

"We felt it was the best of this type of event  
we had been to." Uppingham School

"It was a great show."  
Dragon School

Independent  
SCHOOLS  
Show  
SUMMER FAIR

2025  
SHOW  
REPORT

SUPPORTED BY



"I thought the event was  
incredibly well organised and  
the venue was lovely."  
St Paul's School

"We were busy throughout and  
spoke to lots of really lovely  
families. We also captured  
about 40-50 emails for our  
database." Highgate School



## Introduction

Our fifth Summer Fair was the first at our NEW home: the Royal Horticultural Society's Lindley Hall. This venue is central and very well-connected – one of the reasons we welcomed record numbers of parents to the Fair.

It was also the first NEW format show: smaller, termly, targeting a specific segment of parents.

The Summer Fair focuses on 11+/13+ choices, targeting parents with children at prep and state primaries. This year's visitors had children at 239 different prep and primary schools.

With such a reach, there is no more efficient way for a registrar to spend a day in the capital.

We were delighted with our first event at the Lindley Hall. We would like to thank all our exhibitors for taking part, and for their feedback, which we are using to make Autumn 2025 even better.

David Wellesley Wesley, Show Founder



"This was our first time at the ISS and it was good to see everyone. A busy day! The talks were excellent and certainly very popular with parents."

**Winchester College**

"Really great event – keen to do again."

**Wells Cathedral School**

"I was surprised by the number of attendees."

**Frensham Heights**

"There was an energy to the atmosphere this year."

**Papplewick**





## About our visitors

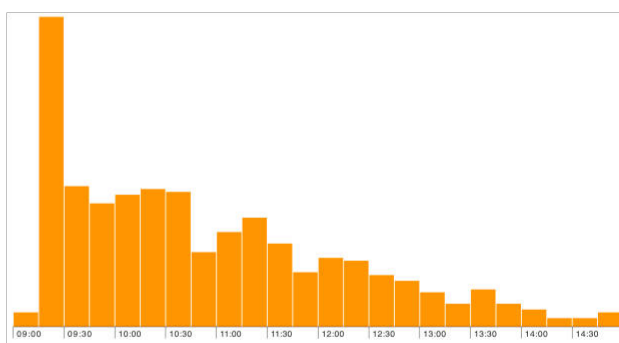
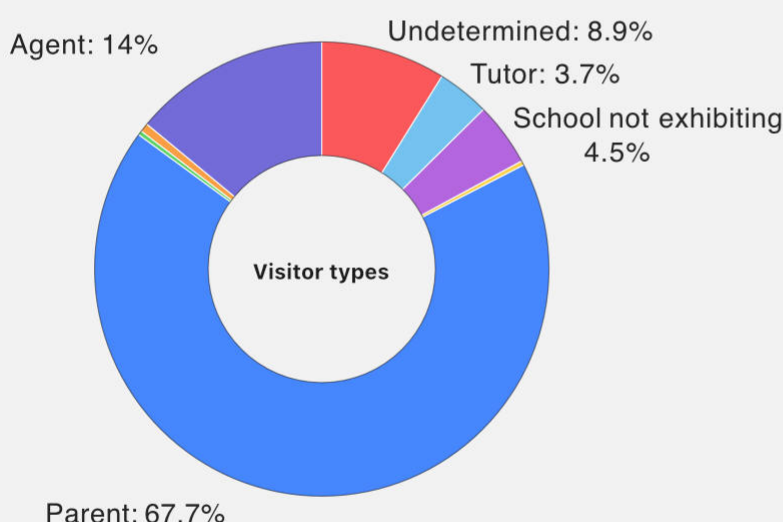
2025 footfall:

- Total: 1617 visitors.
- Mothers again predominated - making up 71% of visitors, but more fathers attended (29%, up from 20% last year).
- Most visitors live in prime London areas, see page 5.
- New location convenient for all parts of the capital - top 10 feeder schools included schools in Kensington, Primrose Hill, Bethnal Green, Ealing, Edgware and Wandsworth - see page 4.
- Non-parents attending the show included heads and staff from non-exhibiting London preps (4.5%), media, tutors (3.7%) and agents (14%).



"Really enjoyed the show - it was very well organised and we met lots of parents."

**City of London School for Girls**



Sir Anthony Seldon's keynote at 9:30 produced a rush at the start. After that there was a good flow of parents into the Fair all day.

We encourage parents to plan for a two hour visit, so most aimed to arrive before 13:30.

Many parents stayed longer than two hours to catch the afternoon talks and to speak 1-1 with schools when it was less hectic.

## 239 feeder schools

Children of Summer Fair visitors attend a wide range of schools:

