



Inspiring Learners for their future

**MARKETING
POLICY
(INCLUDING PRIMARY,
6TH FORM,
COMMUNITY)**

UPDATED APRIL 2009

Consultation History

Governors/staff/parents/students	Date
Executive (Leadership Group)	
Teaching and Non-Teaching Staff	
Curriculum Committee	
Full Governing Body	
Next Review of Policy	

Marketing Policy

Contents

Introduction	4
Presenting the best possible image of the School to the public and the community	5
Marketing The Ridgeway School & Sixth Form College to KS3 and KS4	5
Marketing The Ridgeway School & Sixth Form College's Sixth Form	7
Attracting the community to The Ridgeway School & Sixth Form College and Leisure Centre	9

Introduction

The key to successful marketing is the integration or “mix” of a number of essential variables, which are known in marketing terms as Product, Price, Promotion and Place. Particularly the first three of the 4 Ps apply as much to a school as to any other organisation.

1. The Product: the aim will be to provide an outstanding educational service to all learners at the school.
2. The Price: the aim will be to provide best value and outstanding value-added for all learners and users of the facilities at the school.
3. The Promotion: the aim will be to provide clear information, which will stimulate interest in, and demand for the educational service and other facilities at the school.
4. The Place: the aim will be to offer the clearest transfer of information about the educational service and other facilities at the school.

Successful marketing of the school depends on all teaching and non-teaching staff contributing to the school’s success. Staff play their part not only in delivering an outstanding educational service but also in relating effectively and professionally with all who come into contact with the school.

Policy

To present the best possible image of The Ridgeway School & Sixth Form College to the public and the community;

To optimise public funding to The Ridgeway School & Sixth Form College by ensuring that the Admission Number is filled by first choice students;

To ensure the highest possible numbers of students are attracted into The Ridgeway School & Sixth Form College’s Sixth Form, to follow and sustain suitable courses of study;

To attract community interest in the facilities of The Ridgeway School & Sixth Form College and its Leisure Centre, to increase the opportunities for life-long learning, to provide a resource for appropriate community use and to optimise additional income.

Linked Policies

Admissions
Communications
Community
Display
Educational Visits
Primary School Liaison

Presenting the best possible image of the School to the public and the community

There are many ways in which the best possible image of the school will be demonstrated, including the following:

1. Excellent standards of teaching and learning, so that The Ridgeway School & Sixth Form College sustains the image of a high-achieving school where students reach their potential;
2. High standards of conduct on the school site, in the areas surrounding the school and the local community, and on any occasion when students and staff are representing the school, for example, on an educational visit;
3. Courtesy and respect shown by all students and staff to all visitors to the school;
4. Effective communication between the school and all who come into contact with it, including the media. The distribution of literature and newsletters, etc;
5. Quality of information offered by the school to all who come into contact with the school;
6. The highest standards of school environment that can be sustained within the school's available resources, including respect for the school site and buildings, quality of cleaning, repair and maintenance and quality of display.

Marketing The Ridgeway School & Sixth Form College to potential new entrants into KS3 and KS4

The Transition Manager is responsible to the Headteacher for co-ordinating the Admissions arrangements and will work with the Headteacher and other nominated staff, as follows:

1. In the autumn term, to visit all primary schools in categories 1 and 4 of the Admissions Policy, to maintain good working relationships with those schools, their staff and prospective students. To respond to invitations to attend social functions and events connected with the life and learning of the primary school students, such as assemblies.
2. To organise open sessions in the autumn term to inform prospective parents and their children about the school and to encourage them to apply for a first choice entry into the school.
3. To encourage and be available for visits to the school at an appropriate and mutually convenient time, to assist parents in making their own informed choice.
4. To maintain a transparent and open approach with regard to admissions and home-to-school transport arrangements, so that parents are aware of the priorities of the admissions policy and the necessity of seeking information from the local transport office.
5. Where places are available in Year 8 and above, Year Leaders are to inform and encourage parents to apply to The Ridgeway School & Sixth Form College through interview and a tour of the school, dispensing all necessary information. To ensure that any applicants to Year 8 and above meet the correct criteria of the Admissions Policy. To liaise

with the applicant student's school, in order to ensure the validity of the application and the correct transfer of information.

