



# Case Study: Create Partnership Trust, Birmingham

## Project: Multi Academy Trust (MAT) - Marketing Strategy

Stickman  
has helped over  
**50 schools**  
UK & internationally!

### 1 THE CHALLENGE

The Birmingham-based MAT were facing a number of challenges:

- The trust and schools were working in silo, with limited centralised direction and a lack of sense of belonging
- Staff were unaware of the benefits of being a single trust and of the wider goal of school improvement and enhancing the lives of children
- Recruiting a fourth school into the trust



### 2 OUR APPROACH

Stickman undertook a raft of research including engagement with key stakeholders from the trust and its three member schools, to: understand the trust's overall strategic direction and goals (its vision); unearth the essence of the trust's principles (its values); audit the trust's existing marketing and communications activity.



### 3 THE RESULTS

Produced an insight-based marketing strategy which included the development of:

- A succinct and impactful vision and values statement
- Key recommendations for embedding the new vision & values internally and externally (staff, governors, parents, prospective schools etc.)
- Centralised branding & messaging to raise the trust's profile and ensure consistency
- A strategy to support the recruitment of a fourth school into the trust and identify potential additional schools potentially interested in joining a MAT
- Mentoring of the trust's Marketing Officer to support effective implementation of the recommendations
- Rolling programme of school-level marketing - aligned with the trust's strategic direction



*"Stickman gave us clear guidance on how to market the Trust - both to internal and external audiences. Their approach of establishing a strong foundation and adopting a 'less is more' approach to messaging and comms channels, was refreshing and made it all a lot simpler! Delighted."*

Andy Bush, Deputy CEO  
Create Partnership Trust



**stickman**  
School Marketing Made Simple

We'd love to work with you too!  
Contact us:

+44 (0)161 706 0306

[hello@thestickmanconsultancy.co.uk](mailto:hello@thestickmanconsultancy.co.uk)  
[www.thestickmanconsultancy.co.uk](http://www.thestickmanconsultancy.co.uk)