



# Marketing Directly to Schools

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**TOMLINSON**

5<sup>th</sup> April 2011



**Scape**

## **Presentation will Cover:**



- Why are we marketing to schools?
- Which schools are we targeting?
- How are we going to market to them?
- Who will be involved?
- Summary



# Why are we Marketing to Schools



# Why are we Marketing to Schools?



- Change in Government Policy
- Schools have more direct control on their finances
- Don't have to use their local authority to procure capital projects
- Schools applying for Academy Status and introduction of the Free Schools Scheme



## Why are we Marketing to Schools?



- Government austerity cuts means less resources available to local authorities to Project Manager future schemes
- Funding cuts and scrapping of BSF Programme will mean more refurbishments and extensions rather than new schools
- Majority of schools lack expertise and in-house resource to self project manage / procure capital projects
- Client's responsibility for CDM is a potential issue – that Head Teachers / School Managers are not fully aware of



# Which Schools are we Targeting?

# Which Schools are we Targeting?

## Academies

- These are publicly funded independent local schools
- They are sponsored by business, faith or voluntary groups working with a partner from the local community
- Focus on one or more subject areas (specialisms)
- A new simplified streamlined process allowing primary, secondary and special schools to become academies



# Which Schools are we Targeting?

## Academies

- Approximately **2000** schools have applied for Academy Status in the UK
- **142** have had Academy Orders signed
- In the EMPA region **181** schools have applied for Academy Status
- **20** have had Academy Orders signed
- There are also **5** Traditional Academies in existence within the EMPA region



## Academies

### Applications from Mainstream Schools to Convert to Academy Status as of 31st August 2010

Name of School	Name of LA	Phase	Academy Order Issued	Funding Agreement Entered Into
<b>Chellaston Foundation School</b>	Derby	Secondary	y	
<b>John Port School Etwall</b>	Derbyshire	Secondary	y	y
<b>Eccesbourne School Duffield</b>	Derbyshire	Secondary	y	y
<b>Bourne Abbey Church of England Primary School</b>	Lincolnshire	Primary	y	
<b>Branston Community College</b>	Lincolnshire	Secondary	y	
<b>Caistor Grammar School</b>	Lincolnshire	Secondary	y	
<b>Queen Elizabeth's Grammar School</b>	Lincolnshire	Secondary	y	
<b>St Hugh's CofE Mathematics and Computing College (in federation with The Earl of Dysart Primary School, Grantham Spitalgate Primary School and Charles Read High School)</b>	Lincolnshire	Secondary	y	
<b>The Giles School</b>	Lincolnshire	Secondary	y	y
<b>William Farr Church of England Comprehensive School</b>	Lincolnshire	Secondary	y	
<b>Healing School, A Specialist Science and Foundation College</b>	North East Lincolnshire	Secondary	y	y
<b>Tollbar Business Enterprise &amp; Humanities College</b>	North East Lincolnshire	Secondary	y	y
<b>Northampton School for Boys</b>	Northamptonshire	Secondary	y	y
<b>Barnby Road Primary and Nursery school</b>	Nottinghamshire	Primary	y	
<b>George Spencer Foundation School and Technology College</b>	Nottinghamshire	Secondary	y	y
<b>Redhill School</b>	Nottinghamshire	Secondary	y	
<b>Tuxford School</b>	Nottinghamshire	Secondary	y	

# Which Schools are we Targeting?

## Traditional Academies

Academy Name	Predecessor School	Phase	Sponsor(s)	Local Authority
<b>Shirebrook Academy</b>	Shirebrook School	Secondary	All Roads DLO	Derbyshire
<b>The Priory Ruskin Academy</b>	Central Tech & Sports & The Grantham Church High School	Secondary	Priory Fundraising Trust	Lincolnshire
<b>Skegness Academy</b>	St Clements School	Secondary	Greenwood Dale School Trust	Lincolnshire
<b>Tollbar Edge Cleethorpes Academy</b>	The Lindsey School and Community Arts College	Secondary	Tollbar Edge	North East Lincolnshire
<b>Malcolm Arnold Academy</b>	Unity College	Secondary	The David Ross Foundation	Northamptonshire

# Which Schools are we Targeting?

## Free Schools

- Are non-profit making, independent, state-funded schools
- Not a 'one size' fits all. They are not defined by size or location
- They can be primary or secondary schools
- They can be located in traditional school buildings or appropriate community spaces such as offices or church halls
- A wide range of proposers – charities, universities, businesses, educational groups, teachers or parents
- Funded on a comparable basis to other state funded schools



# Which Schools are we Targeting?

## Free Schools

- The Department for Education has received 323 Free School proposals for Schools opening in September 2011
- This does not include proposals for schools opening in 2012 or beyond
- So far in the EMPA region we have 1 Free School proposal approved to business case and 1 Free School Proposal at the pre-planning stage



# Which Schools are we Targeting?

## Free Schools



- Upto Business Case – Looking Glass Academy of Performing Arts, Northampton
- Approved Business Case and at Pre-Planning Stage – Krishna – Avanti Primary, Leicester



# Which Schools are we Targeting?



## Other State – Funded Schools

- All state–funded schools can be targeted now they have more direct control on their finances
- They don't have to use their local authority to procure capital projects
- We need to be careful not to tread on L.A's toes, but they have less resources available to project manager future schemes
- The SCAPE/empa Framework is an ideal solution either approaching schools directly or via the L.A's
- There will be more refurbishment and extensions to existing schools rather than new build



# Which Schools are we Targeting?



	Primary	Secondary	Special	Total
Nottinghamshire	409	80	28	517
Derbyshire	425	64	18	507
Lincolnshire	412	92	27	531
Leicestershire	297	93	18	408
Northamptonshire	263	51	17	331
Rutland	13	3	0	16