6. To ensure that current and prospective parents are happy with the services the school offers, by eliciting feedback at appropriate occasions, and to respond to parents' comments or complaints in accordance with the school's policy.
7. Where a place is not available for an applicant, to inform the parent in writing of this, together with reasons for the non-availability of the place, the parent's right of appeal and the appeal arrangements.
8. To follow The Ridgeway School & Sixth Form College's aims and strategy, as outlined in the School Improvement Plan:
 - a. To promote the school as educating for success, within a safe and secure environment.
 - b. To endorse the school's focus on high levels of achievement and added value for all students.
 - c. To communicate the values of the school, including teaching and non-teaching staff attitudes of genuine care for students' success, safety and well-being; to pay attention to the needs of parents and the information given to the school about their children.
 - d. To emphasise high expectations of student behaviour at the school.
 - e. To enhance the first impression of the school through high quality display of work, clear information about the curriculum and standards in the year to which application is being made.
 - f. To involve current students in presenting a positive image of the school, as student guides or in demonstrations of work.
 - g. To liaise with the Heateacher's PA in opportunities to promote public awareness of the school and advertise opportunities for applications to the school.

Attracting the highest possible numbers of students into The Ridgeway School & Sixth Form College's Sixth Form, to follow and sustain suitable courses of study;

The Director of the Sixth Form is responsible to the Headteacher for co-ordinating the Admissions arrangements into the Sixth Form and will work with the Headteacher and other nominated staff, as follows:

1. To plan with the Executive, the school's Timetabler and with Team Leaders the courses to be offered to Sixth Form students. To plan and prepare, with the Deputy Headteacher (Curriculum) and the Timetabler the option blocks of subjects.
2. To liaise with Year 11 Year Leader, the Year 11 Mentors and the Sixth Form Leader and Team and other staff, to provide requisite information and training, to enable tutors to advise students.
3. To conduct initial surveys amongst Year 11 students to establish early intentions of Year 11 students, including destinations and possible subject choices.
4. To plan, in consultation with the Senior Team Leaders and Team Leaders, the Sixth Form Prospectus and other marketing information.
5. To agree, with the Headteacher, the opportunities for additional marketing to other 11-16 schools in the local area.
6. To organise at least one open session in the autumn term to inform prospective students and parents about the Sixth Form and to encourage them to apply.
7. To encourage and be available for visits to the school at an appropriate and mutually convenient time, to assist students, with their parents, in making their own informed choice.
8. To maintain a transparent and open approach with regard to admissions and home-to-school transport arrangements, so that parents are aware of the priorities of the admissions policy and the necessity of seeking information from the local transport office.
9. To ensure that applications are in line with the Admissions Policy (Sixth Form applications) and that staff, students and parents are fully aware of this Policy.
10. Where students apply from other schools, to liaise with the applicant's school, in order to ensure that the application is in line with the Admissions Policy (Sixth Form) criteria, and to seek relevant information such as references and reports.
11. To interview all prospective Sixth Form applicants and to provide feedback within an agreed period of time on the outcome of the application.
12. To confirm the availability of a Sixth Form place to each student after the publication of GCSE Examinations Results, and to liaise with students about suitable courses which match their abilities and potential.
13. To follow The Ridgeway School & Sixth Form College's aims and strategy, as outlined in the School Improvement Plan:

- a. To promote the school as educating for success, within a safe and secure environment.
- b. To endorse the school's focus on high levels of achievement and added value for all students.
- c. To communicate the values of the school, including teaching and non-teaching staff attitudes of genuine care for students' success, safety and well-being; to pay attention to the needs of parents and the information given to the school about their children.
- d. To emphasise high expectations of student conduct at the school.
- e. To enhance the image of the Sixth Form through high quality display of work, clear information about the curriculum, and standards
- f. To provide clear and up-to-date information on Higher Education, Further Education, training and employment.
- g. To involve current students in presenting a positive image of the Sixth Form, as student guides, in presentations and in demonstrations of work.
- h. To liaise with the Headteacher's PA in opportunities to promote public awareness of the school and advertise opportunities for applications to the school.

