

Committee: Children and Young People Overview and Scrutiny Panel

Date: 15th October 2014

Agenda item: 7

Wards: NA

Subject: Marketing in Schools

Lead officer: Jan Martin

Lead member: Councillor Martin Whelton

Forward Plan reference number: NA

Contact officer: Jan Martin

Recommendations:

- A. Scrutiny notes the approaches taken to marketing Merton Schools since 2007
 - B. Scrutiny notes the plans for further marketing of Merton Schools in 2014/15
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1 PURPOSE OF REPORT AND EXECUTIVE SUMMARY

- 1.1 To inform Scrutiny Committee of the marketing undertaken with Merton Schools and some of the impact of that work

2 DETAILS

- 2.1. In 2007 it was decided that attempts should be made to raise the profile of Merton Schools. A proposal went to tender and the contract was awarded to Grebot Donnelly School Consultants.

- 2.2. Attached in Appendix 1 is the summary of the work completed and the proposed new work being undertaken currently

2.3. IMPACT

- 2.4. It is difficult to quantify what precisely has made a difference in improving both the perceptions and the performance of Merton Schools in recent years. However the profile of Merton Schools has grown due in part to:

- the range of celebratory events that have been held
- high quality admissions brochures
- high quality promotional materials
- the individual marketing of some schools
- the overall improved performance at all key stages

- new school buildings
- new 6th forms
- the dedication and hard work of staff and students

2.5 In the most recent residents survey completed during 2013-14, perceptions of Merton schools were generally positive with 76% of respondents happy with primary education and 72% being positive about secondary schools against 65% in the previous survey.

3 ALTERNATIVE OPTIONS

NA

4 CONSULTATION UNDERTAKEN OR PROPOSED

4.1. NA

5 TIMETABLE

5.1. NA

6 FINANCIAL, RESOURCE AND PROPERTY IMPLICATIONS

6.1. The DSG funding for marketing is agreed annually through Schools Forum.

7 LEGAL AND STATUTORY IMPLICATIONS

7.1. NA

8 HUMAN RIGHTS, EQUALITIES AND COMMUNITY COHESION IMPLICATIONS

NA

9 CRIME AND DISORDER IMPLICATIONS

9.1. NA

10 RISK MANAGEMENT AND HEALTH AND SAFETY IMPLICATIONS

10.1. NA

11 APPENDICES – THE FOLLOWING DOCUMENTS ARE TO BE PUBLISHED WITH THIS REPORT AND FORM PART OF THE REPORT

Appendix 1 Marketing Merton Schools 2008 – present