

Kinetic
MARKETING

**Marketing and Community
Engagement Guidance
for Free School Applicants**

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Table of Contents

1. Introduction.....	3
1.1 The importance of marketing and community engagement.....	3
2. Optimising communications to attract the relevant people.....	5
2.1 Identifying key stakeholder groups.....	5
2.2 Messaging	6
2.3 Design consistency.....	8
2.4 Images.....	9
3. Creating awareness and engaging with key stakeholders	10
3.1 Planning marketing and engagement activities.....	10
3.2 Tried and tested cost-effective tactics.....	11
3.3 Website.....	12
3.4 Social media	15
3.5 Flyers.....	18
3.6 Local and regional media	19
3.7 Emails and visits to key members of the local community.....	21
3.8 Visits to supportive schools	22
3.9 Canvassing.....	22
3.10 Events.....	24
3.11 Monitoring which tactics work	25
4. The application has been submitted	26
4.1 Support from Create: Schools.....	26

1. Introduction

1.1 The importance of marketing and community engagement

Although the Department for Education’s guidance on how to apply to set up a free school no longer includes a standalone section on community engagement, this does not mean that engaging with the community is no longer important:

- Guidance on the assessment criteria for Section C (Vision) of the **mainstream** free school application form requires applicants to provide “evidence of demand from potential parents for your school and how your vision responds to the needs of the local community”.
- The assessment criteria for Section C (Rationale and Vision) of the **alternative provision (AP)** free school application form specifies “evidence of engagement, including conversations with, for example, existing providers, neighbouring local authorities and commissioning bodies, schools forums and parent and carer forums” (Section C2). In addition, Section C1 requires a summary of “how you have developed your strategy in consultation with the local community, local (and neighbouring local authorities) parent and schools forums and other schools with an interest, including other local special providers whose intake may be affected, and relevant partners.
- The assessment criteria for **local authorities** in the first stage of the **special free school** process closely reflect those listed above for the current alternative provision wave.
- The How to Apply Guide advises **proposer groups** applying to open a **special free school** in the approved areas to contact the local authority for information on whom they should engage with when developing their plans and that applications should “demonstrate a commitment to forming and working in local partnerships”. Assessment Criteria Section C (Vision) further specifies that applicants must summarise how the proposed school “will work collaboratively with other SEND provision, mainstream and other education settings, as well as any other local partners, to develop and share expertise and approaches.

Therefore, effective reaching and engaging with key stakeholders will continue to be a core component of the annexes of a successful application as this will enable proposers to:

- Evidence engagement with, and support from key stakeholders (all free schools)

- Evidence demand for your proposed school from prospective parents and carers (mainstream free schools).
- Demonstrate that you have listened to stakeholder feedback and aligned your proposal with this (all free schools).
- Stand out from competition.

In addition, engagement with the local community at this stage of the process will enable you to build a base of prospective parents, staff, local governors, and supportive stakeholders upon which to build once the school enters the pre-opening phase.

Carefully planned marketing and engagement activities early in the application process will maximise your chance of turning your vision into reality. The purpose of this guide is to help you identify the most focused and cost-effective marketing tactics for your proposed school.

2. Optimising communications to attract the relevant people

2.1 Identifying key stakeholder groups

Defining key stakeholder groups will help you focus your marketing efforts to reach the relevant audience and ensure that the messaging is relevant and in the right tone.

Make a note of each stakeholder audience and considerations when communicating them, for example:

Audience	Why these are a priority	Key considerations when communicating with this audience
Prospective parents	The school will need to attract a minimum number of students to receive its Funding Agreement so evidencing support at this stage is key.	<ul style="list-style-type: none"> - Often time-poor - Often choose the school with a good reputation/recommended by friends and family - Do not necessarily speak English as a first language - May not fully understand what a free school is - Special school/alternative provision: Parents may feel that private provision options offer a higher quality of education
Headteachers of local schools	You will be working with local headteachers if your school is approved. Keeping headteachers informed of your plans and progress and inviting feedback will help address questions and avoid misunderstandings or misconceptions and help build positive relationships.	<ul style="list-style-type: none"> - May be concerned that a new school may have a detrimental impact on their roll. - Will be keen to understand the benefits of a new school (e.g. sharing of facilities)
etc.		

