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# VIEW FROM THE CLASSROOM: HOW WE HAVE THE POWER TO IMPROVE RECRUITMENT

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A JOHN CATT PUBLICATION

MUST DO BETTER

HARRY HUDSON AND ROY BLATCHFORD

'For too many years, it's been a tiresome cliché to say that the teaching profession needs higher status. Now here's a call-to-arms explaining why it matters so much – and, most importantly, how to achieve it. Stand by for practical, achievable inspiration.'

**Geoff Barton, General Secretary, ASCL**

'No profession, none at all, is more crucial, transforming or stimulating than teaching. It should be at the apex of respect in every civilised country. This book explains why it isn't – and what to do about it.'

**Sir Anthony Seldon, recently Vice-Chancellor, University of Buckingham**

'Must Do Better serves as a clarion call. Only if we believe that teaching presents a compelling career choice, and make it so, will we recruit and retain the calibre of people our future generations need and deserve.'

**Rebecca Boomer-Clark, CEO, Academies Enterprise Trust**

'A must read – this excellent book starts a conversation that is long overdue. There's nothing more important than good teaching, whether in the classroom or on the football pitch.'

**Per Mertesacker, Academy Manager at Arsenal Football Club**

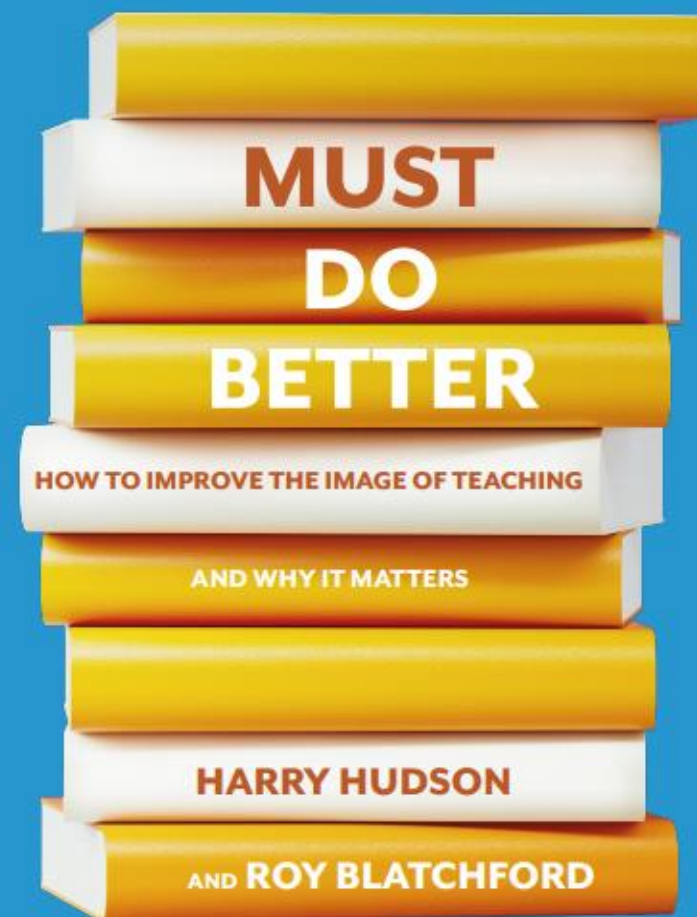
'Great education requires great teachers: this timely book explains why and how it can and must be achieved.'

**Charles Clarke, former Education Secretary**

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**JOHN  
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INDEPENDENT THINKING FOR EDUCATION



