

October 2024

Thank you for registering for the webinar with consultants from Grant Thornton and RSAcademics.

It was evident from your questions, and our continued engagement with schools across the country, that the sector is still adjusting to the unexpected speed at which the government's policies to impose VAT on school fees and remove Business Rate Relief are being applied.

As schools adapt to this new normal, there are three key areas where action may be needed:

- Concern over pupil numbers, recruitment and retention
- Control of costs
- Creating a strategy for the school in what is likely to be a different operating environment.

We remain by your side. We have set out below the practical help and advice we can offer as you navigate the change and challenges ahead.

Concern over pupil numbers

*How are our competitors faring?
Are our fees competitive?
Are there areas where we could be recruiting pupils but aren't?
What do parents want from our school and are we providing this?
Are there changes to our offer which will make our school more attractive?
Are our parents happy with our provision?
What image does our marketing project and is this an accurate representation of the school?
How do we deal with enquiries?
Can we predict future pupil rolls?*

RSAcademics Services



Competition report



Parent survey



Marketing and admissions review



Demographic analysis

Control of costs

*Which aspects of the school's offer are essential?
How are these articulated through the school's mission, vision and values?
Do the school's priorities and those of the parents align?
What is the load on a teacher – are their tasks which might be done better by others?
Does the curriculum support the school's strategy?
Are there areas of the curriculum with low uptake?
Is the teaching load shared fairly?
Do leaders have sufficient time to lead and does the leadership structure support them?*

RSAcademics Services



Strategic plan



Parent survey



Curriculum and staffing review



Operating model analysis

Creation of strategy

Are we clear on who we are and what we stand for?

Do we know what others think of us?

Do we understand the context we are operating in?

What are the challenges we face to being successful and how do we overcome these?

What are good at and how do we build on this?

Are we an educational leader or a follower?

Will the school have to change to reduce external threats?

RSAcademics Services



SWOT analysis



Parent survey



Competition report



Demographic analysis

For advice on how these solutions might help your school, please contact us at info@rsacademics.com

Solutions and services from RSAcademics

RSAcademics has specialist consultants with extensive experience working in and with schools. Our team will support you through the challenges you face and give you our best advice on the solutions most appropriate to you. Our services are greatly enhanced by the expert analysis our consultants bring to each project, providing context, an informed assessment of how the data impact your school and the steps you might take to strengthen resilience and become more attractive to current and prospective families.



A parent survey gives you a rounded assessment of what parents really think about

your school and how you can improve satisfaction and loyalty.

The survey covers:

- Ratings (very good to poor) of approximately 40 elements of the school's provision
- Priorities for improvement
- Overall satisfaction and three other key performance measures (selected by you)
- Adjectives to describe the school
- Ratings of whether the school meets its aims and values
- Changes to the school's future provision

These scores are benchmarked against similar schools so you can understand the significance of the results.

A competition report looks at the independent schools which operate in your catchment and provides information about



- school size and type
- how this has changed over time
- school academic performance
- school fees
- numbers of SEND children

Demographic analysis is produced by our analysts who are specialists in this field and have access to the UK's key demographic and population datasets. We use the datasets to:



- Interrogate your pupil roll to create detailed insight of your customers and catchment area, including distance and drive times to school
- Identify specific locations that might offer growth opportunities for your pupil roll
- Analyse the potential impact of population change in your area over the next ten years

Our report details this and includes an overview of your pupil market share compared with key competitors, as well as pupil number trends over the last five years in those schools.

Marketing and admissions reviews: a consultant who has worked in a school in marketing and admissions leads this project and will investigate six areas:



- Admissions structure and processes
- Management of admissions
- Marketing mix (including comms, social media, website)
- Marketing planning and strategy
- Teamwork and organisation

A review of your curriculum and operating costs: a consultant who has experience of school leadership and cost

control will review the following aspects of your school's operations:



- The curriculum including optional subjects and how this is delivered in the different Key Stages
- Pupil numbers in different teaching groups
- The timetable for each member of the teaching staff
- The way the teaching day is structured
- Expectations of full-time and part-time staff in terms of lessons taught each week, pastoral responsibilities, co-curricular contribution, attendance of staff meetings etc
- The utilization of teaching staff: the number of lessons and the number of sets taught each week
- The number of teaching support staff, their roles and their deployment

We are ready to support you through the coming change. If we can be of any assistance at any time, please get in touch: info@rsacademics.com