Other examples of key stakeholders include prospective students, prospective staff, local authorities and commissioning bodies, regional director, local MP and councillors, local universities, established community groups, etc.

2.2 Messaging

Each time you plan a communication, whether it is a leaflet, social media post or an email, consider which of your stakeholder groups each communication is targeted at and ensure that the key considerations you have listed (see previous table) are met.

Craft a key message around what you want your key audiences to know about your proposed school and make sure that every communication includes this message, along with a clear call to action (e.g. 'Visit our website to read more about our proposal'). Testing the language with some of your audience ahead of marketing to the masses will ensure you get off to a good start.

Also ensure that any frequently asked questions, e.g. 'When will the school open?', are covered and any known concerns, e.g. 'Will you employ qualified teachers?' are allayed and review the wording to include further FAQs as required.

We also recommend that you prepare a shorter 20-30 second elevator pitch which should be compelling, memorable, clear, and succinct. Briefing the whole team on this will ensure that key messages are delivered clearly and consistently.

TOP TIPS:

- ✓ Research communications of other local schools, including other proposed free schools, to ensure that you're messaging clearly reflects your proposed school's unique USPs.
- ✓ State WHAT the call to action is and WHY e.g. 'Register your support to strengthen our application and help shape the proposed school'.
- ✓ Ensure all content is proofread ahead of publication; typos and grammatical errors do not instil confidence in the quality of a proposed school!

REMEMBER:

- ❗ Do not make any promises of a specific opening year or reveal any proposed sites at this stage; this may jeopardise site negotiations and a provisional opening year can only be agreed by the DfE once a site and the time it will take to deliver have been confirmed. *
- ❗ Keep messaging clear and concise – the short-term memory can only hold around seven pieces of information and most people will not remember more than three messages.
- ❗ Avoid ‘woolly’ statements that should be a given for any school, e.g. ‘high standard of education’ – if no school would state the opposite, leave it out!
- ❗ Keep language positive, e.g. ‘high expectations of behaviour’ rather than ‘strong discipline’.
- ❗ Do not say anything negative about other local schools.
- ❗ Avoid jargon and acronyms – parents will not necessarily understand 1FE, KS1, MAT, PAN, Progress 8 or DfE!
- ❗ Too much ‘sales’ focused language will also make people switch off.

* “In our experience, projects typically take around 3 years to open. Attempting to open in a shorter timescale is extremely challenging.” <https://www.gov.uk/government/publications/free-school-application-guide/how-to-apply-to-set-up-a-mainstream-free-school>

2.3 Design consistency

While a school logo is not usually designed until funding is released during the pre-opening phase, effective design that presents the proposed school in a professional, consistent way will help give stakeholders confidence in the quality of education that it will offer.

TOP TIPS:

- ✓ Keep the use of colour, typeface, and tone of messaging consistent across all communications and marketing materials.
- ✓ Less is more! Check that your communication stands out from the crowd and that key messages can be seen at a glance.

REMEMBER:

- ! Research other local schools' logos and uniform to select colours that will help your school stand out.

Your Trust or organisation's branding

It is also important to review the branding of your Trust or organisation and be aware of people's perceptions of this as you prepare to open a new school; in the absence of a physical school with an established reputation, stakeholders will be focusing on how your Trust or organisation presents itself and will make a judgement based on this.

Trusts may be eligible to apply for a Trust Capacity Fund (TCaF) which may be used to cover a variety of activities including marketing and communications.

Contact our partners at Premier Advisory Group to find out more about TCaF:

www.premieradvisory.co.uk/contact-us

2.4 Images

Carefully selected images featuring school children of the relevant age and ethnicity to reflect the local area will bring your materials to life and attract the attention of prospective parents and carers.