• Abacus Ark PreSchool	• Godwin Primary	• Portman Children's Centre
• Alexandra Primary	• GoldenSparks Nursery	• Portsmouth Grammar School
• Allfarthing Primary	• Granville School	• Primrose Hill Primary
• Anguilla School	• Great Ballard	• Prior Park College
• Applecroft School	• Haberdashers Elstree	• Queen Elizabeth Girls
• Ayazağa Işık High, Istanbul	• Hackney New Primary	• Queen's College Prep
• Bancroft's	• Hampden Gurney Primary	• Queensbridge Primary
• Barlby Primary	• Hampstead Hill School	• Raddam House
• Barnes Primary	• Hampstead Parochial	• Ravens Wood School
• Bassett House School	• Hampton Court House	• Ravenscourt Park
• Belleville Primary	• Harris Science Academy	• Redriff Primary
• Belmont Primary	• Hatcham College	• Rhodes Avenue Primary
• Benhurst Primary	• Heath House Prep	• Robinsfield Infants
• Bickley Park School	• Heathside	• Rokeby School
• Bishop Gilpin Primary	• Hilden Grange	• Rosemary Works School
• Bishops Stortford College	• Hill House	• Rosemount Nursery
• Bolder Academy	• Hilton College, South Africa	• Rutherford House
• Bousfield Primary	• Holland House School	• Sacred Heart RC Primary
• Boutcher CoE Primary	• Holy Innocents Primary	• Saint Christina's Pre-Prep/Prep
• Bright Horizons Preschool	• Holy Trinity Primary	• Servite RC Primary
• Brighton College Prep	• Homefield Prep	• Shrewsbury House Pre-Prep
• Kensington	• Hornsby House	• SIAL School
• Britannia Village Primary School	• Hornsey Girls School	• Sofia High (online)
• British School Warsaw	• Hugh Myddelton Primary	• South Haringay Infant School
• Broomfield House	• Immanuel & St Andrew Primary	• South Norwood Primary school
• Burhill Primary	• International School Lahore	• Southfield Primary
• Bute House	• Ivy House School	• St Andrew's Buenos Aires
• Calverton Primary school	• Jack and Jill - Clarence House	• St Anthony's Prep
• Cameron Vale	• James Allen's Girls' School	• St Christopher's Prep
• Campsbourne	• John Ball Primary	• St James' Prep
• Canary Wharf College East	• John Stainer Primary	• St James' Primary
• Ferry	• Julians Primary	• St John Evangelist Primary
• Caterham	• Kensington Park School	• St John's Fisher RC Primary
• Caversham Prep	• Kensington Prep	• St John's Walham Green
• Charterhouse Square School	• Kentish Town Primary	• St Joseph's Primary
• Chelsea Pre-Prep	• King's House Richmond	• St Margaret's Hampstead
• Chinthurst Prep	• Kings College School	• St Mark's Hall Nursery
• Chislehurst & Sidcup Grammar	• Cambridge	• St Mary Magdalene & St
• Chislehurst School for Girls	• Kings College Wimbledon	• Stevens
• Christ Church Primary, Chelsea	• Kira & Kayla (Marlborough)	• St Mary's CofE Primary
• Christ Church Primary,	• Knightsbridge School	• St Michaels Southfields
• Hampstead	• Krishna Avanti Primary	• St Paul's Cathedral School
• City of London Girls	• Lady of Grace Junior School	• St Paul's Primary
• City of London Primary, Islington	• Larmenier & Sacred Heart	• St Peter's Docks Primary
• Claremont Primary	• School	• St Saviour's Primary
• Clayesmore	• Lee Chapel Primary	• St Stephen's Primary
• Clifton Lodge	• Leigh utc Dartford	• St Thomas More High, Southend
• Clowns Nursery	• Lochinver	• St Thomas's Primary
• Coleridge Primary	• Lockers Park	• St Vincent's Primary
• Colfe's	• London Christian school	• St. Christopher's Belsize Park
• College Francais Bilingue de	• Lyonsdown School	• Streatham & Clapham Prep
• Londres	• Maida Vale School	• Summer Fields School
• Colville Primary	• Marie D'Orliac School	• Thames Primary Academy
• Cubitt Town Primary	• Marlborough Primary	• The Cedars
• Cuddington Croft Primary	• Marshgate Primary	• The Children's House School
• Culford	• Merchant Taylor's Prep	• The Gower School
• Curwen Primary	• Merton Court Prep	• The Grove Independent School
• Dame Alice Owen's School	• Middleton Primary	• The Hall
• Devonshire House	• Millbank Gardens Primary	• The King's CoE Primary, Kew
• Dragon School	• Monkton Primary	• The Roche School
• Dulwich Cranbrook Prep	• Montpelier Primary	• The Royal School
• Dulwich Prep London	• Moultsford	• The Spanish Nursery
• Dundonald Primary	• Mulberry House	• Thomas Goldsbrough
• Durston House	• Muswell Hill Primary	• Thomas Jones Primary
• Eaton House School	• Net School (Online)	• Thomas's (Battersea, Clapham,
• Eaton Square School	• Newland House	• Fulham, Kensington)
• Ecclesbourne Primary	• Newton Prep	• THS Boys
• Fairley House	• North London Collegiate	• Trinity School
• Falkner House	• North London Grammar School	• Two Hands Nursery
• Feltonfleet	• Northampton High	• Uppingham
• Fennie's Nursery	• Notting Hill Prep	• Wandsworth Prep
• Finton House	• Oakfields Prep	• Westminster Academy
• Forest School	• Old Vicarage School	• Westminster Cathedral Choir
• Francis Holland Prep	• Oratory Primary	• School
• Frensham Heights	• Orley Farm School	• Westminster Under
• Fulham Prep	• Our Lady of Muswell	• Wetherby Prep
• Gad's Hill	• Oxford International College	• William Hogarth School
• Garden House	• Papplewick	• William Tyndale School
• Gatehouse School	• Parkgate House	• Wimbledon Park Primary
• George Carey Primary	• Parson's Green Nursery	• Windlesham House
• Ghana International School	• Pembridge Hall	• Woodford Green Prep
• Gillespie Primary	• Perse School	• Woodmansterne School
• Glebe Farm School	• Pimlico Primary	

