

## **SPECIFICATION FOR THE DESIGN, BUILDING AND MAINTENANCE OF A WEBSITE TO SUPPORT CONTINUING PROFESSIONAL DEVELOPMENT FOR MUSIC TEACHERS AND PRACTITIONERS**

### **1 Purpose**

Applications are invited to tender for the design, building and maintenance of a new website for music teachers and practitioners,<sup>1</sup> which will provide e-learning support for continuous learning about teaching. The project is being funded by the Training and Development Agency for Schools (TDA) and the National Association of Music Educators (NAME) and the Music Education Council (MEC) are leading the project for music subject associations.

### **2 Background information**

#### **Aims**

The aims of the project are:

- to support and promote recommendations within the Music Manifesto which ensure that all children receive teaching that is based on the principles of good practice  
‘Music education must engage with current wider educational, social and creative strategies and developments. Music making can play a significant role in realising the aims and vision of these strategies; and that working with them we can make music a part of every child’s life.’ Music Manifesto Report No 2
- to provide e-learning and distance resources and materials that will reinforce good pedagogical principles in the continuous process of learning to teach in and through music
- to create a practical site where music teachers and other music practitioners can develop their practice of making music, initially in the study of materials, which will then lead to activities that will encourage them to both reflect on their practice and share ideas
- to promote greater creativity in teaching and learning and promote meaningful reflective thinking
- to support other initiatives<sup>2</sup> in the music curriculum and enable teachers and practitioners to approach music making holistically
- to provide ongoing support to primary class teachers and headteachers related to teaching and learning in music in the primary school curriculum

### **3 Audience**

The primary audience for this project is teachers in schools in England, including secondary schools and primary schools – trainee teachers and practising teachers alike. A very important secondary audience is the wide variety of other practitioners in music education, including, for example, out-of-school music workshop leaders, community music specialists and instrumental peripatetic teachers.

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<sup>1</sup> ‘Practitioners’ refer to everyone engaged in making music in schools, whether school, music service or community based.

<sup>2</sup> These include revisions to the National Curriculum, the national strategy at Key Stage 3, Musical Futures, Sing Up, instrumental music at Key Stage 2, 14-19 curriculum

We hope that the many others involved in music education – such as head teachers, academics and students – will also be users of this site.

#### **4 The approach**

Using the working title 'Learning how to teach - it never stops'<sup>3</sup>, the site will emphasise how the teaching community is a vibrant one which continually learns. A characteristic of many of the most effective practitioners is their willingness and capacity to learn continuously from their experiences. It is this capacity that needs to be generated by using the materials.

The site will include links to resources and teaching materials which are contextualised in a clear and logical pedagogical framework. Since resources are likely to reflect particular ideologies and beliefs about music education, it will be a function of the site to examine and evaluate these within the pedagogical framework. Sharing of ideas and practice will be another important aspect of the site, so that teachers and practitioners maintain a sense of ownership of their own professional development.

An important function of the site will be to place all the initiatives in context and to help teachers and practitioners to gain an overview of developments, to understand the connections between them and to take account of them in developing their own practice.

Because music is essentially an aural form of expression and communication, audio and visual materials will need to be features and tools of the site. Commissioned materials will include examples of children making music and examples of different teaching techniques and strategies. Video extracts will be annotated with questions and/or commentaries to encourage and support reflective practice, help teachers and practitioners identify and understand techniques and strategies being used, or the nature of the learning taking place.

It will be important for the site to promote lively dialogue and interaction between all those engaged in music education.