**How are we going to  
Market to them?**



# How are we going to market to them?



- Identify which schools to target in the various regions (ongoing)
- Identify who at each school we need to contact – Headteacher, School Manager, Chair of Governors
- What Promotional Tools can we utilise?
  - Dedicated Flyer
  - Case Studies
  - Social Media Networks e.g. blogs, twitter, facebook, schools extra-net.
  - Focus Groups
  - Market Place Events
  - Regional Progress Meetings
  - Face to Face Presentation/Visits

## Flyers



**Empa**  
the answer to the Comprehensive spending review

**What is empa... ?**

- East Midlands Property Alliance
- Delivers any Public Sector projects
- Unbeatable speed to site
- Simple to use framework
- Fully tendered and open book process
- Local supply chain
- Projects are delivered collaboratively
- Projects delivered through 4 bands

• Minor works	£10,000 - £500,000
• Intermediate works	£500,000 - £2m
• Large Framework	£2m - £7.5m
	£7.5m - £30m




**Benefits....**

- OJEU compliant saves 200 days
- Education specialists - 50% of projects within this sector
- £7.4m already saved by local authorities
- Cost and programme certainty delivered every time
- Early contractor involvement promoting innovation and best practise
- Focus on local expenditure and SMEs
- Improved efficiency through collaborative working
- Integrated skills academy promoting local employment and education opportunities on all projects
- All projects undergo KPI and 360 review

**The Legal bits...**

- Managed by Scape, a local authority controlled body
- Open to all publically funded organisations
- Fully OJEU compliantmidlands region.

**What next...**

Simply pick up the phone to find out more.













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## Case Studies

### The Benefit of Early Involvement of An Integrated Team via the SCAPE/EMPA Minor Works Framework

### Construction & Education Working Together Chellaston School Case Study



Midlands based contractors G F Tomlinson and Chellaston School have come together to bring the two principles of construction and education together.

Both parties have signed a Memorandum of Understanding which recognises the imperative of the construction industry supporting the education of students and providing opportunities to place student's learning in a work-related context in addition to enabling students to move into appropriate careers within the construction sector.

Tomlinsons have nominated Construction Ambassadors who will progress and identify activities that will enable the students with their studies, not only in the hands-on trades but also with maths students and in the areas of quantity surveying and estimating.



The students have the opportunity to visit Tomlinson sites and have tours around the sites and offices, Tomlinsons have also donated the PPE for the students and a selection of building materials to aid them with their practical work.

Kevin Dodds, Construction Ambassador for Tomlinsons said, "We are delighted to be working in partnership with Chellaston School and encouraging the next generation into the construction industry."

Head Teacher, Mr Ruszczynski, commented "We greatly value the relationship we have with Tomlinsons because the school wants to build strong links between the classroom and the workplace. With Tomlinson's support we can give our construction students a better chance of finding suitable work after school."






G F Tomlinson working together to successfully deliver the East Midlands Property Alliance Framework



# How are we going to market to them?



## Social Media Networks

- Most schools operate some form of social media e.g. school blog or twitter site
- Headteachers use extra-net sites for cross school communications – this would be an ideal vehicle to promote the EMPA Framework
- Communication is instant and also can continue to feed information on the success and benefits of the Framework to a target audience





# How are we going to market to them?



## Focus Groups

- Bring together a group from selected schools
- Headteachers, governors, facility managers
- We could then explain the Client responsibilities on aspects of:
  - Health, Safety and Environmental (inc CDM)
  - Asbestos
  - Legionella
  - Statutory Testing
- Once aware of their liabilities and the expertise required and how EMPA can alleviate this, they will spread the word to other schools



# How are we going to market to them?



## Market Place Events

- We need to continue with the Market Place Events on a localised basis
- Make them more bespoke to the target audience
- Relevant School Case Studies with highlighted tangible benefits from using the EMPA Framework
- Personal invitations rather than a round robin email



**How are we going  
to market to them?**



## **Sub-Region Progress Meetings**

- Invite Headteachers, School Managers and Governors to Sub-Regional Meetings
- They can see the Framework in operation
- They can hear positive experiences from the other Clients who attend
- Third party endorsements are better than us telling them



# How are we going to market to them?



## Face to Face Presentation/Visits

- 14 Contractors involved in the Intermediate and Minor Works Framework – provides an extensive Business Development/Marketing Facility
- Needs to be used efficiently and effectively
- Divide the region and allocate schools for each party to contact – use EMPA Marketing Powerpoint Presentation
- Provide visit reports to a central contact to monitor progress
- Hold regular Marketing Meetings to review what success is being achieved
- Work collectively with Paul Windle and the EMPA Business Development Team



**Who will be involved?**

- The Business Development Managers for each contractor
- The Business Development Managers for Scape
- Existing Client Contacts who are prepared to spread the word on EMPA
- It will be the responsibility of the EMPA Marketing Working Group to ensure we stick to the task and that we are successful in securing these potential new Clients to the Framework





# Summary



## Summary



- Government Legislation has led to the formation of independent state-funded schools with new autonomy on spending
- Academies and Free Schools are the obvious schools to target
- We will achieve this through a Planned Joined-Up Marketing Campaign
- Utilising Marketing Tools such as flyers, case studies, social media, focus groups, market place events, meetings and face to face contact



## Summary



- We all have a part to play but especially our own BDM's and Marketing Teams, Scape's BDM Team and our Existing Clients
- We need to be committed, persuasive and passionate about what we are try to achieve and ensure we succeed

# Thank you