling would be really useful so we can compare and we can learn. Does that make sense?



**Ruth Gore (@SaferRoadsHumber) 58:26**

Didn't didn't one of the IT doesn't. A partnership? [Didn't someone else do this? A partnership involving Ian Edwards?]

Not quite an in-depth study though recently on theatre and education and found it was very positive, positive and very beneficial. I'm not sure if I'd Ian Edwards has actually been involved maybe. Maybe we don't need to do it again, if actually that that model has been shown. The content obviously will vary, but the actual overall model, I'll try and find out a bit more about that.



**Emma Allan (Northumbria Force and Safer Roads Initiative)**

I think we all do various bits of evaluation, but I think [we should] pull something comprehensive together to have a look at approaches. I think it'll be very difficult to completely attribute any kind of knowledge retention straight back to the theatre in education. So, there is a lot of learning that can be brought out of this and I've very recently moved into a role with public health and active travel, and we've got health determinants research. And from the team with us who are always looking for opportunities, I'm not offering their skills cause that has to sit with Gateshead. And what I'm talking about today is a **northern reinforce area** [?], but there's gonna be opportunities out there to have a look at and what is working and separately as well. Our current provider is doing follow up surveys. We were generating huge amounts of data which fills in a nice report that somebody glances at once a year. To be brutally honest, what our current provider is looking at is doing a bit more of the

young techie stuff. So, not just social media metrics, but all kinds of much more detailed interactions. I was trying to find the report because I'm not gonna try and use the words that these cool kids use. When I do find that I'm happy to share just as long as it stays within this group and certainly doesn't go to any external providers because that would be commercially sensitive information.



**Tom Hart (Sussex Safer Roads)** 1:00:38

I was just gonna add in terms of evaluation, it's almost like there are too many options at times. Obviously you've got the standard approved peer reviewed questionnaires that we have dipped into from time to time. But ultimately with our one we based it on the KPIs and what questions do we ultimately want to answer to show this has been successful. I think that's the two main questions I always seem to go back to because we had a lot of pushback before about and claiming success if killed and seriously injured goes down. But then my argument has always been that all we can truly measure is have we made an impact on people's intent to make a positive change? This is really the main indicator that we can be measured against, which isn't always taken well, but ultimately capacity dictates that so on. On our surveys it's going to talk about knowledge gained and positive changes they intend to make. If we can do the follow up we've got the budget for and the capacity for follow up, then there'll be more depth.

**Keith Baldock (Brighton & Hove City Council/Sussex Safer Roads)**

I'm not too sure what people have thought of this meeting, whether it's given you what you wanted to get out of it, given you a network. Or what we've looked at with the evaluation. We've looked at key elements of problematic things, looking at where we could take this and if we need to take it anywhere. Ruth said that she'd be happy to chat with you, Emma, and to others to be kind of key lynchpin in looking at a bit more on evaluation and consistency evaluation. I think probably as well there was a desire to pull in different companies that which are around. I'm not too sure if eventually we could have ratings or something like that in there, but it at least you've got a network together now as to who's doing what. And people know who to contact if they're doing something similar.

Is anyone else or any particular point they'd like to raise that we haven't covered in the meeting so far?

**EA Emma Allan (Northumbria Force and Safer Roads Initiative)**

Just to mention because my roles sits across road safety, sustainable transport and a whole host of other things. But we tag on as I'm sure many colleagues here do this on to kind of travel plans around sustainable transport, which is obviously a key theme through a lot of the performances as well. I hate to state the obvious, but that's really important to link the two together.



**Keith Baldock (Brighton & Hove City Council/Sussex Safer Roads)**

Yeah, but do you do you manage to tie in the travel plans? Then obviously the school can say the travel plan they would have subscribed to and things like that. Do you use it as selling points for your travel planning?

**EA Emma Allan (Northumbria Force and Safer Roads Initiative)**

So yeah, we don't get many schools through the actual formal travel planning process, but we have a planning condition for schools that they must attain Modeshift Stars approved level. The secondary schools must book and receive though, because many of them book and then cancel and think they're planning condition is met now, and no one never gonna go back and beat them with that planning condition. But at least it's there in black and white, and it gets it on senior management's agenda which we've certainly engaged have found very useful.



**Keith Baldock (Brighton & Hove City Council/Sussex Safer Roads)**

Anyone else any ideas as to how we can up the issue? I mean, we've had difficulty in engaging with some of our key schools and I've suggested poking governors when the Heads won't engage. Anyone tried that?

