

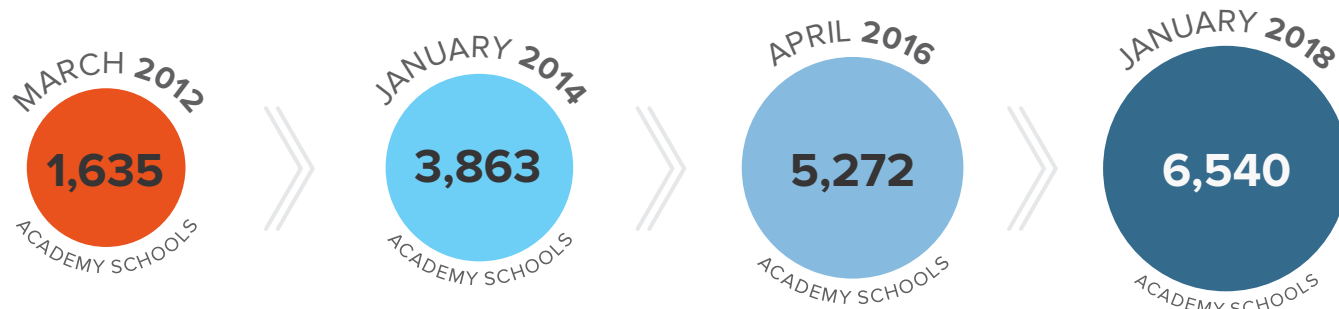
A guide to Academy Schools



WHAT IS AN ACADEMY SCHOOL?

Directly funded by the Department for Education	Independent of local authority control	In England only
Mostly secondary schools	Free to make own decisions on key functional areas such as staff pay and term dates	
Subject to Ofsted inspections	Can adapt the National Curriculum to their requirements	Subject to national tests such as SAT's and GCSE's
		Run by charitable trusts

THE GROWTH OF ACADEMY SCHOOLS



TYPES OF ACADEMY SCHOOL

Converter academy

Successful schools that have chosen to convert to academies to benefit from the increased autonomy that academy status brings.

Sponsored academy

A former state school that has been transformed to academy status as part of a government intervention strategy. These are run by a Government approved sponsor.

NUMBERS OF ACADEMY SCHOOLS 2018

PHASE OF EDUCATION	Converter	Sponsored	Total
PRIMARY	2,903	1,181	4,084
SECONDARY	1,416	589	2,005
ALL THROUGH	93	61	154
SPECIAL	187	44	231
ALTERNATIVE PROVISION	45	21	66
TOTAL	4,644	1,896	6,540

WHAT OPPORTUNITIES ARE THERE FOR MARKETING TO ACADEMY SCHOOLS?

Because academy schools are independent of local authority control, they are not obliged to use services provided by the local authority.

This means they can source their own services which is great news for education suppliers!



HR services



Legal services



Catering services



Buildings and utility services

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All academy numbers taken from the Official Government Statistics www.gov.uk/government/statistics