

Academy Schools

Undoubtedly, the introduction of Academy Schools has been a significant development in UK Education over recent years.

There are certain features it is worth understanding to get an idea of how Academy Schools should form part of any marketing plan.

What is an Academy School?

An Academy School is different to a traditional school in a number of ways. In the words of the Department for Education website, they are “publicly funded independent schools that provide a first class education.”

To add some substance to these words, a quick summary;

- They have freedom from local authority control, meaning they can set their own term dates, decide the length of their school days, be more creative about how to deliver their curriculum and set their own pay and conditions for staff
- Academy Schools receive the same level of funding per pupil as other schools, but also receive extra finance to cover the services which would otherwise have been supplied by the Local Authority
- Funding is received from the Young Peoples Learning Agency (a Department for Education agency) rather than the Local Authority
- Academy Schools can also seek sponsorship from businesses, universities, charities and other bodies

Do Academy Schools have different spending patterns than other schools?

Academy School's financial years run differently in that they are managed between September and August. This means that the start of a school year, traditionally a good time for marketing to schools, could be even more lucrative for those selling to Academy Schools since budgets will just have been allocated and money will be available to spend.

How many Academy schools are there?

As of July 1st 2011, there are 801 Open Academy Schools

How many schools have applied for Academy status?

Since June 2010, 1244 schools have applied to become Academy Schools?

How can I sell to Academy Schools?

Academy Schools can be contacted like any other schools, using the traditional schools marketing methods of post, email, telephone, etc. We currently have data for all Open Academy schools, and will be continuing to update this over the summer. In September, we plan to launch an **Academy Marketing Service**, offering a variety of marketing options for those who wish solely to promote to Academy schools. More information about this will follow in the coming weeks.

Are there any other developments related to Academy schools we need to be aware of?

On June 16th 2011, Michael Gove announced plans for the weakest 200 Primary Schools in the country to become Academies in 2012/13.

For more information about Academy Schools, or to discuss developing a marketing campaign to Academy Schools, take a look at our **Academy Marketing Service** at www.schoolmailings.com or call us on **01257 460036**.