



Case Study: Create Partnership Trust, Birmingham

Project:
**Multi-Academy Trust Marketing
& Communications**

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**



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School Marketing Made Simple



We'd love to work with you too!
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