WITH A FOREWORD BY ALAN JOHNSON

■ 2021/22 ■ 2020/21

EBACC Subjects

88%

STEM Subjects

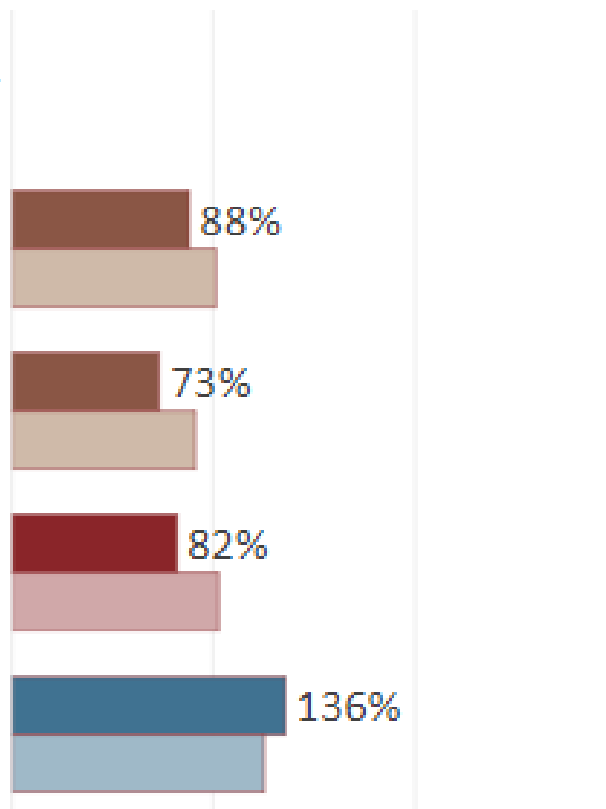