**Ruth Gore (@SaferRoadsHumber) 1:06:22**

Sorry, we haven't had issues with that. What I did tend to do is we actually look at our Casualty stats across school catchment areas, so we can focus in on the ones that are. What we tend to look at stats around where pupils where young people live rather than where they actually have collisions. So, my area is ostly rural, so we can assume that the young person goes to the closest school. It's different with the colleges, but we don't have as many of them. We do Theatre along with a lot of in school activities as well. Say you're a high risk school. You know, we want to come in

and do stuff and our problem is that we probably haven't got enough to offer around to everybody. We get schools that want to have us year on year and sometimes we have to say no and but we can offer them some something else instead.



**Keith Baldock (Brighton & Hove City Council/Sussex Safer Roads)**

What you get to high-risk school, which continually won't engage. What do you do then?



**Ruth Gore (@SaferRoadsHumber) 1:07:43**

Because we're a partnership our action engagement offices are actually paid for by the partnership and are actually Fire staff. We do find that them and other agencies help unlock the doors and in effect we go in with different hats on and basically point it out to the senior managers. We haven't had to do that for quite a long time, to be honest. We've built up a relationship with all our secondary schools and the certainly our colleges, we cover you know, all our colleges and a lot of our apprentice organisations as well and in different ways, not just Theatre, whole raft of stuff. So, we find that nowadays with theatre we don't have to do a hard sell. We tend to be booked out. We have a reserve list and it's only if something like happens on the day where the school hall floods is that we get cancellations. We tend to find that we're fully booked up, but that's through quite a number of years worth of working with them though.



**Laura Partridge (Norfolk County Council, Road Safety Manager)**

One thing we realized only recently is many schools have a newsletter approach across their schools. But that newsletter also goes to the school governors, which we didn't realise that we just thought it was a blanket approach and all of the school community have got this newsletter. I think what we're finding is now we are sending our offers to the governors. They're then challenging the headteachers to ask more about some of the road safety offers that we have, and we also incentivise as well to get the feedback back. So, what we're finding is that if we encourage take up to some of our wider road safety offers, including the theatre and education and the completion of feedback, if we say we will offer something as a thank you, we tend to get more feedback as well and all local councillors. So, we're finding that where we have local councillors saying to us we've got challenges in certain areas we will then

say, OK, that spans this piece of work and support that local school and then they will then be a another and they'll take a different angle with them and we tend to find schools who have local councillors involved and more likely to sign up to our interventions that we have.

KH

**Kendrick Hourd (Via East Midlands, on behalf of Nottinghamshire County Council)**

I've got road safety education, but I've also got Bikeability and the engineering side of casualty reduction. Our challenge is to get schools to focus on education. The classic one is where there's an incident outside a school and they immediately get on to our engineering management side saying we need traffic calming/cameras etc. But it's like, actually, you haven't had road safety education in two years - please let us come and do some of that. So, following an accident, we follow up with the school, not the next day obviously. But we've also been making inroads recently throughout the education dept of the County Council because sometimes engineering and education don't talk to each other all the time. The wider education pieces were even though we have the road safety education, but we really didn't know who the characters were to even get in touch with. So, you have to go quite senior level in order to come back down the chain again and find the right people. It's been useful for us getting our Managing Director of Via East Midlands to speak to people higher up on that side and then come back down the chain again that way. And then you start getting hold of people like the governors and that kind of thing. But another group of people who were really, really helpful getting in schools more generally, the county councillors, because they've got so many local inroads through social media groups that they can be in or just local contacts. They can be massive allies in helping us get into some of the areas and then there's things like Tour of Britain, which help Bikeability every time we jump on the back of the Tour of Britain and the route coming through our area. We did a mail shot to all the schools and then suddenly everybody wants Bikeability. We got loads of bookings last year because of it and road safety education is probably got similar things that can jump on the back of. The only other thing is when you've got a lot of schools that are all part of the same Academy, because if you can get hold of the right person at Academy, you can get 10 schools interested. And there are times when we've literally followed teachers from school to school on LinkedIn as another tactic, because if there was a teacher really engaged they would be an advocate for us.

**H4 Ellen Higgins (South Safe Roads Partnership)**

It's just a question to the group. By the sounds of it some of you do more ad hoc interventions with your Theatre and education programme and you're booking almost like days or sessions. But does anyone have a set time period where a tour does start and finish? Because I don't think we've touched on that because ours runs from September through to November and we have had issues with obviously the Sats and mock exams. I was just wondering if anybody else is running it in a different part of the year and facing problems with trying to get them in, purely for the fact that they have more availability in calendars and they're not using the assembly halls or spaces for mock exams.

