Marketing Strategy Planning

1. Situation Analysis

An analysis of the current 'situation' (where are we now?) – help us in identifying issues we are encountering and also what opportunities are available

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Primary phase

Need to ensure we have the best facilities out there - need to compete with the surrounding schools. Need to have a new Reception playground re-design, then lots of pictures of it - grand opening with marketing for the community to come and see it...

We need to have a USP – what are the things that sell us to the families in Hither Green?

People in the surrounding areas – towards Catford – isn't marketed to

Brindish Schools – outstanding in all three; non-uniforms;

Unknown size to parents, community

Home visits –

Nursery visits to local nurseries

National mobility – higher than other schools(?) Pupils move more at Trinity than Nationally; Lewisham sanctuary borough effects

No open house opportunities for parents yet – need to do this for coming year

Our numbers are not as high as we would like for first choice. We need to look carefully at the surrounding area and pick sites that we should target with marketing material. We need specific marketing areas for both primary and secondary, as well as ones for both - so three forms of marketing can be used.

Getting pupils in quick – families want them in full time quickly

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All through

Getting pupils back from new Year 7s

Having pupils enter in Year 5 or 6 to get a place in our secondary

Use language that is family, caring, share who we are – don't hide away from it!

Secondary phase

Secondary - what information are we getting about why families are not picking us. What are the biggest obstacles?

Facilities - in particular sports facilities - do we market our fields enough? / outdoor sports? Need to get photography of this. Need to develop our outside space.

How are we marketing our Art and Maths scholarships? How are these promoted and selling the school? One is specific to art and one is very much academic? HOW DO WE CELEBRATE THIS?

Do we sell the Grammar school model enough - what is our unique selling point for secondary? If Grammar is a major part, then how do we sell this? We need to be true to our vision - everyone needs to be stretched and challenged... but do we say, those at greater depth at primary need to be heading for grade 9? Do we need to be bolder? HOW DO WE CELEBRATE THIS?

Not having a sixth form – so pupils cannot stay for 7 years, whereas in Thomas Tallis they sign up for a 7-year provision. How do we promote the opportunities we have beyond 16…

Mix of pupils – often seen by certain groups of the population as a school mainly for global majority pupils. Not seen as ethnically diverse, therefore some families see this as a negative.

Behaviour of our pupils and Abbey Manor outside school

Low pupil mobility

Sign for manor House gardens pen to be replaced

Signage for sports field -

2. SWOT analysis

strengths, weaknesses, opportunities, and threats (Academic/facilities/reputation/competition). We can also consider

Our Weaknesses?

- Ofsted for primary – surrounded by outstanding.
- Secondary – lack of outdoor space
- Reception area needs revamp – needs to showcase the school
- Primary school is in need of on-going repairs – new windows needed,
- Community engagement
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Opportunities?

- Direct marketing to specific areas
- More visits to primary schools – outreach
- More visits to Nursary's – marketing material in our local Nursary's… run specific open mornings for each one… so they come together…

Our Strengths?

- Small school
- Community outlook /parent curriculum
- Staff – commitment to the school
- Outcomes (2022)
- Curriculum in place in Primary that is now going through school
- Grammer & nurture stream
- SIAMS
- Church of England school
- Church of England secondary school – only one in Lewisham – All Faiths and None
- OFSTED
- Family/safe/pastoral
- Excellent teaching and learning
- Values

Our Weaknesses?

- Small school
- Ofsted for primary – surrounded by outstanding.
- Secondary – lack of outdoor space
- Reception area needs revamp – needs to showcase the school (Primary)
- Primary school is in need of on-going repairs – new windows needed, updates needed
- Community engagement
- Community reputation
- Communication with parents (P)
- Migration of family

	• Mobility (Primary & Secondary)
Opportunities? • Direct marketing to specific areas • More visits to primary schools – outreach • More visits to nurseries – marketing material in our local Nurseries… run specific open mornings for each one… so they come together… • Year 5 marketing as well as year 6 • Large space in primary to open the doors more; share space with community? • Community that are giving • Community that want to interact / have events • PAFT that can make money / lead on events • Greater awareness of Grammer stream & nurture streams • Direct Pupil Communication/Marketing	**Threats?** • Results this year?! We tend to fluctuate. • Numbers at the school (can only take 120 in secondary at this time). • Abbey Manor being so close • Recruitment/Staffing • Budget