## Top 10 feeders

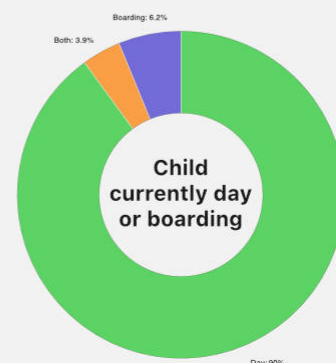
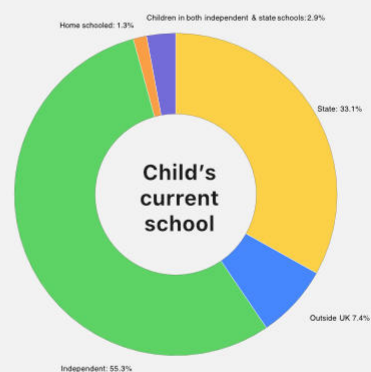
Large groups of parents came from well-known preps and state primaries from across London:

1. Thomas's (Battersea, Clapham, Fulham, Kensington)
2. Newton Prep, Battersea
3. Christ Church Primary, Chelsea
4. Hill House, Knightsbridge
5. Brighton College Prep, Kensington
6. Durston House, Ealing
7. Holland House School, Edgware
8. Saint Christina's Prep, Primrose Hill
9. Belmont Primary, Chiswick
10. Gatehouse School, Bethnal Green

## Independent, State Primary, Internationals, Home Schoolers

58.3% of visitors' children attend independent schools. 13.2% are currently boarding. 36% have children in state primary schools.

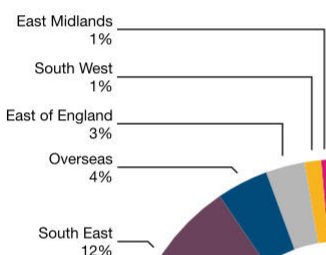
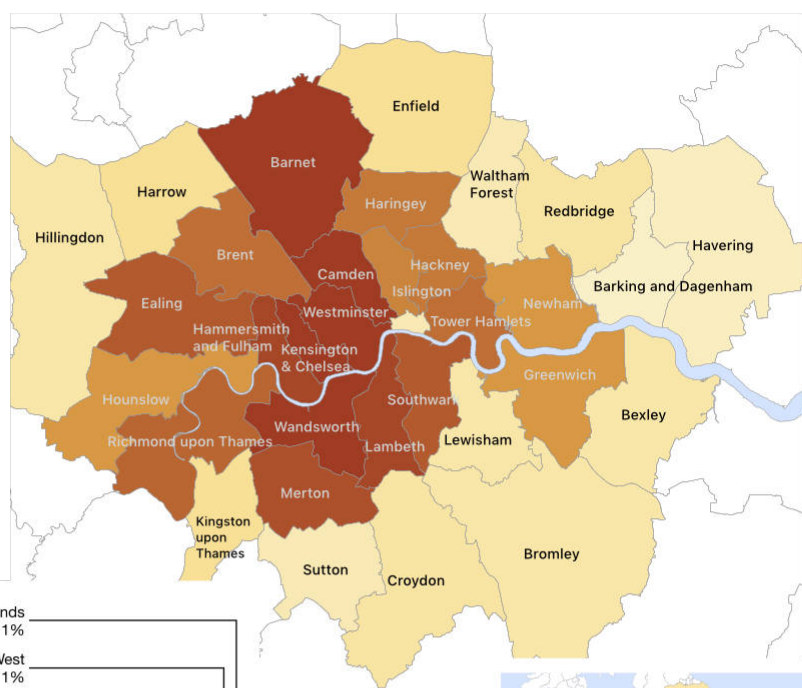
7.4% of parents were internationals moving to the UK. A small group are home educators.





## Where Summer Fair visitors live

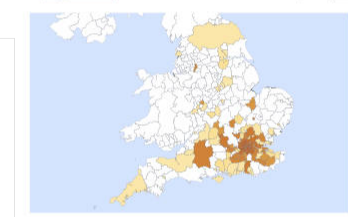
The vast majority of visitors to the Summer Fair live in prime London boroughs.



**90% of families in attending the Show live in London or the South East.**

**UK visitors skew towards the South East of England.**

**4% of parents at the show currently live overseas.**



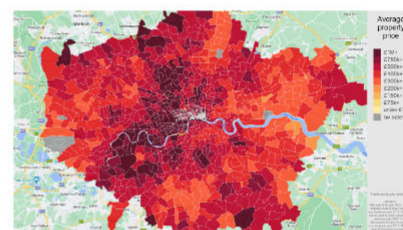
## Target boroughs

We target visitors who live in affluent boroughs.

Top 10 home locations of visitors at the Summer 2025 show:

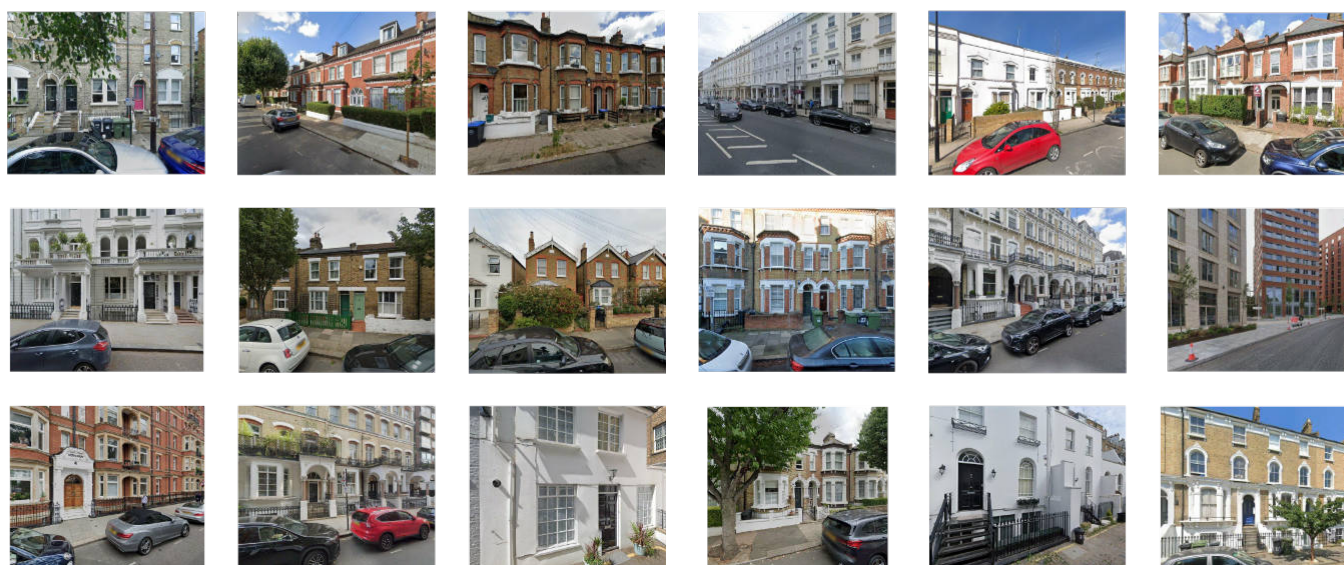
- Kensington and Chelsea
- Wandsworth
- Westminster
- Camden
- Barnet
- Lambeth
- Hammersmith and Fulham
- Merton
- Ealing
- Southwark