**EA Emma Allan (Northumbria Force and Safer Roads Initiative)**

Yeah, because it was our secondary and it should deliver in the autumn term, but it's slipped a bit now, so it delivers autumn term 2. And I think it's gonna be spring term 2, but over the past few years, it's still in a post COVID. Everything's a bit chaotic and we've delivered throughout the year and this year we've tackled every hurdle and we've had every excuse going for last minute, cancellations and cancellations in advance. I think a few people have mentioned kind of the admin role we give that to the provider, get them to build that relationship with the school and book it all. I mean with a little bit of contingency and I will see we do have a naughty list as in the schools who've cancelled and we've even had the performance turn up to the school and kind of be at the hall and then told, oh, no, you're not coming in today. And so they get a polite conversation, generally from the local authority colleagues. So, we'll ask the local authority to intervene rather than the supplier to say, 'OK, that's not ideal. Someone else has missed out and this has cost us'. We looked in the contractual process whether to put a contract in with the school as well suggesting a cancellation fee. We've looked at that for Bikeability, as I'm sure many others having various suppliers do as well, and it's very much a case if we can write it in, but we're never going to go back because we all know how fragile those relationships are with the schools.

**RG Ruth Gore (@SaferRoadsHumber) 1:16:09**

We tend to do stuff in autumn term and then around the February, March time with the secondary schools. One of our issues actually with the colleges is that sometimes

because they've now gone to quite modern campuses, they don't have a big enough space. So, we've had to perform to smaller groups and we're quite lucky in the sense that a lot of the companies, if they're in there for the day, they'll do three performances rather than two. But you know, trying to keep it outside the exams.

**Keith Baldock (Brighton & Hove City Council/Sussex Safer Roads)**

We're coming to the end now of the session. Well, it's helped me a bit I think. Thank you very much for that. If you'd like, you can say any other business. I was considering if this meeting came up with any particular themes where we needed to have some kind of group educational work? I can ask James RSGB if you consider if there was something we could do to make the whole management of this kind of procurement more effective, more usable? It sounds like most people have done it and are used to doing it reasonably frequently. It's just finding providers and other things.

**H4 Ellen Higgins (South Safe Roads Partnership)**

I just wonder if maybe when we look at like the RSGB National Conference if there was an appetite for a Theatre and Education company showcase of their work. Or there was an opportunity to maybe for Theatre in Education companies to submit a clip of them in situ and they could almost provide us with a montage. So, like a central point of collating all the Theatre in Education companies that run nationally, therefore they could then get spotlight for everyone. We'd all know exactly how many companies are out there or available, or even in area codes, and then see they actually might get a bit of money because companies are probably likely to want to invest X amount of money. Probably very minimal in promoting their business because they are all small businesses. So it's direct marketing for them.



**Keith Baldock (Brighton & Hove City Council/Sussex Safer Roads)**

They asked after speed dating and options. It fits nicely with that kind of thing, doesn't it? I'll ask James about that. Definitely pick that one up for.

**H4 Ellen Higgins (South Safe Roads Partnership)**

I think it's a good opportunity for the providers to do the work for us because I think a lot of the struggles that I'm kind of like tuning into from this session is trying to find them, trying to converse with them, pin them down and have these meetings. Or

actually if they're looking to market themselves as a theatre in education company, paying a minimal fee for a marketing opportunity that benefits safety as an investment, then it works for everyone and it makes all of our jobs a lot easier. It sounds that everyone is in a similar boat about being under-resourced.

 **Emma Allan (Northumbria Force and Safer Roads Initiative)**

I suppose a little bit of caution based on my most recent experience in the process was that the supplier we awarded to hadn't delivered road safety in the past, but had such a wealth of other experience in theatre. They're the theatre expert, one minute they're acting Shakespeare and the next minute they're acting as a teddy bear. But I don't understand enough about how these companies work. So, I think it's a great idea, but it's how we make sure that it's broad enough to capture the creativity of the market.

 **Keith Baldock (Brighton & Hove City Council/Sussex Safer Roads)**

Well, maybe from this session we could possibly pull ideas and if you want to ping ideas separately to anything I'm doing on the procurement of our current tender, then we can kind of we could put that talk to James. We've kind of got a wide range of people and ideas to where to go to find those people providers, that's I think that's fair to do, isn't it? Good stuff. Excellent.

Well, thank you very much for attending. I think we'll call it a day there. So, I'll send the transcript of this to everyone that's at the meeting plus the bit I got from my provider, unnamed with what they wanted. And then we've all got our particular contact details as well. So if you've found something that you're interested in, or you need to kind of follow up, put a question on the meeting chat and we'll try and do it that way, I think. But I think that's the most efficient way of doing things. Appreciate all of your time.