



Schools collaborate to signpost life-changing opportunities for children

A total of 176,633 pupils at Independent Schools Council (ISC) schools currently receive help with their fees, representing 34% of all pupils. Twenty eight of London's independent schools are working together on a publicity campaign to raise awareness of transformational bursary schemes...

Pictured: David Goodhew, Headmaster at Latymer Upper School and Chair of the consortium; some images of the London underground promotional announcements

Every year parents of Year 6 children around the country embark on the process of choosing and applying for secondary school places for their child. It can be a difficult undertaking, with the emphasis being on selecting the right school for a given child's personality, skills and attributes.

The London Fee Assistance Consortium (LFAC) has stepped into this space with the aim of highlighting the financial assistance that is available to provide free or subsidised places for children whose families might not otherwise be able to afford independent school fees.

Raising public awareness

"There can be a perception that independent schools are inaccessible to anyone who isn't posh or wealthy," says David

Goodhew, the current LFAC Chair and Head of Latymer Upper School in Hammersmith. "Our group was formed to raise public awareness of the availability of fee assistance in London schools. Encouraging a wider and more diverse pool of applicants is one way we seek both to help individuals and improve social mobility."

Established more than a decade ago, this year's LFAC project involved 28 single-sex and co-educational schools from across the capital. It is the consortium's largest campaign to date and follows on from a refresh of their campaign creative and website in 2018.

Working with communications agency WSA, and with the support of Melanie Huntley, Head of Marketing and Communications at Alleyn's School, LFAC delivered a multi-platform campaign that included out-of-home advertising, press advertising and digital adverts. The campaign ran over several weeks in September and October to raise awareness at the right time for parents to organise visits to school open events and meet subsequent admissions deadlines.

Linking parents to schools

The aim of the campaign was to drive as many people as possible to the consortium's website, www.feeassistancelondonchools.org.uk, which features an inventory of the member schools and links through to the individual school websites so parents and guardians can obtain more specific details of what each institution provides in the way of fee assistance.

Promotions for the campaign centred around a striking tube map style visual concept, which helpfully represents each member

school name in its approximate geographic location. The visuals were applied across a range of materials, including tube car ad panels and tube station poster slots. LFAC also worked with a journalist to create an eye-catching full-page advertorial that appeared in both the London Metro and the London Evening Standard newspapers on two separate occasions.

On Facebook, LFAC used a short animated video of the tube map creative in order to increase engagement with its Facebook advertising, as research shows that viewers are more likely to respond to video than to static imagery on the platform. A Facebook Pixel was added to the LFAC website to help further extend the advert's potential reach. Furthermore, a Google Adwords drive used carefully researched keywords to reach relevant users and refer them to the LFAC site.

Working together for success

Each year, the LFAC campaign is proven to bring about significant increases in direct and organic searches for the website URL, more click-throughs from digital advertising, greater numbers of page views and increased average session duration, indicating that relevant users are visiting and finding pertinent information.

It is certainly a compelling story. "Each year members are provided with a report in order to evaluate the campaign results," says Melanie Huntley. "Everyone is welcome to propose refinements or new ideas for discussion around the table at the AGM. The criteria for decision-making is simple: will a given activity support the main



campaign goal in a practical and efficient way?"

LFAC has 28 members from different prestigious schools, and only a single gathering each year at which they all come together in person. With that being the case, it seems that this focus, evaluation and continual refinement is the key to securing the positive outcomes that the campaign achieves, and which any other like-minded group might seek to emulate.

The 28 London Fee Assistance Consortium member schools are:

- Alleyn's School; Bancroft's School; Chigwell School; City of London School; City of London School for Girls; Dulwich College; Emanuel School; Forest School; Francis Holland School, Regent's Park and Sloane Square; Haberdashers' Aske's Boys' School; Highgate School; King's College School, Wimbledon; Kingston Grammar School; Knightsbridge School; Latymer Upper School; North London Collegiate School; Northwood College for Girls GDST; Queen's College, London; Queen's Gate School; South Hampstead High School; St Benedict's School; St Helen's School; St Paul's Girls' School; The Godolphin and Latymer School; The Lady Eleanor Holles School; University College School; and Westminster School.



To learn more about membership of the London Fee Assistance Consortium, contact Tobi Clifton-Brown at Latymer Upper School on acb@latymer-upper.org