These locations correlate tightly with maps of wealth in London.



Our new location has expanded the reach of the Show. For many visitors travel times to Lindley Hall are significantly shorter than to Battersea Evolution or the Hurlingham Club.

**Below: the Show attracts wealthy families living in prime London homes**

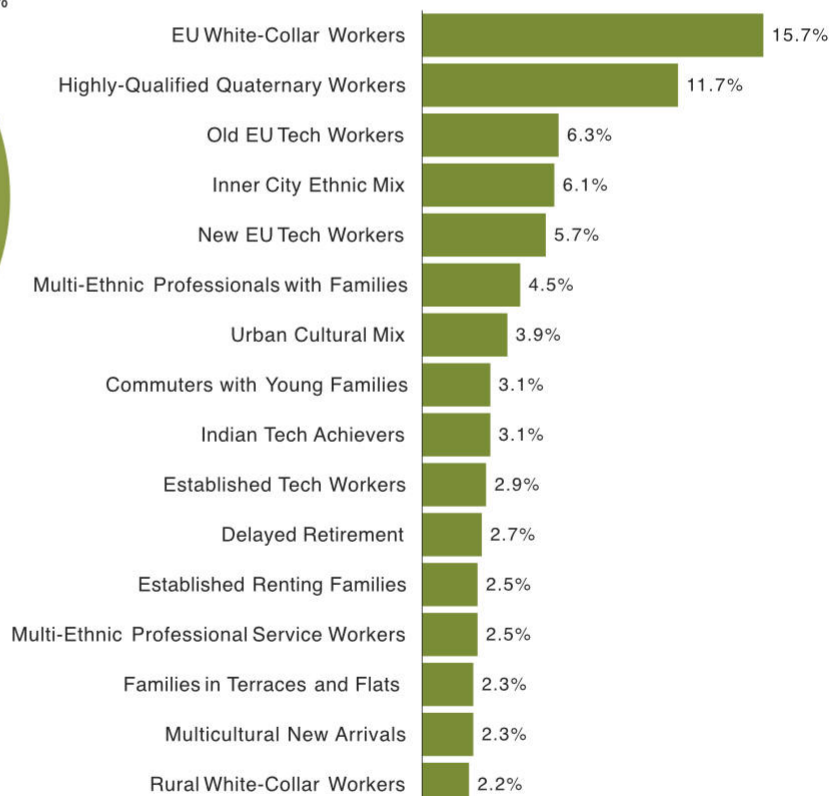
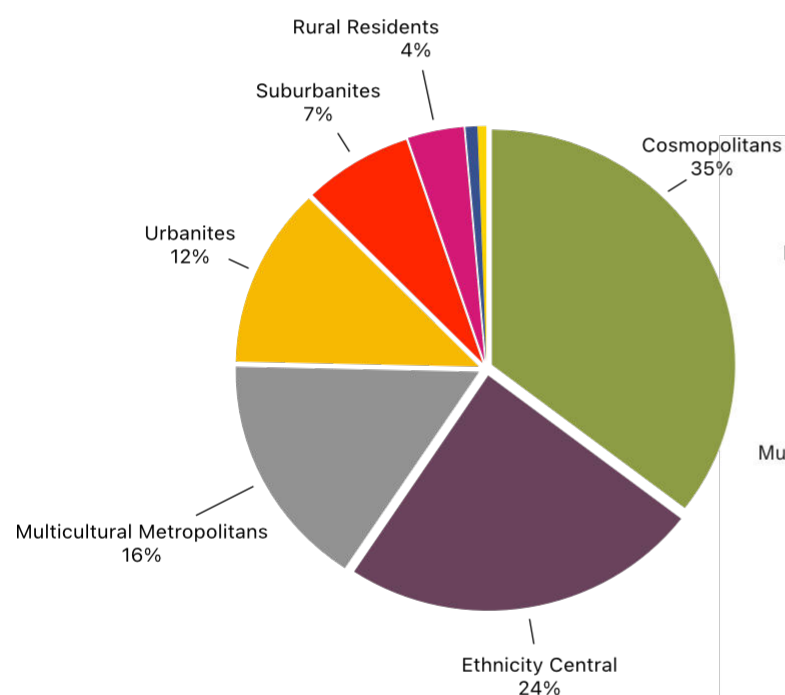