Trusts may be able to use real images of pupils from other member schools but where this is not an option, stock images from libraries such as www.shutterstock.com are cost-effective

TOP TIPS:

- ✓ Images that feature one or two individuals have more visual impact than a group shot, especially when viewed on a small screen.
- ✓ If your proposed school is a mixed school, ensure that images show boys and girls.
- ✓ Photos on a bright background with children looking at the camera help draw in the eye and tend to have a higher engagement rate on social media.
- ✓ Landscape images are far more useful than portrait images on websites and flyers etc.
- ✓ Download the highest resolution image available so you can use these on large items such as banners during pre-opening.
- ✓ Stock images can appear staged – take time to select images that look as natural as possible.
- ✓ Selecting images by the same photographer will ensure consistency of style across materials.
- ✓ Unless you are sure about the colour of the uniform, stick with images featuring more neutral dark or grey jumpers and white shirts.

REMEMBER:

- ! Check that you have the relevant permissions/licence type to cover the proposed applications.
- ! Digital photos may contain the GPS coordinates of where a photo's location so ensure that this is removed from any photos taken at a child's home.

3. Creating awareness and engaging with key stakeholders

Careful planning and identification of cost-effective methods of reaching and engaging with stakeholders are key to strengthening the application at this phase when budgets and timeframes are limited. These will also provide a strong foundation for development once an application is approved to the pre-opening phase.

3.1 Planning marketing and engagement activities

Once you have identified your key stakeholders you are ready to start planning how and when to reach these audiences. Consider:

- Where do they spend their time and what opportunities are there for interacting with these audiences face-to-face and online?
- Where do they search for and share information? What media do they watch or read?
- Who do they trust and who influences them?
- How can these audiences be reached if there are any restrictions in place as a result of the COVID-19 pandemic?

Encouraging local school ambassadors to get involved at this stage will:

- demonstrate the proposer group's commitment to valuing the local community's views and needs
- provide local knowledge and a deeper understanding of the community's needs and concerns (this is especially important if the proposers are from outside the area)
- identify potential members of the local governing body if the application is successful
- help identify any potential local detractors so the proposers can make contingency plans as appropriate (e.g. at events)
- provide extra pairs of hands for marketing the proposed school.

You will now be ready to plan relevant activities to reach your target audiences, engage with them to share your proposals and gather feedback and registrations of demand and support.

TOP TIPS:

- ✓ Setting a target number of registrations of demand and declarations of support from the outset will help focus your marketing efforts. The closer the number of registrations of demand is to the proposed PAN for the most likely opening years and the higher the number of declarations and letters of support that can be evidenced, the more reassurance this will give the DfE of a successful opening.
- ✓ Create a clear plan of marketing and engagement activities including who is responsible and the agreed timings for each.
- ✓ Test a variety of approaches and messages, monitor the results, and adapt your activity accordingly.
- ✓ Schedule regular meetings to keep track of progress and results.

3.2 Tried and tested cost-effective tactics

As each free school and its community are unique, there is not a ‘one size fits all’ solution to marketing and engagement. While a ‘scattergun approach’ may be tempting, focusing on activities that are most likely to reach and facilitate engagement with your target audiences will ensure that your time and budget are wisely channelled.

The following pages feature tried and tested, cost-effective ways to reach and engage with key stakeholders, along with the advantages and drawbacks of each, so you can decide which might work best for you.

The Rule of 7

The Marketing Rule of 7 states that a prospect needs to ‘hear’ an advertiser’s message at least seven times before they will take action to buy a product or service.

A variety of focused activities is key to reaching your target audiences.

Special and AP schools

Some of the tactics featured are more relevant for proposed mainstream schools as they enable the evidencing of demand from prospective parents and carers. Special and AP schools will still need to gather support from other key stakeholders and demonstrate that they have listened to feedback and aligned their proposal with this and can plan activity that fulfils these objectives, for example through emails and visits. You will also need to ensure that your wider reputation, including media reporting and social media engagement, is positive to give your application the greatest chance of success.

3.3 Website

As most people have a smartphone on hand and are spending more time online, having a website for your proposed school is a must. It will not only serve as the key hub of information and primary destination of calls to action to the online Registration of Support form for your proposed school but will also improve the credibility of your proposal.

Advantages:

- Cost-effective and quick to set up - a simple yet professional-looking pre-application website could be built through easy-to-manage systems such as [WordPress](#), [Wix](#) and [SquareSpace](#); dedicated pages could also be added to your current Trust or organisation's website.
- You can provide more in-depth information than in any other type of communication and can update it immediately.
- Adding an analytics tool such as [Google Analytics](#) will enable you to track key site statistics to include in your application.

