

COMMUNICATING WITH OUR CUSTOMERS

# Effective marketing in a Commercial Environment



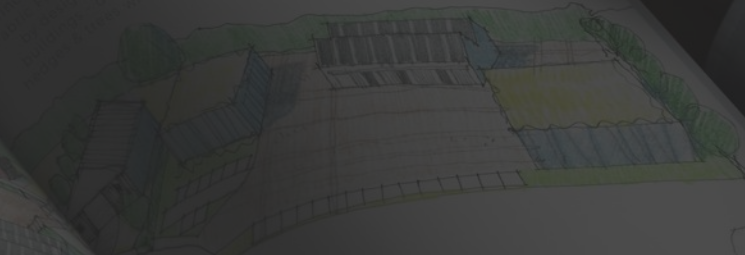
A silhouette of a person standing on a rocky peak with arms outstretched against a dark sky. The person is centered in the frame, standing on a jagged rock formation. The background is a dark, gradient sky, and the foreground shows the dark silhouette of the ground and other rocks.

Promoting Excellence

A red pushpin is pinned to a map, which is overlaid with a semi-transparent green filter. The map shows a grid of streets and some geographical features. The text "2020 Localism" is centered over the map.

# 2020 Localism

# Telling the Story



Organic C

## What Good Looks Like

Building Types - Eco friendly  
Infrastructure - Accessible and

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# What Good Looks Like

| Quantity | Cost        | Per Brochure |
|----------|-------------|--------------|
| 100      | £250 approx | £2.50        |
| 500      | £500 approx | £1.00        |
| 1000     | £700 approx | 70p          |

366 responses

70% aged 12-16



To keep the centre open

76% would use it more

# Survey to Establish Needs and Wants

31% would pay more

25% would offer voluntary support

Please tick on each line to indicate how much you rate level of service

|               | Excellent             | Good                  | Average               | Poor                  | Very Poor             |
|---------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| a. Location   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| b. Comfort    | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| c. Facilities | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

What can we do to improve service?

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# Academisation





A person wearing a yellow long-sleeved shirt is seated at a table with a green and white striped tablecloth. They are holding a silver fork in their left hand and a silver knife in their right hand. In front of them is a white plate with a very tall stack of sandwiches. Each sandwich appears to have lettuce, tomato, and meat on a white roll. The text is overlaid on the image in a bright green color.

Low attendance from Schools.

Too much on their plate?



A photograph of a crowded train platform, likely in London, with a large red circle overlaid in the center. A blue banner with the text "ALL CHANGE" is positioned across the middle of the circle. The background shows a train with "Northern line" written on its side and a sign above the platform with directions for "Lift & Escalators", "Platform line", and "Victoria line".

**ALL CHANGE**



# Why Choose You?

Expert

Relevant

Successful

Affordable

Communicative

Engaging

Transparent

Reliable

Reputable

Exceed expectations

Trustworthy

# The Customer is King

## What Does Good Look Like?

Price

Quality

Innovation

Experience

Offer

Investment

Added Value

Compliance



# Academisation: Where are we?







# Edsential

What good looks like



Launched 1<sup>st</sup> December 2015



Providing trading  
Services to the  
Education Sector

Private Sector Head  
Public Sector Heart

Freedom to  
Compete



# Edsential

## Mission Statement

Improving outcomes for Children and Young People

### Consumer focused

We address and anticipate the needs of the educational community

### Innovative

We constantly improve what we do and how we do it

### Best Value Guarantee

We will always deliver best value for money



ASPIRATION & ACHIEVEMENT



TEACHING & LEARNING



HEALTH & WELLBEING



LEADERSHIP & MANAGEMENT



LIFE STAGES



**LOCAL SERVICES**

**LOCAL SOLUTIONS**

Thanks for  
Listening!