The e-learning provision will need to include:

- a clearly navigable portal with links to a range of resources, materials, examples of practice and forums
- opportunities for teachers and practitioners to analyse and reflect on resources e.g. through questions, agreement trialling, comments, discussions and analysis of underlying pedagogy
- space for reviews of materials
- space for teachers and practitioners to share and exchange ideas about their own practice
- space for teachers and practitioners to upload their materials and demonstrate their practice
- provision of advice and support at a personal level e.g. including mentoring or 'buddying'
- commissioned materials on topics of importance e.g. transition, singing, inclusion, use of ICT, assessment for learning, vocational music etc.
- links to further resources where appropriate
- examples of young people's views on their own music making and learning

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<sup>3</sup> This is a working title only: the final title will be decided and agreed before the site is launched

- advice for headteachers and senior management teams on the role of music in school communities
- a calendar of activities and events
- details of latest news and developments in music and arts education with appropriate links

The site will include links to the most significant national initiatives such as:

- KS2 CPD programme (Trinity Guildhall/OU)
- Support for the implementation of the revised QCA KS3 curriculum (CfBT/NAME)
- The Subject Resource Network for Music (NAME/TDA)
- Musical Futures
- The National Singing Strategy

The design must take into account the needs to:

- relate to both primary and secondary phases
- promote high quality teaching and learning
- meet the TDA's definition of CPD *'reflective activity designed to improve an individual's attributes, knowledge, understanding and skills. It supports individual needs and improve professional practice'*
- not replicate or duplicate what is already available to teachers but, instead, meaningfully link to or syndicate it where appropriate
- contain wording and content that is free from any direct or indirect discrimination against an individual or group of individuals

Teachers are busy and sociable people and various online initiatives in the past, similar in some ways to this project, have not always engaged teachers in a meaningful and sustainable way. Designing a site that can engage the practising education community will be a real challenge for this project: it will need to draw on proven models for engaging similar audiences where available and make an appropriate use of contemporary technology and practice.

## **5 Requirements and contract deliverables**

The NAME and MEC require the successful contractor to design, build and maintain an up-to-date website which is and fit for purpose in housing online materials to support CPD for music teachers.

The successful organisation will have the necessary experience and expertise to ensure that the site:

- is user-friendly, accessible, well-designed and fit for purpose;
- exploits the full potential of ICT to enhance high quality CPD opportunities
- has the mechanism to provide statistical data such as the number of resources downloaded from the site, number of unique users, number of searches carried out per user, unique page hits (identifying which resources are most popular) and time spent on the site

It is intended that the site be hosted by the NAME, however prospective contractors may consider whether their organisation would wish to be involved in this aspect of the project and, if so, what the associated projected costs would be.

Responsibility for commissioning, editing and updating content will be the responsibility of the Project Leader and the users, overseen by the NAME and MEC.

The successful contractor will have proven leading-edge expertise in the design of sites and portals for music education that will make best use of e-learning resources currently available. It is expected that the successful organisation will have dedicated staff with the expertise to deliver the design and technical aspects of the programme and be able to meet the completion date of 31<sup>st</sup> May 2008.

### **Timescale**

The contract for the design of the site will commence in January, 2008 and be completed by 31<sup>st</sup> May, 2008.

### **Quality Assurance**

The contractor must show evidence of robust plans for quality assurance in the design and development of the site. Quality assurance will be vetted by the TDA.

### **Invoicing**

Unless agreed otherwise, the contractor will be paid in four equal instalments of £10,000, payable at the beginning of the agreement in November 2007, and then at the beginning of January 2008, March 2008 and on completion in May 2008.

### **Management**

The successful organisation will report to the Project Leader, who will work with the project steering group. The NAME and MEC will oversee the project and report to the TDA.

### **Budget**

The budget for the design of the site is £40,000

### **Submission of Outlines**

The outline of the work should include:

- a breakdown of how the budget will be used, including separate projections of costs for a) design and build, b) maintenance
- a project plan demonstrating how the design will be completed on time
- details of key features of the design, tailored to the identified needs in the specification
- details of quality assurance procedures and evidence of appropriate skills, expertise and experience within the organisation

Completed tenders should be submitted by 31<sup>st</sup> October 2007 to Anna Hassan: e-mail [ahassan@easynet.co.uk](mailto:ahassan@easynet.co.uk) tel: 0161 928 3085 or by post to:

The Administrator

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Applicants will be invited to discuss their proposal in London on 15<sup>th</sup> November, 2007.