



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



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School Marketing Made Simple



We'd love to work with you too!
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*"You're so great
at the 'feel good'
for parents"*

Headteacher