Disadvantages:

- Content and information need to be refreshed regularly to give stakeholders a reason to keep visiting a website and to demonstrate the proposer group's proactivity.
- Although there are many systems that enable websites to be set up cheaply and quickly, it takes skill and an eye for design to make the end result appear professional.
- Websites that do not appear professional or are not easy to navigate can have a negative impact on the perception of your proposed school.

TOP TIPS:

- ✓ Make it clear how people can contact you – consider a dedicated email address and phone line.
- ✓ A news section including information on community engagement activities and the progress of the application, etc. will help keep content fresh and up to date.
- ✓ Promote upcoming events and promotion days through an events page.
- ✓ A social media feed will also keep content current.
- ✓ A regularly updated FAQs page featuring frequently asked questions with answers will help minimise the same questions being repeated.

REMEMBER:

- ! Check that your website complies with legal requirements.
- ! Traffic from social media posts will be directed to a single web page so ensure that the content of the landing page is relevant and concise.
- ! If you have decided on a name for your proposed school, secure the required domain now to prevent others from ‘squatting’ on this with a view to selling it to you at an inflated price or preventing you from using it.

Registration of Support form

A registration of support form will enable stakeholders to pledge their support and provide feedback on your proposed school. There are many free online form-building tools and website plugins to choose from.

In our experience, the shorter the form, the more likely it is to be completed so ensure that each question you ask adds value to the application.

Key information collected usually includes:

- Stakeholder type
- Declaration of support for the establishment of the proposed school
- Dates of birth of the children of interested parents to help evidence demand across several intakes/in case of project delays
- Postcode to help inform the admissions arrangements
- Suggestions for the proposed school

! By asking how respondents heard about the proposed school, you can also use the form to help you monitor which marketing tactics work best.

TOP TIPS:

- ✓ An online version can be accessed by any electronic device and data can be processed much faster and more accurately than if collected on a paper form.
- ✓ Ensure the form enables parents to register the dates of birth of multiple children as this will enable you to forecast and evidence demand – bear in mind that projects typically take around 3 years to open once approved to pre-opening and delays can occur due to securing a site, etc.
- ✓ Invite stakeholders to provide an email address should they wish to be contacted if the application is successful. At this stage, you can invite them to subscribe to a regular newsletter to keep them informed of the school's progress.

REMEMBER:

- ! Keep the form short and relevant.
- ! Test on large screens and mobile devices to ensure that it can be easily completed on both.
- ! Include a clear call to action to complete the online form, along with its URL, in all communications.
- ! Ensure that the form, processing of any personal data and all communications are GDPR-compliant.

3.4 Social media

With 61.67 million social network users in the UK in 2022* who spend on average 1 hour 48 minutes using social media per day**, a social media presence will enable you to instantly reach your followers and actively engage with them. As users are already online, they are just one click away from your website.

Advantages:

- Quick and straightforward to set up.
- Very wide reach, with most people using multiple social media networks.
- Platforms encourage regular interactions and sharing of content. Seeing a friend's positive reaction about your proposed school effectively acts as an 'endorsement'; people are more likely to trust information that comes from a like-minded friend or relative.
- The next best alternative to a face-to-face conversation (with some people preferring to engage via social media).
- Meta, which owns Facebook and Instagram, enables highly targeted advertising within a specified geographic area across both platforms, at a low cost compared with traditional media.
- Analytics enable you to evidence demand, support, and engagement for the application.

Disadvantages:

- Each channel you choose will need to be regularly monitored and messages and comments responded to promptly – this can be time-consuming.
- An open platform for any detractors to publicly criticise and raise concerns about your proposal.
- Platforms are constantly evolving and some technical expertise is required to create posts that attract the highest levels of engagement and to set up, monitor and refine effective, highly targeted advertising campaigns.

TOP TIPS:

- ✓ If you have decided on a name for your proposed school, secure the required username now to prevent others from 'squatting' on this and preventing you from using it.
- ✓ Use the same username across all social media channels for consistency.
- ✓ Even if you do not use social media for your proposed school, keep an eye on related conversations on other pages or groups.
- ✓ Images and videos are proven to increase post engagement across all channels.