## Visitor demographics



**The diversity of families at the Show reflects Central London's multi-cultural, highly-skilled workforce.**

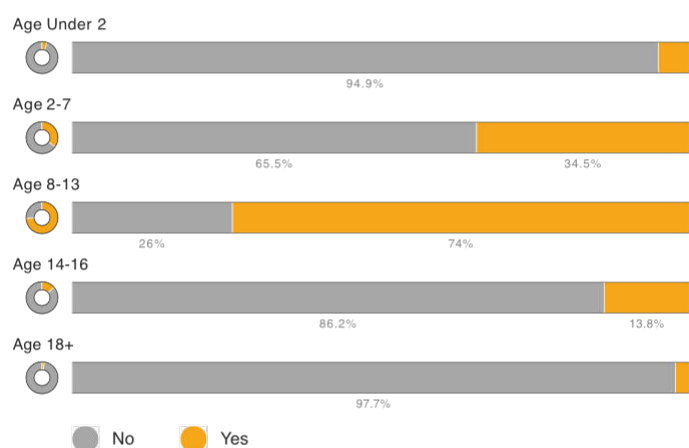


## What visitors want

Parents come to the Fair with open minds, looking to find the right school for their child.

### Age of children

- The content of the Fair is well signposted, so the vast majority of families at the Summer Fair (74%) have children aged 8-13 and are looking for senior schools or Years 6-8 boarding at prep schools.
- 34.5% also had younger children aged 2-7.
- Unsurprisingly there were few parents with very young children or with teenagers looking for sixth form places at this event.

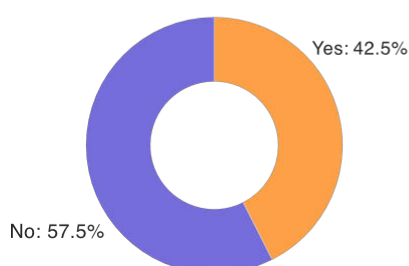


Above: Age of visitors' children

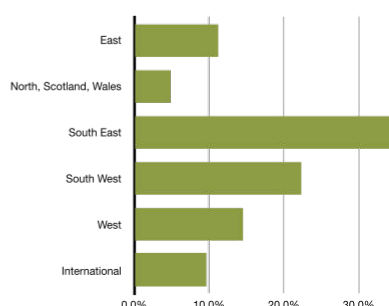
### Open-minded about school locations

- 90.8% of parents at the Fair are looking at London schools, but 42.5% are also looking outside the capital.
- Parents looking outside the capital are thinking about day places and family relocation as well as boarding.
- South East is the most popular search area, but many are looking further afield, including international options.

% of London domiciled visitors considering other locations

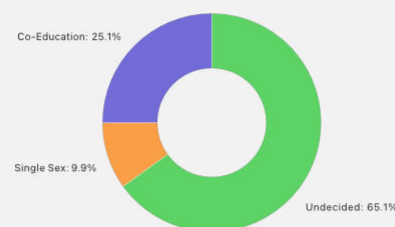


Locations of visitors' school searches outside London

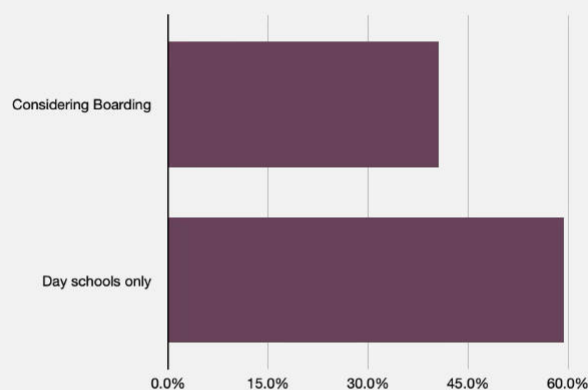


## School Choices

- 90% parents considering Co-Ed schools;
- 65.1% of parents looking at both co-education and single sex schools. Parents of boys more likely to be looking at single sex schools.



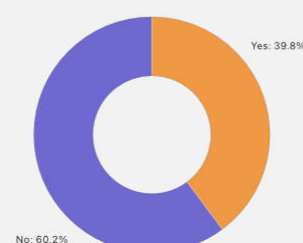
Above: Single Sex or Co-Ed?  
Below: Boarding / Day



The majority of visiting families are considering a range of 11+/13+ options for their children:

- 60.2% do NOT need information about bursaries.
- 19% came to the Fair certain they would like their child to board.
- 40.6% of visitors are considering boarding.
- 59.4% are certain they would like a day school. 37.8% of this group are looking at state schools as well as independents.

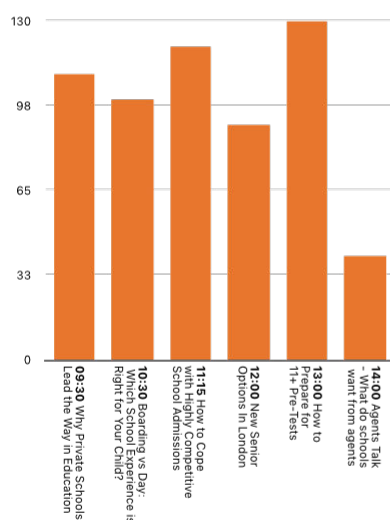
Below: The majority of visitors are NOT seeking information about bursaries



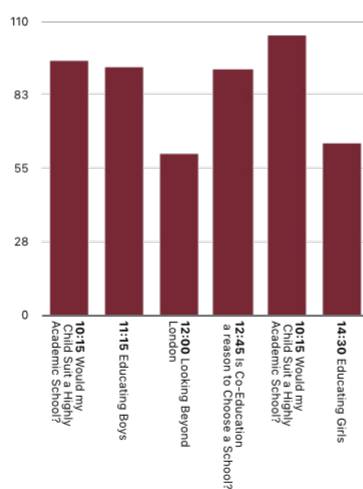


## Talks programme

1086 parents attended talks in two theatres. We would like to thank our partners Think Academy UK who sponsored the main stage in the North Annexe, and The Good Schools Guide who chaired the Forum talks in the Library.