73%

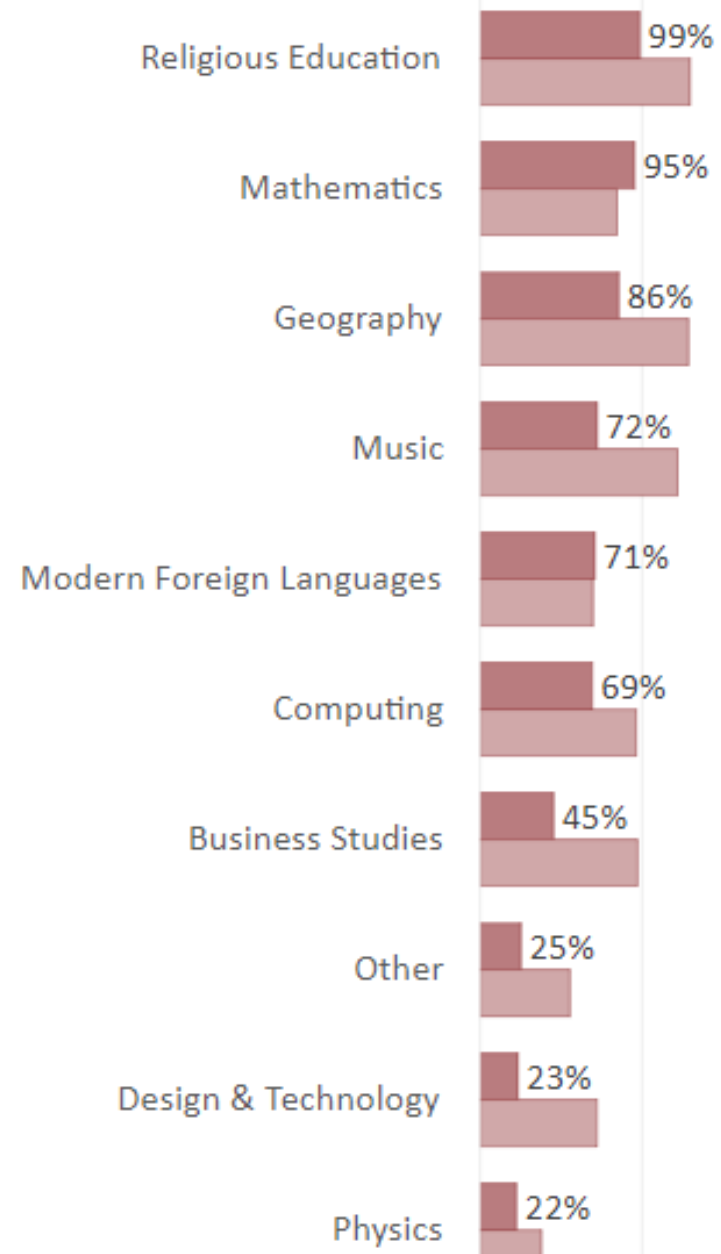
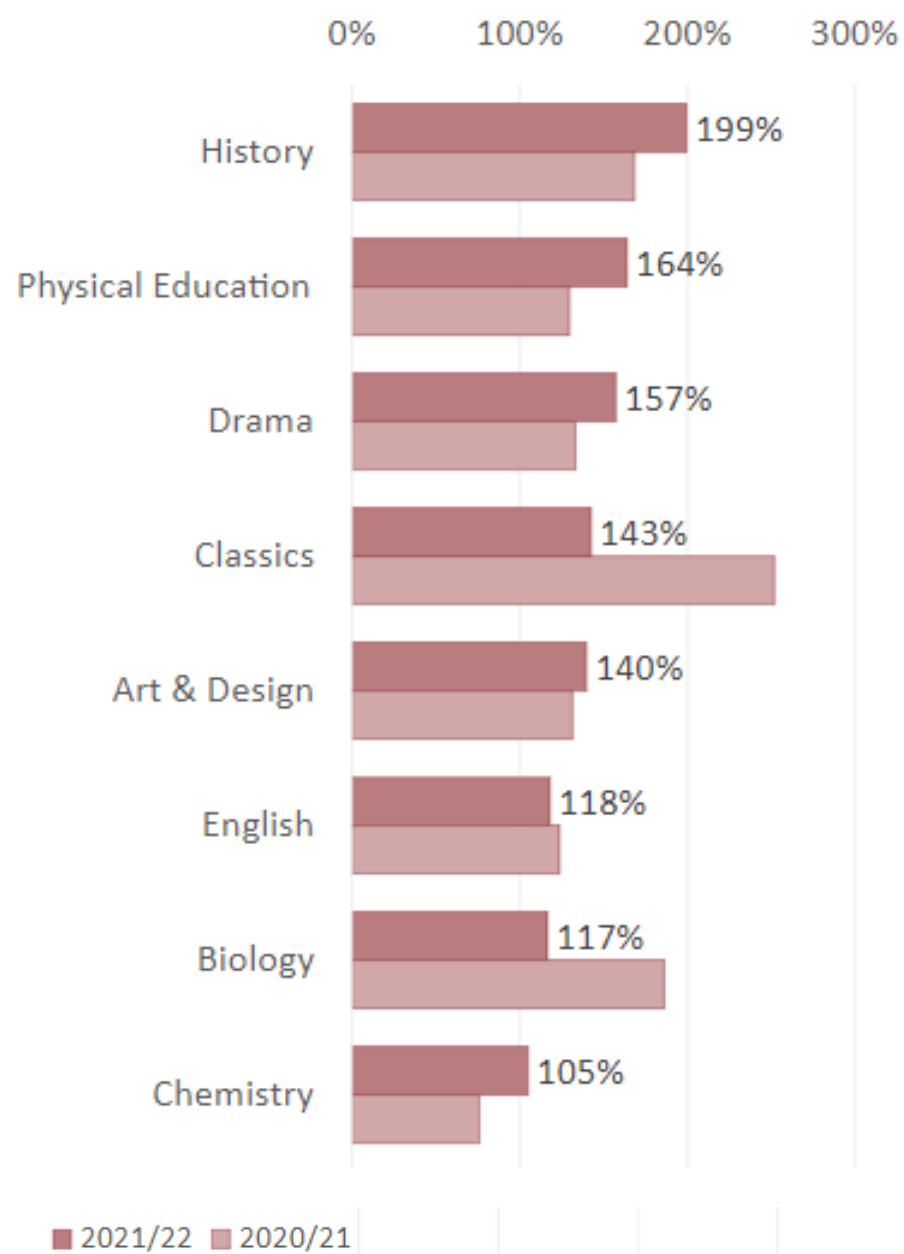
Secondary