REMEMBER:

- ! Plan how to deal with negative comments and share this process with anyone responsible for monitoring the page.
- ! Any typos will be spotted by your followers – proofread every communication.

With a crowded playing field of social media platforms and the average social media user in the UK having 6.3 accounts**, it is important to research which platforms your target audience uses and focus your attention on these. If your Trust or organisation already uses social media, tapping into existing followers on these channels can help promote the proposed school.

The table below may help you channel your efforts accordingly:

Platform	Description	Activity to consider
Facebook	<ul style="list-style-type: none"> • Social networking site where users can post comments, share images and videos, post links to web content and create groups/networks • 46.6 million users in the UK in 2022* • Largest user group is people aged 25-34 • 60% of the UK population (13+) can be reached with ads through Facebook advertising** 	<ul style="list-style-type: none"> • Encourage supporters to Like and follow your page in all communications • Regular posts – expect high levels of engagement • Test images, videos, and messaging to maximise organic reach • Encourage relevant local/community/parent groups and pages to share your content • The decline of organic reach means that more company pages are turning to advertising • Promote events and completion of the Registration of Support form etc. through ads targeted to people of the relevant age group, with the relevant interests in the target geographic area

<p>Instagram</p>	<ul style="list-style-type: none"> • Social networking site with an emphasis on visual sharing • 34 million users (Mar 2022)*** • Largest user group is people aged 25-34 • 55% of the UK population can be reached through advertising* 	<ul style="list-style-type: none"> • More suitable for image sharing once the school is approved to pre-opening (site images, etc.) • At this stage, users can be targeted through the same Facebook campaign without the need to set up an Instagram account
<p>Twitter</p>	<ul style="list-style-type: none"> • Online news and social networking site where people communicate in short tweets • 23.3 million users in the UK* • 31% of the UK population can be reached through Twitter ads 	<ul style="list-style-type: none"> • Treat this as a news feed, directing followers to more in-depth content on your website • Many relevant local businesses, community groups and media pages etc. will follow you back and potentially retweet to their network • A direct line to local news journalists who often have a Twitter account when you have news to share

3.5 Flyers

Printed items have a higher perceived value and a longer ‘shelf life’ than digital communications. Flyers are cost-effective to produce and are not only an excellent way to reach your target audience through distribution in places they are likely to visit but also facilitate face-to-face activities such as canvassing, events and meetings.

Advantages:

- A tangible communication helps the proposed school feel more ‘real’.
- A way to engage people who do not regularly go online.
- Relatively cheap and fast to print.
- These can be designed using the many templates available online or in Publisher, etc. if you do not have the budget for a professional designer at this stage.

Disadvantages:

- Flyer templates still require a level of expertise to produce a professional-looking design with a clear call to action.
- It can be difficult to stand out in places that display multiple flyers at once.
- Distribution is a time-consuming process.

TOP TIPS:

- ✓ A5 flyers are large enough to get your message across and can fit in standard display stands, be pinned to community boards, and fit through letterboxes and in community magazines.
- ✓ Create a distribution list and allocate areas to representatives to ensure targeted and comprehensive coverage.
- ✓ Think outside the box – in addition to local children’s clubs, community and faith centres, libraries, supportive nurseries, and schools, distribute to places such as cafes, hairdressers, children’s shoe shops, etc.
- ✓ Independent businesses are more likely to display flyers than large chains; the exception to this is some supermarket chains that have community boards.
- ✓ Replenish flyers as necessary.

- ✓ A digital version can be promoted for sharing on social media and in messaging groups etc.
- ✓ Explore opportunities to distribute with local community magazines. Some may be willing to do this for free.

REMEMBER:

- ! Ensure you order enough flyers; printing an extra 1,000 will not cost much more per unit whilst this is on press but will cost a lot more per unit if you reorder later on.

3.6 Local and regional media

Education is of universal interest, and a proposed free school is likely to attract the attention of the local media channels. Unlike advertising or marketing materials produced by a proposed school, information reported by the media is perceived as independent, and local and regional media are more highly trusted than their national counterparts.