3. Competition
Primary

School Name	Primary Strengths	Primary Weaknesses
Bridishe Green	Outstanding by Ofsted	No uniform – this is marmite, some love this and some don't.
Brindish Lee	This is further afield from our primary, but next to our secondary. One form and only takes from housing very close to it. Outstanding	Due Ofsted – will it maintain Outstanding?
Brindish Manor	Outstanding by Ofsted	No uniform…

Secondary

School Name	Primary Strengths	Primary Weaknesses
Thomas Talis	Large school, with sixth form, many opportunities seen. Uniform more relaxed (but again this is marmite, some love this and some hate this). Clientele…	Results are not strong year after year. We are often higher than them
Sedgehill	Larger school so perception is more opportunities (this again is marmite) Results have improved.	Long way

4. What are our parents looking for?

A school where their child is going to be looked after and where they can flourish. A place where their child will grow into an amazing young adult.

A place where their child will make friends for life.

Where their child is going to be happy and not bring problems home.

A place where they are going to get lots of opportunities – things to do, like trips etc.

5. What do we want our stakeholders to know about us (What's marketable about our school)

Stakeholder	Details of message and purpose
Prospective parents	We are a school where pupils flourish and develop into world leaders. We are a school where pupils will be given many opportunities to thrive. We are a school that supports the community – we are here for the community.
Current Parents	Want to hear about all the successes of the school – about all the events that are taking part (so they can see what will happen with their child as they go through the school). Want to hear about opportunities available. Want to hear praise about their child succeeding.
Community	That they live in an area where a school is thriving and pupils are going on to do amazing things... That they have a community building that is used by the community – that they can use as well – so it is a use to them A good school sells houses – prices rise....

Pupils	

6. Previous marketing undertaken and successes or failures.

Hard to evaluate what we have done and the impact it has done due to not running clear evaluation strategies.

It is often clear that word of mouth is often the best method of marketing – but to do this you need reminders out there so the name of the school is on peoples tongues.

Social Media work is really good for current parents and for them using it to show off about their childs school – so this does help with word of mouth.

We used to have a lot more interest when we actually had a glossy prospectus – this might not be actually related / but do families like to take something home that will make them get excited?

7. Target market

Target Market 1

Location – look at zones around the school for both primary and secondary. Need to do a mail out campaign.

Target Market 2

Pick 8 closest nursary's and market at each of these.

Pick 5 closest primary schools and market at each of these. Be a visible face.

Look at closest 5 CofE primary schools as well – become a face here.

Target Market 3

Current families – need to improve our communication / marketing to our actual families. Moving to a newsletter every half term – is this actually negative?

Target Market 4

Our own primary – we need a specific marketing campaign for our own families in our primary. We need to move from 50% transition to 75% transition to our secondary.

Target Market 5

Churches – look at the closest 10 Christian churches and have a presence / run some marketing at these environments.

Target Market 6

8. **Key Themes**

Learning, Loving, Living

9. **Venues/Areas**

Local church
Lewisham Life - August 4th

10. **Communication channels**

Which channels are most effective for our parents?
What channels have other schools similar to ours using?
What are your budgets?
What channels have a high reach for minimal cost?

Channel	Details of message and purpose
Newsletters	If these are effective you could use them as marketing as well. Have them in reception to be picked up / run a mail out of these to local families / email out to all families / copies out to nearest primary schools and churches etc etc... We are doing this anyway, so this could hit several target groups at once easily.
Primary magazines	There are certain mail out magazines that some other secondary schools use a lot – they have whole page spreads... Sedgehill and St Mathews seem to use this a lot, and they have grown in popularity. If this is mailed out for all families, would it not be a cost effective way to market?
Fliers	Having clear marketing material that can be used at a variety of events... that copies can be left in certain libraries etc etc. These could be used for mail outs / or when visiting primary / nursery.
Google / search engines	How do we move up search lists when parents search for secondary schools in Lewisham... or best primary schools in Lewisham....