Think Academy Theatre audiences



Good Schools Guide Forum audiences

### Think Academy Theatre

The programme was designed to help London parents tackle the practicalities of 11+/13+ entry. All talks, except the agents talk in the afternoon, were over-capacity.

### Good Schools Guide Forum

The NEW Forum programme attracted large numbers of parents to the Fair, where uniquely they can compare the London offer with schools from outside the M25.





## 2025 marketing campaign

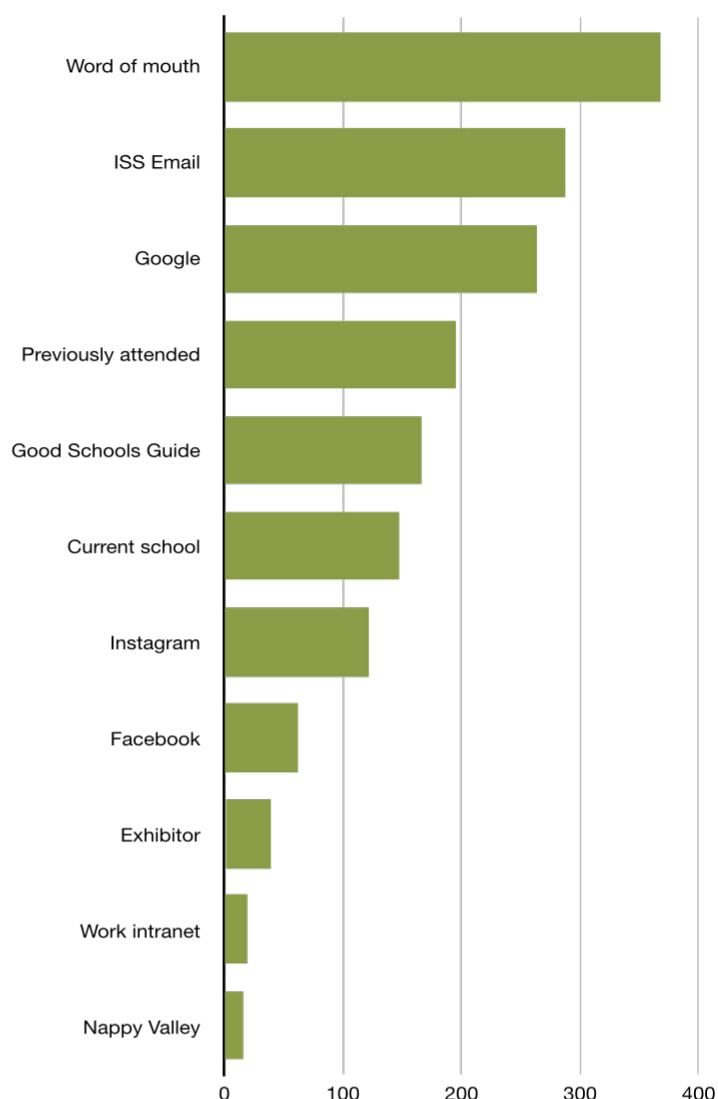
A targeted marketing plan took place simultaneously across different media and social platforms.

### The visitors came from:

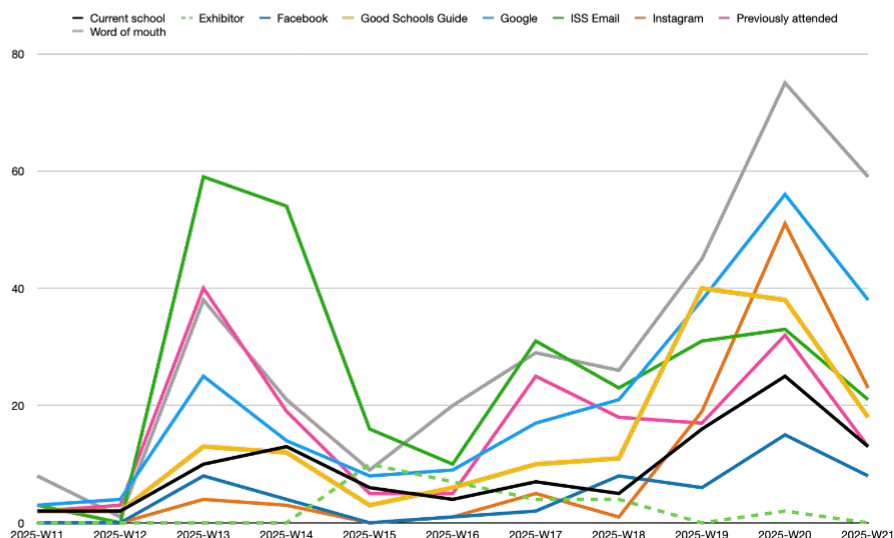
- Emails to our database of UK families who have registered in the past, previously attended, or attended online events performed strongly;
- The marketing campaign to central London feeder schools and nurseries was highly effective, with 'current school' now a key source of registrations;
- Our well-established partnership with the Good Schools Guide;
- Organic Google searches + paid Google advertising;
- Social media is now a significant source of visitors. Instagram and Facebook are our key channels;
- Word-of-mouth continues to dominate in the final weeks because we encourage people who register early to tell their friends and families;
- NEW this year exhibitor promotions brought in a significant group of visitors - Millfield and Highgate ran notably successful campaigns promoting their presence at the show. Highgate reported meeting many parents from their newsletter and social media campaigns.