Establishing a relationship with key contacts and sending well-crafted press releases during the application phase will maximise both the chances of publication and of being invited to comment on any related stories.

Advantages:

- A published press release has the potential to reach a large number of key stakeholders through local press, magazines, TV, radio and social media groups etc. and many outlets now publish content through a variety of channels including print and online, therefore reaching more of the target audience than ever before.
- Coverage is free.

Disadvantages:

- Information released is not in your control.
- Any controversy or debate about your proposed school or its proposers is likely to be picked up by journalists.
- It can be hard to get any inaccuracies corrected, especially in printed media.

TOP TIPS:

- ✓ Create a media list and establish contact with outlets early in the application process so they know whom to contact for information about your proposal.
- ✓ Include the press release in the body of an email with links to images etc. rather than adding attachments to increase the chances of it being read by busy journalists.
- ✓ Be prepared to respond quickly to any questions you receive to ensure that any reporting is accurate and balanced.
- ✓ Responses to negative coverage can take time to craft and gain approval from the proposer group; establish a process for this to ensure an accurate and timely response and, if you are aware of any controversy or debate, draft an outline response ahead.
- ✓ Follow up press releases with a phone call to cultivate positive relationships and maximise the chance of coverage.

REMEMBER:

- ! Set up Google Alerts and monitor relevant social media accounts for news on your proposed school and any other schools (open and proposed) in the local area.
- ! Choosing not to comment can imply guilt where there is none.
- ! Posting on online forums such as Mumsnet or Netmums may reach some of your target audience, however engaging in discussions may be time-consuming and counter-productive, especially if parents are not supportive.

Ingredients of a successful press release

A press release that is crafted in the style of the target media and can be published as it stands is more likely to be published.

Include:

- A strong, attention-grabbing headline
- An image (check permissions!)
- The focus on one story with all the key information in the first paragraph
- At least one quote
- A 'notes to editor' section at the end providing useful background information and where further information can be found
- Contact details for the

3.7 Emails and visits to key members of the local community

Letters of support from key community representatives such as headteachers, MP & councillors, leaders of community organisations etc. will help give the DfE confidence that your proposal will fit the needs of its local community.

Emails outlining your proposal will make these key stakeholders aware of your plans and inviting them to meet face-to-face will allow you to discuss your proposal in depth and build rapport upon which to build if your application is successful.

Advantages:

- Letters will evidence engagement and support for the application.
- Supportive community members may agree to promote the application via their social media channels and newsletters etc., giving your proposal further reach and endorsement.

Disadvantages:

- Face-to-face meetings with multiple community representatives can be time-consuming.

TOP TIPS:

- ✓ Create a database of key community representatives.
- ✓ Send a letter of support template; making the process as quick and easy as possible for busy people will increase the chances of written pledges of support.

REMEMBER:

- ! Ensure that the processing of any personal data and all communications are GDPR-compliant.

3.8 Visits to supportive schools

Schools or pre-schools with children who are of the right age to eventually apply for your proposed school may allow you to display flyers in their main reception area or even authorise you to talk with parents in the playground or at the school gates. They may also promote your proposal and any events via their parent newsletters and social media channels.

Advantages:

- Direct face-to-face engagement with many prospective families in one location.
- Activity that is endorsed by an educational institution will increase parents' confidence in your proposal.

Disadvantages:

- Can become challenging if there is opposition to your proposed school.

TOP TIPS:

- ! Always seek permission first and try to visit at both drop-off and pick-up times to speak with as many families as possible.

REMEMBER:

- ! In areas where English is not widely spoken as a first language, try to select representatives who speak the most common languages.

3.9 Canvassing

Face-to-face engagement with prospective families and supporters will enable a more in-depth explanation of the key features of the school and is more likely to result in the completion of a Registration of Support form than any other form of engagement.

Advantages:

- On-the-spot completion of the Registration of Support form to evidence support and demand for the application (see the Website section of this guide for further information).

Disadvantages:

- Can become challenging if there is opposition to your proposed school.
- People are often in a rush.
- Time-intensive and requires people to give up their evenings and weekends.