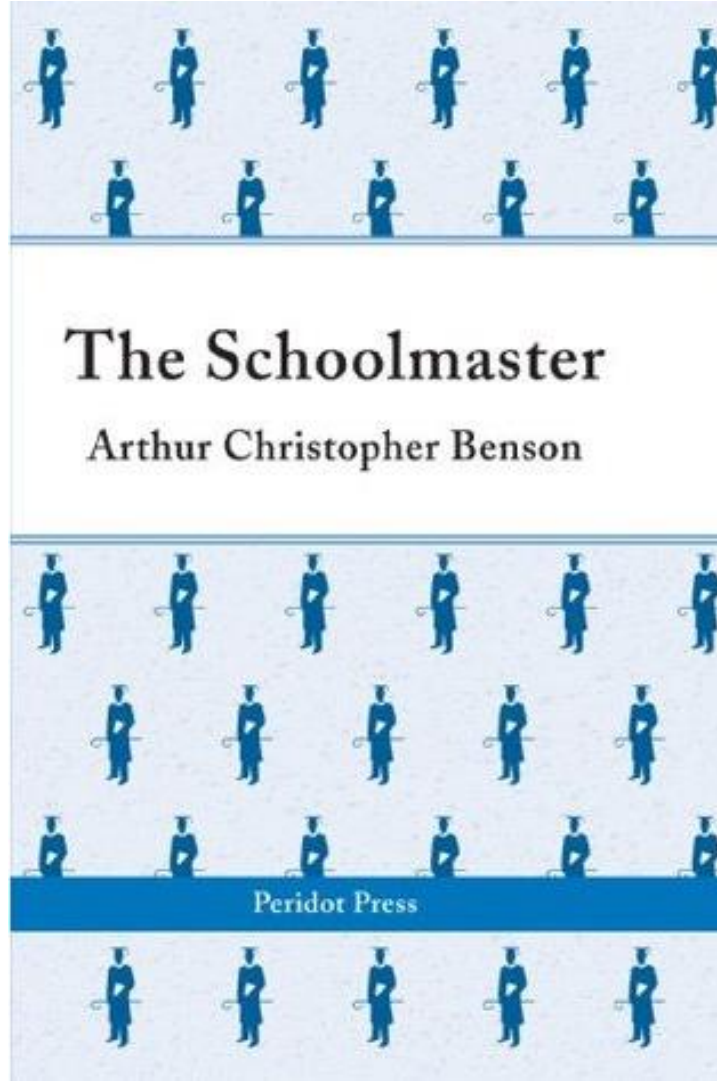
82%

Primary

136%







*'...it must be conceded at the outset that **there clings about the profession of schoolmastering a certain slight social disability**; it is regarded as one of the less liberal of the liberal professions: **it is not a profession which, to use a vile phrase, 'leads to' anything in particular**; that is to say, **it is not held to be a profession for a very capable or ambitious man.**'*



'Failed in the real world, then why not  
become a teacher?'



# THE CURSE OF THE CANON

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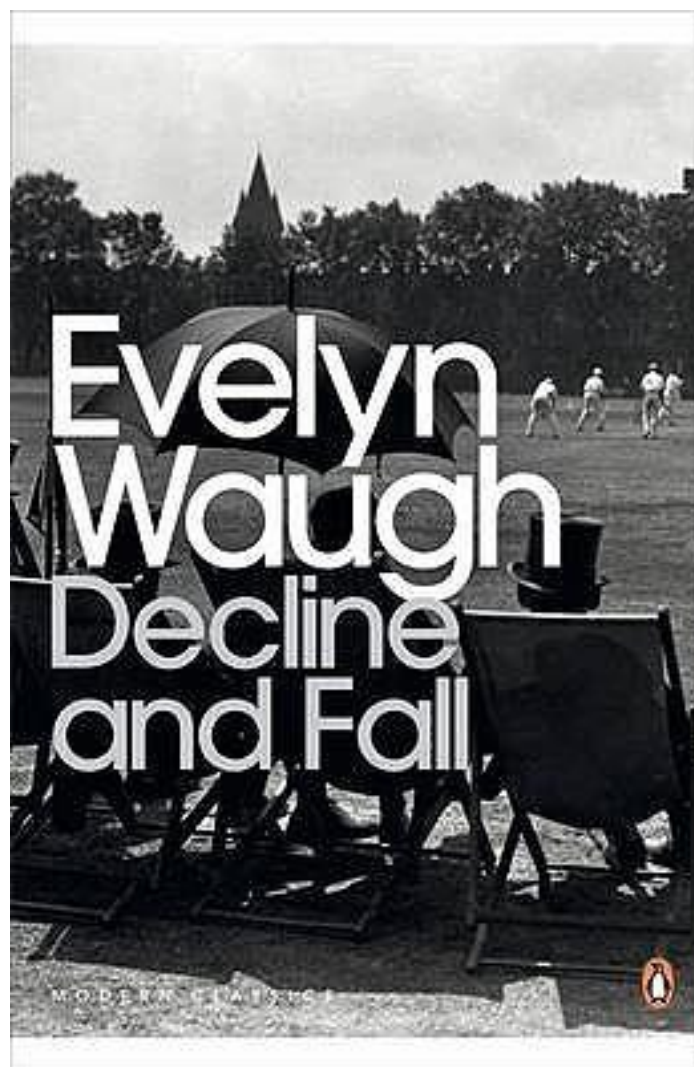
Wackford Squeers  
by Phiz

