



# Case Study: St Stephen's Primary School, Bradford

Project:  
**Focus Groups**

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

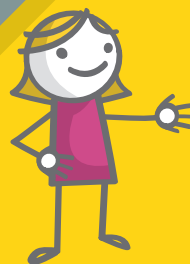
## 1 THE CHALLENGE

In a deprived area of Bradford, the Headteacher was determined to offer his pupils an aspirational learning environment and a school brand to be proud of.



## 2 OUR APPROACH

We ran innovative and relaxed focus groups with parents and the School's Pupil Council (separately), and interviewed key members of staff to dig deep with them about what was special about their School and what it offered to the child/ren. It became clear that there was a real love and admiration for the School and the staff and that we needed to translate this into a school brand which reflected that.



We scoped out opportunities to implement a new and exciting visual identity (brand) - both in physical spaces in and around the School as well as within the School's marketing platforms such as their website and social media channels.

## 3 THE RESULTS

- A new and exciting visual identity and learning environment for pupils... implemented everywhere - from smart new uniforms, to fresh signage, gorgeous stationery, large wall graphics and creative graffiti areas, and more!
- Excited pupils and parents "Mr Urry [Headteacher] has done wonders for our kids"



**stickman**  
School Marketing Made Simple



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

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*"I am so pleased that we commissioned Stickman. Their personal but professional approach and style blended perfectly with our vision to create a clear identity and way forward for use, which we are excited to implement."*

Headteacher, St Stephen's  
CE Primary, Bradford