TOP TIPS:

- ! Choose representatives who have the knowledge and passion to spread the word about the proposed school.
- ! In areas where English is not widely spoken as a first language, try to select representatives who speak the most common languages.
- ! Brief all team members on the ethos, vision and USPs of the proposed school and ensure that they know the elevator pitch (see the Messaging section of this guide).
- ! Focus your efforts on locations where parents visit with their children, to enhance your chances of targeting prospective children of the correct age range, e.g. community groups, children's clubs, etc.

REMEMBER:

- ! Seek permission if you are canvassing on private property.
- ! If you have a stand, you may require public liability insurance.
- ! Outdoor canvassing is limited to dry weather.
- ! Ensure that any questions asked by stakeholders are recorded and any new ones added to the FAQ section of the website.

3.10 Events

Stakeholders who invest the time to attend an event have a high level of interest in your proposed school and are more likely to express their support and provide in-depth feedback than those who are approached through canvassing. Face-to-face contact can be very persuasive, and this is an excellent way to get committed parents and volunteers involved.

Advantages:

- On-the-spot completion of the Registration of Support form to evidence support and demand for the application.
- An event allows ample time to collect meaningful feedback on the proposal.

Disadvantages:

- Can become challenging if there is opposition to your proposed school.
- Time-intensive and requires people to give up their evenings and weekends.

TOP TIPS:

- ! Hold events on different days and at different times to maximise attendance.
- ! Less formal drop-in style events tend to attract more people.
- ! Consider virtual events; these have become more mainstream since the COVID-19 pandemic, give a greater audience reach and save money and time.
- ! Include an Events page on the website and promote these across all communication channels.

REMEMBER:

- ! Plan events ahead to give plenty of time to publicise these.
- ! Ensure that the venue has good parking and disabled access and facilities.
- ! Encourage all attendees to complete the online Registration of Support form and make a laptop or paper copies accessible for this purpose.
- ! Record any questions asked at the event and add these to the FAQ section of the website.
- ! Prepare a contingency plan should detractors attend.

3.11 Monitoring which tactics work

Identifying which marketing and communication tactics work will help you adapt activity during the application phase to channel your efforts most effectively. Ask people how they heard about the proposed school at every opportunity (e.g. on the Registration of Support form, feedback forms at events etc.) and analyse the results to see what has worked.

This will also help you plan your time and budget accordingly when actively recruiting students during the pre-opening phase.

4. The application has been submitted

What next?

Preparing a free school application requires a huge amount of time and dedication. As tempting as it may be to sit back and wait for news of an interview, it is important to continue to listen to key stakeholders and gather evidence of demand and support:

- You will be expected to update the DfE on further engagement at the interview.
- You may be called to interview with little notice.

4.1 Support from Create: Schools

Our team of highly experienced Advisors provide bespoke guidance and support to ensure that applications meet the Department for Education's criteria, and that proposers have the tools they need to progress to the pre-opening phase if their application is approved.

We are here to help academy trusts, schools and other organisations ensure the best outcomes for children and young people across the country by setting up more great schools.

Create: Schools works directly with free school proposer groups to help them navigate the process of applying for a new school across mainstream, special education and alternative provision routes.

This support involves:

- A diagnostic tool to identify key priorities for your application and provide tailored support options
- A bespoke project plan to map out key milestones of the application process and help you manage capacity
- In-depth reviews of your application with detailed, actionable feedback provided
- Access to Create: Schools' range of highly skilled and experienced external associates and partners
- Networking opportunities with successful free school proposers
- Advice and support to prepare for Department for Education interviews

Get in touch with Create: Schools [here](#).

You can access further support from PAG (Premier Advisory Group) for,

- Professional bid writing
- Setting up a MAT, or SAT to MAT conversions
- Academy conversions
- Pre-opening project management
- Funding applications, such as TCaF and ESIF
- Significant change applications
- Governance reviews
- Capacity mapping
- Community engagement for free schools

[PAG](#) has been delivering professional education services since its inception in 2015 and prior to the establishment of Create: Schools. If you are looking for additional support beyond advice and guidance with free school waves, please get in touch [here](#) and our expert consultants will contact you to set up an initial call.