

## APPENDIX 1

### Marketing Merton Schools: 2007 - Present

**The marketing challenge:** A key challenge for Merton was originally to stem the flow of out-borough movement and improve the retention of Merton pupils in its secondary schools. Grebot Donnelly commenced working with the local authority in July 2007 and the marketing objectives were clear from the outset: (i) support the authority in improving student retention across Merton at transfer to secondary education; (ii) improve overall perceptions of secondary education in the borough; and (iii) to support targeted individual schools (primary, secondary and special) to improve their reputations and raise their profiles within their particular local communities.

**The Approach:** An extensive survey of the perceptions of the borough's secondary schools was undertaken in 2007 with parents of primary aged children. The findings of the survey were used to inform a borough-wide Marketing and PR strategy, complemented by a bespoke strategy at individual school level. Channels of communications were identified and partnerships with primary schools took centre stage.

The strategy has been refined over the years and currently includes termly activities on an annual cycle as follows:

Autumn term	Spring/summer terms
<ul style="list-style-type: none"><li>• Production of primary admissions brochure (now available in digital format)</li><li>• Top achievers' photo-call with Mayor (secondary and special schools) + post event follow up</li><li>• Celebration of Success evening (secondary and special schools) + post event publicity</li></ul>	<ul style="list-style-type: none"><li>• Good news publication (featuring all secondary and special schools)</li><li>• Open event promotional campaign (secondary)</li><li>• Secondary admissions brochure</li></ul>
Ongoing support across the academic year	
<ul style="list-style-type: none"><li>• PR/media support and preparation for exam results day</li><li>• Updating of promotional display stand</li><li>• Targeted individual school support (as requested – primary, secondary and special schools)</li><li>• Review of national data and KPIs that support the marketing strategy</li><li>• Termly strategic meetings with Head of Education</li></ul>	

#### Previous projects

1. **Marketing workshops** for school staff and governors on student recruitment, front of house/customer service, general marketing and teacher recruitment/retention techniques (primary, secondary and special schools).
2. **Branding:** Merton Education Partnership, Chaucer Centre.
3. **6<sup>th</sup> Form marketing strategy:** new branding, prospectus, marketing training for Heads of 6<sup>th</sup> Form.
4. **Individual schools' marketing strategies:** including Raynes Park, Ursuline/Wimbledon College 6<sup>th</sup> Forms, St Mark's Academy, Rutlish, Ricards, Melrose and Perseid.

#### New initiatives

1. **6<sup>th</sup> Form marketing strategy:** short term marketing project launching new borough initiative (outline plan in formation).
2. **Merton teacher recruitment strategy:** currently in discussions with Headteacher representatives on a bespoke strategy for the LA to launch in spring term 2015 (outline plan in formation).