



Case Study: Prep School, South Manchester

Project: Parent Communications Strategy

Stickman works with schools of all shapes and sizes from preps, primaries and seniors to multi-academy trusts!

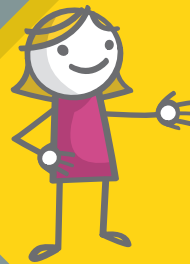
1 THE CHALLENGE

- Pupil retention and a proportion of disengaged parents spreading negativity
- Aggressive local all-through schools recruiting pupils into Year 3 onwards
- Families migrating early to avoid Year 5 preparation for the local grammar school exam
- Low number of parent advocates and therefore limited 'Word of Mouth' value



2 OUR APPROACH

We created a **Parent Communications Strategy**. This involved obtaining parent perspectives on the pupil retention issues (done via focus groups, tel. interviews and surveys) and auditing the School's parent-facing communications. A key initiative was the creation of the 'BPS Journey' - a visual, family-friendly snapshot of the School's valuable offering from Kindergarten to Year 6, painting a compelling picture for both current parents and prospective families. Other initiatives included creating a core identity and showcasing the School's enriched teaching and learning credentials.



3 THE RESULTS

- Parents understanding the School's offering from start to finish and its **core values**
- **Improved stakeholder satisfaction** and increased 'Word of Mouth' value
- 68% of parents stating an **improvement in communications** year on year
- **Streamlined communications channels**, offering a better experience for parents and easier administration for office staff



"You're so great at the 'feel good' for parents"
Headteacher

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We'd love to work with you too!
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