

## Teacher Tapp (Education Intelligence Ltd)

Address	Key contacts
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### Experience in Educational Data Collection

Teacher Tapp is a UK-based education data company best known for running the largest daily survey panel of teachers in the country (10,000+ daily opens). We specialise in large-scale, rapid, and high-quality data collection from teachers and schools, including experimental and quasi-experimental survey designs (e.g., split-ballots, vignettes, discrete choice/paired conjoint). We routinely collect teacher-reported outcomes (practice, workload, attitudes, implementation measures).

**Measures/subjects:** Teacher-reported practice and implementation, workload and wellbeing scales, leadership and culture indicators, subject-specific practice (English, maths, science), and custom instruments for trials (including discrete choice experiments). Our survey platform facilitates single-response, multiple-response, open-ended questions, as well as paired choice and discrete choice design. We hold school URN for most of our sample and can match on any bespoke data required.

**Year groups:** Projects spanning all school year groups. Note that whilst many in our sample teach in sixth form colleges, we do not generally have teachers in FE colleges within the sample.

**Specialist areas:** Our sample is uniquely large enough to gather data from secondary subject groups, from primary year groups or from special role groups (e.g. SEND coordinators). We can carry out subgroup analysis at the school-type/teacher-type level, across any indicators collected via the survey or via GIAS/matched data.

**Scale:** National-scale teacher samples ( $n > 10,000$  per wave feasible), with post-stratification weights applied. Between three and 10 questions a day, so multi-day data collection is typical.

## **Field Force Capacity and Expertise**

Our primary mode is remote, teacher-led data collection coordinated centrally. We are prepared to carry out focus groups, using our own panellists, where the focus groups are linked to a broader data collection administered by us.

## **Communication Systems**

Schools and settings:

Communication takes place directly with teachers who use the Teacher Tapp survey app. We can place bespoke messages in this app. In addition, most of our sample gives us permission to email them.

Evaluators:

We typically use external Slack channels and Trello to manage projects, but happy to use email, Teams or other project management tools.

## **Quality Assurance Strategies**

Response-rate optimisation: Notifications at 3:30pm and 7pm. Emails for non-response.

Data quality: Full pipeline with data checks and pre-registered, automated cleaning rules.

## **Project Leadership**

Contact Karen Wespieser in the first instance to agree scope of project.

Complex survey questions or research design typically led by Professor Becky Allen — academic and nationally recognised education researcher; extensive experience managing large-scale assessment/survey programmes, leading EEF-funded projects and working with schools, MATs, and evaluators. More straightforward survey design led by other members of the team.

## **Cost Model and Pricing Structure**

We price most projects per survey question, and can bundle where surveys include multiple items or waves. VAT is charged in addition, except where the work qualifies to be treated as a research grant (generally where we retain intellectual property and set the research scope); this is assessed case-by-case. Discounts are available for high-volume question purchases.

## **Data Protection**

GDPR/UK GDPR and Data Protection Act 2018 compliant.

Role-based access controls; minimum-privilege accounts; audit logs.

Data stored and processed in Google Cloud BigQuery/Drive within designated UK/EU regions; encryption at rest and in transit.

DPIAs and DTAs executed as required; staff training on data handling and secure transfer; documented retention and deletion schedules.

### **Safeguarding**

Not relevant – no school-based data collection.

## Project Examples

Project	Partners	Phase/Year Group	Data Collection (test name/s and type/s)	Description (including number of learners tested)
Evaluating teacher recruitment strategies – school choices	UCL Institute of Education	Primary and secondary	Discrete choice experiments on survey app	Over 6,000 teachers
Teacher recruitment and retention annual report	Gatsby Foundation, School Dash	Primary and secondary	Survey questions	Over 10,000 teachers
Survey of current practice in the mentoring of inexperienced teachers in state-funded schools in England	National Institute of Teaching	Primary and Secondary	Survey questions	Over 10,000 teachers

## EEF Projects

- 2025: Evaluating teacher recruitment strategies – school choices (with UCL and other partners) <https://educationendowmentfoundation.org.uk/projects-and-evaluation/projects/school-choices-evaluating-teacher-recruitment-strategies>
- 2024 and 2025: Engaging with Evidence – a survey of teachers and leaders. <https://educationendowmentfoundation.org.uk/education-evidence/more-resources-and-support/using-research-evidence/engaging-with-evidence> and <https://educationendowmentfoundation.org.uk/news/support-school-leaders-to-engage-with-research-evidence>
- 2022: Assessing the impact of COVID-19 school closures on the attainment gap in maths and reading in primary schools. (with Education Datalab) <https://educationendowmentfoundation.org.uk/projects-and-evaluation/projects/covid-19-disruptions-in-primary-schools-attainment-gaps->

**and-school-responses?utm\_source=/projects-and-evaluation/projects/covid-19-disruptions-in-primary-schools-attainment-gaps-and-school-responses&utm\_medium=search&utm\_campaign=site\_search&search\_term=cov**

4. 2021: The Big Lockdown Learning Parent Survey  
**[https://educationendowmentfoundation.org.uk/guidance-for-teachers/covid-19-resources/best-evidence-on-supporting-students-to-learn-remotely/the-big-lockdown-learning-parent-survey?utm\\_source=/guidance-for-teachers/covid-19-resources/best-evidence-on-supporting-students-to-learn-remotely/the-big-lockdown-learning-parent-survey&utm\\_medium=search&utm\\_campaign=site\\_search&search\\_term=parent%20ping](https://educationendowmentfoundation.org.uk/guidance-for-teachers/covid-19-resources/best-evidence-on-supporting-students-to-learn-remotely/the-big-lockdown-learning-parent-survey?utm_source=/guidance-for-teachers/covid-19-resources/best-evidence-on-supporting-students-to-learn-remotely/the-big-lockdown-learning-parent-survey&utm_medium=search&utm_campaign=site_search&search_term=parent%20ping)**
5. 2019: Learning what teacher choices are valued – a survey of teachers.  
**<https://educationendowmentfoundation.org.uk/news/eef-blog-teacher-choices-needs-teacher-voices>**