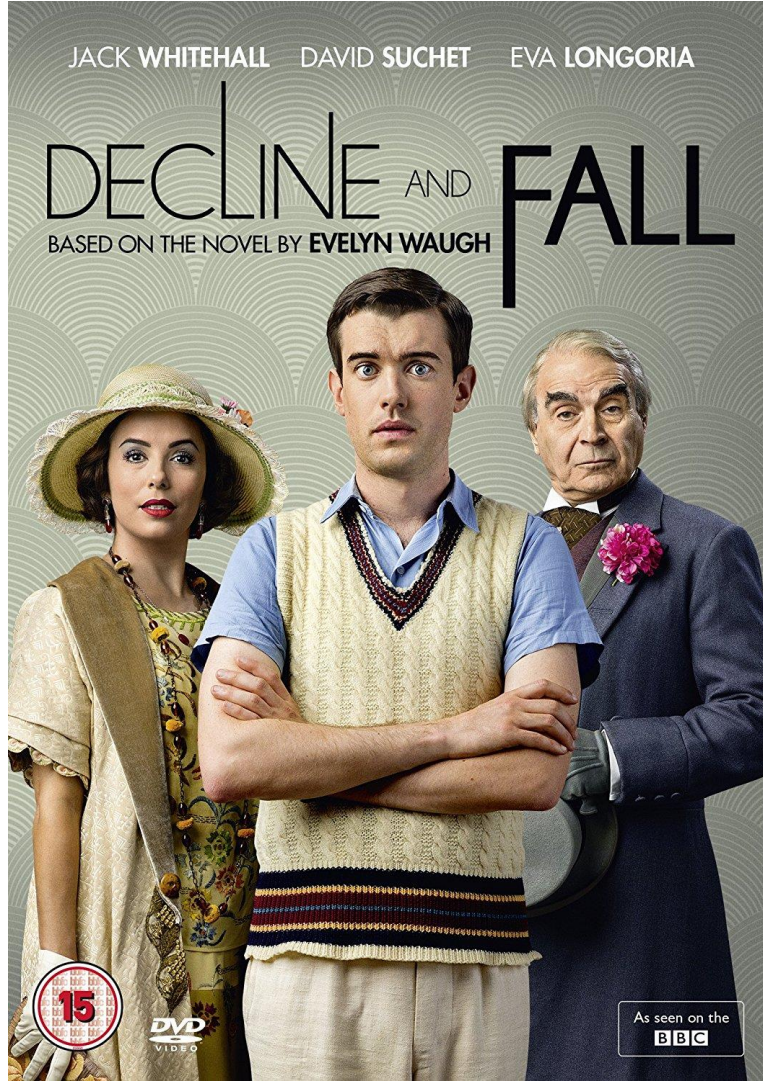




*Steerforth and Mr. Mell.*







*'I was sent down, sir, for indecent behaviour.'*

*'Indeed, indeed? Well, I shall not ask for details. I have been in the scholastic profession for long enough to know that nobody enters it unless he has some very good reason which he is anxious to conceal.'*



LET'S TALK  
ABOUT  
MONEY  
(AND  
HOLIDAYS)

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**BEEN  
THERE,  
DONE  
THAT**

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## **Pandemic forces one in 10 headmasters to retire**

Stress is becoming unmanageable but pensioners do not have enough to retire on

## **Teachers strike again over pupil violence in Birmingham**

**Starbank school staff say concerns about behaviour of pupils have not been addressed**

# THE MEDIA GLARE

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# The fatal four...

- The curse of the canon
- Let's talk about money
- Been there, done that
- The media glare



WHAT *SHOULD* THE  
MESSAGE BE?

# 1. Good teaching just matters for individuals and society

*'Better than a thousand days of diligent study  
is one day with a great teacher.'*

**Japanese Proverb**

## 2. Teachers change lives

*'He was an inspirational teacher... He was the first teacher to really enthuse me... He really changed the direction of my life.'*

**James Dyson, scientist and inventor**

*'She was one of those teachers who has the ability to fire your imagination and to entertain... All I know is that she was very sensitive to people and everyone who was lucky enough to be taught by her, loved her.'*

**Helen Mirren, actor**

## 2. Teachers change lives

‘There was an absence in my life and Mrs Thorogood filled it... She was profoundly important to me.’