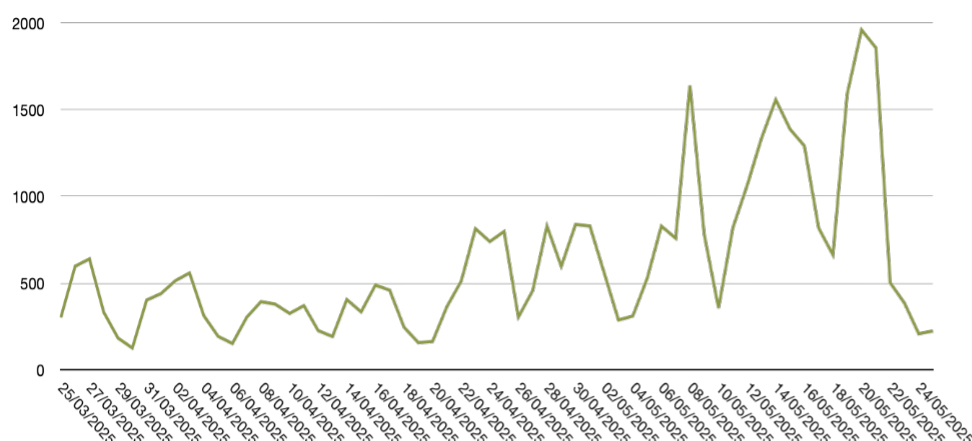
Sources of visitors



Below sources of visitors, weekly through the build up



## Web activity

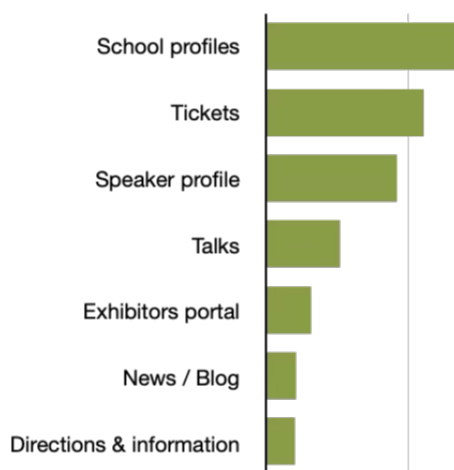


Daily ISS web traffic, 25 March to 24 May

Traffic on the website rises each week as the campaign builds. Traffic comes from a wide range of sources (see table right). 66% direct and organic reflects the powerful, long-established brand recognition of the ISS.

Many visitors initially look for the Get Tickets button, but they then return to watch videos about the show and of previous talks.

Many parents return multiple times. 3233 users spent 10 minutes or more on the site in the two months before the Show.

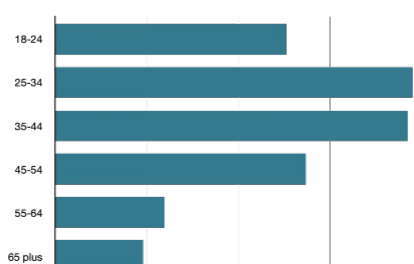


Most popular content categories on the website (excluding event home pages)

Source of web traffic	% Sessions 23 March-22 May
Google / organic	36.50%
Direct (includes ISS emails)	30.27%
(blank)	7.13%
Google / cpc	6.05%
Instagram paid	4.77%
Facebook	4.46%
Bing / organic	2.53%
Good Schools Guide website	1.26%
Good Schools Guide solus	1.18%
Instagram	1.08%
Eventbrite	1.04%
Linktr.ee	0.77%
Facebook paid	0.73%
LinkedIn	0.59%
Yahoo	0.31%
Good Schools Guide social	0.30%
Exhibitor	0.28%
DuckDuckGo	0.18%
Chat GPT	0.16%
YouTube	0.13%
NappyValley	0.13%
Radio HP	0.10%
Twitter	0.02%
Mumsnet	0.02%
Gleanin	0.01%

## Online demographics

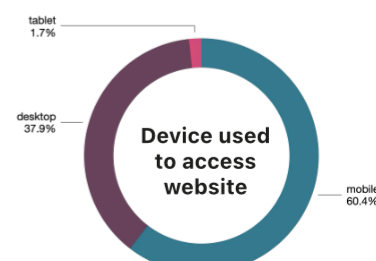
- A basic pattern remains constant - mothers register for 77.2% of tickets.
- However fathers engage online - 41% of visitors in the build-up were male.
- Our online visitors are generally aged 25-54, but this year there was significant interest from older parents and grandparents (8.5% 55-64, 7.5% 65+).



Age of web visitors

## Mobile use

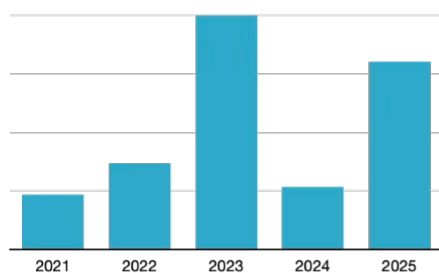
- 60.4% of ticket registrations take place on phones.
- Apple devices dominate mobile and desktop.



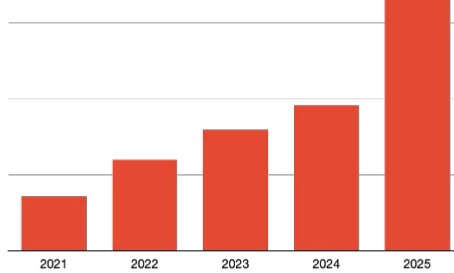


## Social media & online advertising

This year there was an 122% rise in visitors who heard about the show from social media, principally from Facebook and Instagram campaigns, supported by social media advertising and exhibitor posts.