What channels have we used successfully in the past and why?
- Facebook
- Google
- Twitter
- Instagram

11. **Objectives**
What do we want to achieve?

Objective 1

The school to achieve more applications than PAN for its first choices at both primary and secondary (above 60 first choice for Primary and above 120 first choice for Secondary)

Objective 2

To have more than 75% of the Trinity year 6 pupils transition to Trinity Secondary each year.

Objective 3

To improve the reputation of the school within the community – so it is seen as a school which helps its whole community to flourish.

Objective 4

Objective 5

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12. KPI
We need to track and measure. How do we do this effectively?

KPI 1

Application numbers for places at Trinity

KPI 2

Numbers of primary pupils transitioning to secondary

KPI 3

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13. Tasks (Next Page)

TASK	OBJECTIVES	BY WHEN?	BY WHOM?	COMPLETED?
	Urgent/Immediate			
Magazines	Lewisham life 5th August - Photo selection & Brief - Publication date 25th August Primary Times - Photo selection & Brief - Publication date 28th August	Due date 5th August Tues 11th July 8th August	Amanda & Clare Amanda & Clare	☐
Leaflet Design drop in specific areas for both primary, secondary and through.	Size A5 leaflets - Leaflet design (discuss with Harriet) - Investigate the cost of design - Leaflet brief and pics Postcode Selection - Selection of Postcodes - Order with Royal mail	Harriet to design P1 & P2 18th (All available for Feedback) Fri 14th Wed 12th July Wed 12th July	Clare (Confirmed) Sinem (Not required) Amanda/Clare David/Amanda/Clare Sipho	☐
Create Shortfilms – to showcase all we do. For website and open day	Videographer booking and confirmation. Careers - Ewan completing brief - P.E - Hannah completing brief Primary - Amanda to complete a brief Brief timetable for the day to be sent to videographer	18th July 2023 Fri 14th July	Sinem SMA SMA Amanda SMA	

Ongoing				

Open Morning **(Primary/ Secondary)**	- Collection of parent details and mailing consent
	- *Physical Packs to be provided? (to discuss)*
	- Send regular text to parents
	    o At open evening
	    o After 1 week
	    o Reminder closer to the date
	    o Don't forget to apply for application
	    o Keeping in touch
	    -
	
	- Dates for open mornings Secondary (09:30 – 10:30)
	    o 12.09
	    o 14.09
	    o 19.09
	    o 21.09
	    o 26.09
	    o 28.09
	    o 10.1
	    o 12.1
	- Dates for open mornings Primary?
		Fri 14th July	**Sipho/Sinem**
			Sinem to liaise with Amanda/Clare
			
			Sinem to liaise with Amanda/Clare
				☐

Secondary open evening	- Confirmed for 27th September -			
Visit local nurseries	- Contact the nurseries (Forming links) - To visit 20 local nurseries - Names of Nurseries visited (to be added here)	**September 2023**	**Camila Martinez**	
Visit local primary schools	- Already started - Names of Primary schools to be included	**Ongoing until October**	**Clare**	
Closest Christian Churches	- Identify Churches (Form Links) - Names of Nurseries visited (to be added)			

	- Establish team o Liaise with Bridget (Leaving), Christian and Paul	<mark>End of Term</mark>	<mark>Clare</mark>	

Marketing the art scholarship	- Banners for Arts Scholars scholarship
	  o Brief and Images
	  o Clare to liaise with Sarah
	
	- Liaise with Sarah Karppinnen
	- Before open evening
	- Sarah Karppinnen
		<mark>12th September 2023</mark>	<mark>Clare</mark>
			<mark>Sarah Karppinen</mark>	

Marketing the math scholarship	- Math's scholarship
	  o Brief and Images
	  o Clare to liaise with Val
	
	-
		<mark>12th September 2023</mark>	<mark>Clare</mark>	

Using social media – need teams page for central populating and then uploading. Use key vocabulary.	Platforms
	- Twit (Amanda Primary) & Rhona (Secondary)
	  o Regular Tweets
	  o Use #learningLovingLiving
	
	Instagram
	- To follow in new term
	
	Facebook
	- To follow in new term
			<mark>Amanda/Rhona</mark>	☐