



Create: Schools' Top Tips for Local Authorities

Private & Confidential

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Create: Schools' Top Tips for Local Authorities:

Running your engagement event:

- Consider the timing and date of your engagement event carefully, taking into account school holidays. This maximises the number of attendees and ensures applicants have enough time to partake in the process.
- You may wish to run multiple engagement events, including information events to drive levels of participation and awareness.
- Keep your message clear and concise, allowing plentiful time for questions. Create a list of possible questions to answer should attendees not come up with any.

How we can help:

- ✓ Create: Schools has direct contact with trusts and communication takes place through a variety of channels, including direct email marketing, meetings, and a range of socials such as Twitter and LinkedIn.
- ✓ Inform Create: Schools of any and all engagement events you wish to carry out. Due to our close links with the DfE, we can provide attendees with deeper insight into the application process and address any queries directly.

Refining your specification:

- Ensure you collate and include as much relevant information as you can regarding capital.
- Avoid obviously high-risk sites.
- Demonstrate your financial health through clear and transparent evidence surrounding funding.
- Ensure finances are consistent across all elements of your specification.
- Illustrate a deep understanding of your expected cohort and what the specifics of their needs and additional requirements will entail.

How we can help:

- ✓ Create: Schools is DfE commissioned and funded, this means it is completely free to applicants. We offer expert guidance surrounding the process, such as what to include in a high-quality specification.

During the application phase:

- Set expectations around clarification questions. Applicants should know who they can contact at your Local Authority, should they require further information. Publish answers to clarifications on a scheduled basis.
- Continue to publicise the new school through your regular marketing and social media channels.
- Continue to be open and engaging with applicants in order to encourage a competitive field and a higher quality competition.

How we can help:

- ✓ Create: Schools offers comprehensive support with technical authoring and bid writing questions. In addition to this, we offer full bid reviews for applicants.

What else can Create: Schools support with?

- Create: Schools can help with the generation of meaningful leads with trusts that complement your authority's existing provision(s) and align with the vision you have for the new school.
- Support includes access to an extensive database of relevant stakeholders. We provide a mixture of general and targeted outreach emails; this will adapt as the process ensues and has proven to be a very successful means of marketing from us.