Attracting community interest in the facilities of The Ridgeway School & Sixth Form College and its Leisure Centre, to increase the opportunities for life-long learning, to provide a resource for appropriate community use and to optimise additional income.

The Ridgeway School & Sixth Form College is a resource for the community with the capacity to provide local facilities for learning and leisure. Specialist status will further strengthen the partnership with the local community by providing the means to enhance the quality of opportunities available. Marketing the facilities and community need ensures the most effective provision is identified which thereby optimises the additional income generated.

The Governing Body is the controlling body of the school premises. Subject to strict conditions, the LEA may direct that the premises are to be made available for use by the local community.

The Leisure Centre Manager is responsible for liaising with the local community, to attract community interest in the facilities of the school.

Community use of the facilities of The Ridgeway School & Sixth Form College and Leisure Centre includes the following:

1. Educational services to children
 - a. Primary school use of the Ridgeway Leisure Centre
 - b. Numeracy Summer School for students transferring from Year 6 to Year 7
 - c. Children's University during the Easter holidays
 - d. Other out of hours activities for students at the school or other children, such as the Swindon Senior Choirs Festival
2. Adult and Continuing Education, as part of Swindon Adult Education
 - a. Adult Education, such as evening classes
 - b. Other courses or events with an educational purpose
3. Leisure and Recreation
 - a. Facilities at the Ridgeway Leisure Centre
 - b. Courses of training provided by the Centre
 - c. Use of the School for events organised by or on behalf of the school
4. Other Services, for example:
 - a. Hire of facilities at the school for private functions
 - b. Hire of facilities for other non-school events and meetings
 - c. Use of the premises for polling purposes, where required, under the Representation of the People Act 1983

The Finance Manager, Leisure Centre Manager and Health & Safety Manager will liaise in lettings to ensure that the following policies and regulations are complied with:

1. The school's Health and Safety Policy, including Fire and Emergency Procedures
2. Appropriate insurance cover adequate for the purposes of the activities proposed in the letting or community use
3. Activities which may require a license:
 - a. Some public entertainments including dancing and music or any similar entertainment, [Local Government (Miscellaneous Provisions) Act 1982]
 - b. Performance of plays [Theatres Act 1968]
 - c. Public contest, exhibition or display of judo, karate or similar sport
 - d. Sale of alcohol [Licensing (Occasional Permissions) Act 1983]
 - e. Promotion of a lottery [Lotteries (Amendment) Regulations 1981 and National Lottery Act 1993]
4. Activities which may use facilities for which appropriately qualified supervision is required:
 - a. Physical Education facilities such as gymnasium equipment and the climbing wall
 - b. Swimming, for which a qualified lifeguard is required
 - c. Specified Design and Technology workshop facilities and Art equipment such as the kiln
 - d. Science laboratories, dependent on the nature of the activity being undertaken
5. Use of Catering Facilities [Food Safety Act 1990 and the Food Safety (General Food Hygiene) Regulations 1995]
6. Activities which would not bring the school's good name and reputation in the community into disrepute

The Finance Manager and Health & Safety Manager will be responsible for other terms and conditions of the letting, including:

1. Charges and letting fees
2. Health and Safety Regulations and Emergency Procedures
3. The No-smoking policy on the school premises
4. The opening and closing of the school, with the Site Manager
5. Use of the premises, including clearing up after the letting
6. Parking arrangements
7. Reasonable consideration of the local residents