**Alan Davies, comedian**

‘Thanks to Peter Way, suddenly school was a great place to be and I couldn’t wait to get back after the holidays... As time goes by I realise even more how much I owe to Peter Way.’

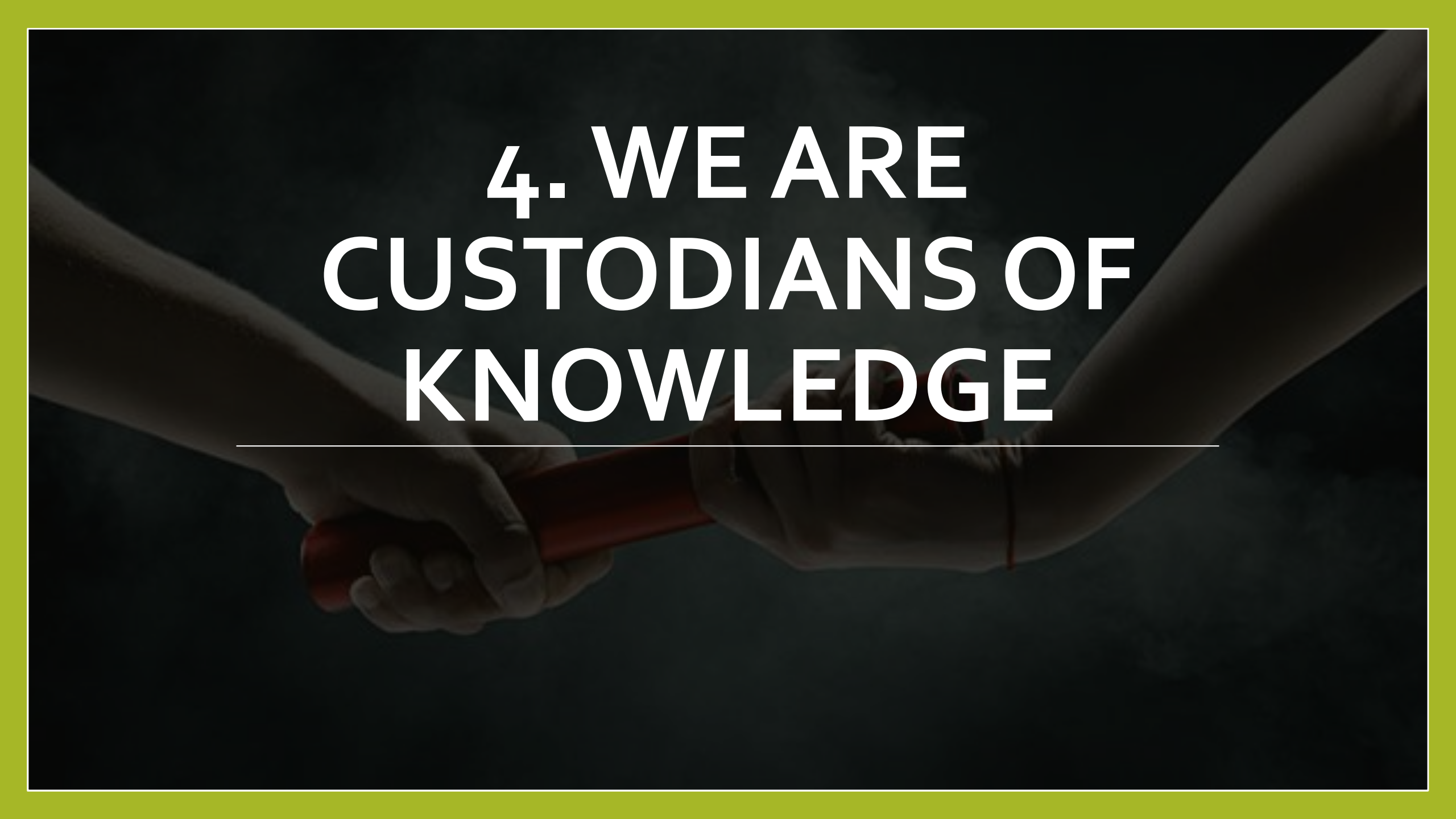
**Andrew Motion, former Poet Laureate**





**3. TEACHING IS INTELLECTUALLY  
STIMULATING AND KEEPS YOUR  
BRAIN ACTIVE**

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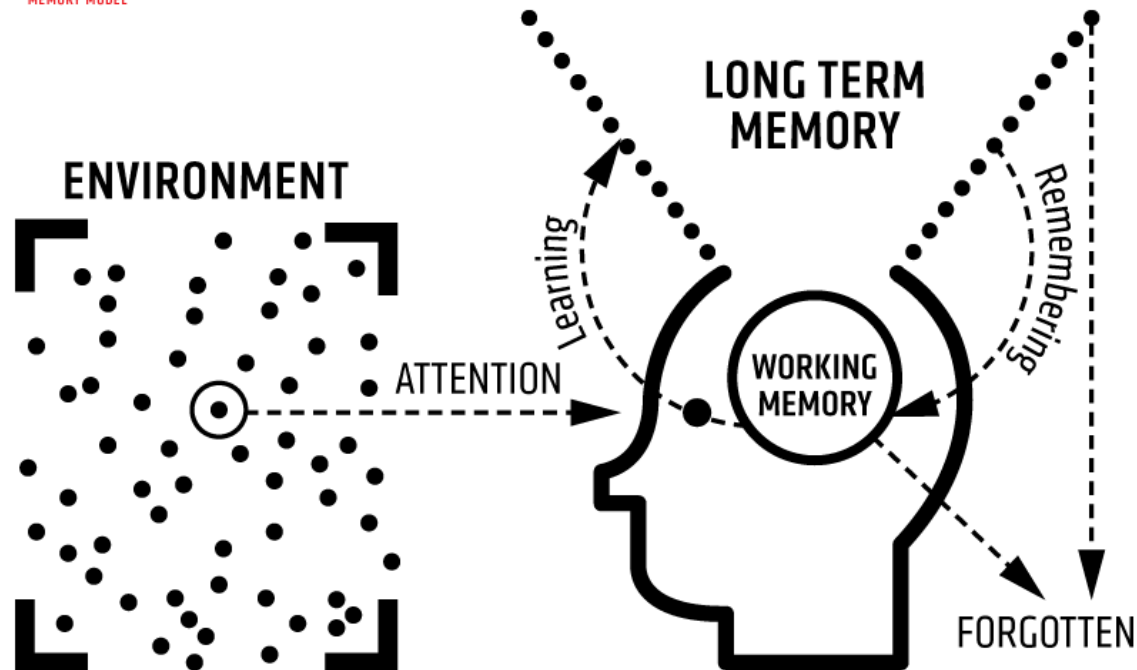
The image features a dark, atmospheric background with a vibrant green border. In the center, two hands are shown holding a red torch, with a small flame visible at the tip. The hands are positioned symmetrically, one on the left and one on the right, creating a sense of shared responsibility or guardianship. Overlaid on this scene is the text '4. WE ARE CUSTODIANS OF KNOWLEDGE' in a bold, white, sans-serif font. A thin white horizontal line is positioned below the text, separating it from the lower part of the image.

# 4. WE ARE CUSTODIANS OF KNOWLEDGE

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# 5. It's an exciting time to become a teacher – yes, really

**OLI  
CAV** OLIVER CAVIGLIOLI  
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WILLINGHAM'S SIMPLE  
MEMORY MODEL





# How do we get the message out?

1. How do we talk about teaching socially?
2. How do we talk about teaching to our pupils?
3. How do we actively promote teaching at school?
4. How do we get the outside world into schools?
5. How do we get teachers' voices heard more in the public sphere?

## Joy of teaching

Sir, In response to Alice Thomson's excellent comment article "Teachers are crucial to our country's future" (Feb 9) I would like to add one thing: the sheer joy of teaching. Like the extraordinary Deborah James I have incurable cancer. I am taking early retirement but have signed up to teach with Drive Forward, a charity that supports young people in care. Here I have the chance to continue to work with the young. This is the great joy of teaching: you spend time with fresh, forming, fertile and funny minds. We hear so much about the challenges and strains of teaching; these are not imagined or exaggerated. This letter, however, is about the happiness and fulfilment that this profession has given me for 36 years.

**Anne Isaac**  
London N2



# QUESTIONS FOR DISCUSSION:

- How do *you* talk about teaching socially and to your pupils?
- What's in *our* power to change? What lies with government?
- What are you doing in your school to promote teaching?

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