Visitors who heard about the Summer Fair on Facebook



Visitors who heard about the Summer Fair on Instagram

## Instagram 2025

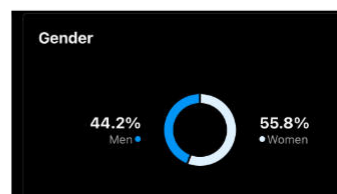
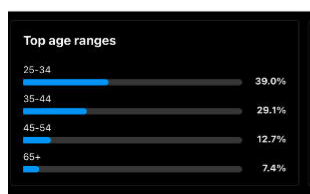
Instagram continues its steady rise as a source of visitors.

ISS ran a 2 month instagram campaign which produced:

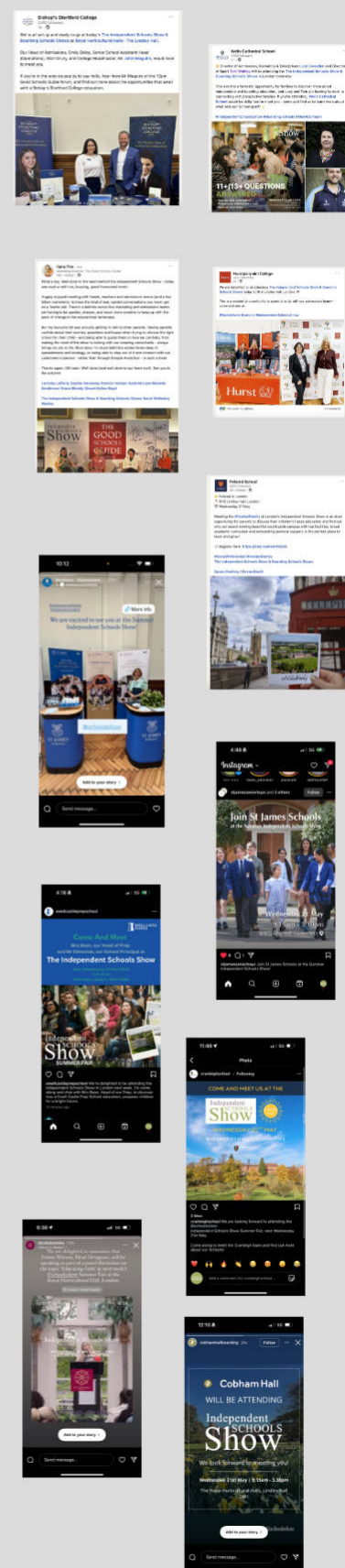
- 600,000 views of content
- 284,600 accounts reached
- Our current Instagram follower count stands at 10,666, up over 20% since our last ISS.
- The highest viewed reel has reached 100,000 views, with the majority of engagement coming from:
  - Reels (42%),
  - Posts (29%)
  - Stories (28%)



## Instagram demographics 2025



Thank you for  
your posts on  
social media



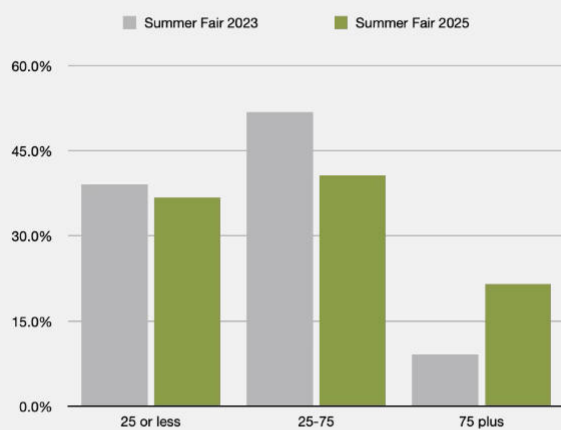
# Exhibitor Feedback

A record 79% of exhibitors took part in our feedback survey. Thank you.

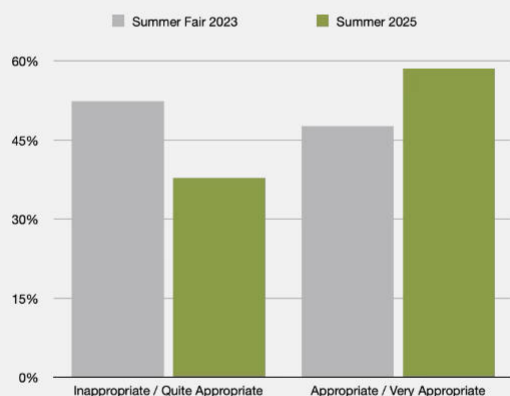
Many of you commented that the show was busy and that you liked the new format.

## Visitors / Leads

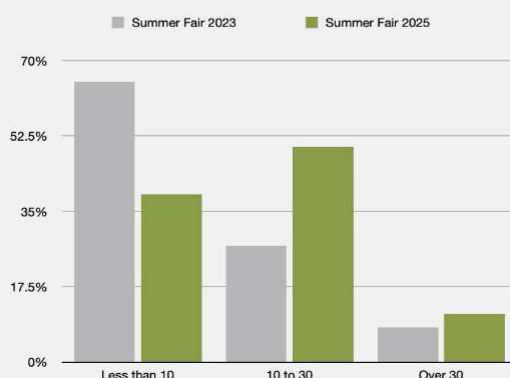
### How many visitors did you see?



### Visitor quality



### # positive leads



## Best things:

- Excellent new format, keeping it simple.
- Convenient for public transport.
- The number of attendees (both exhibitors and parents).
- Quality of schools attending and speaking produced an engaged audience.
- Much more financially viable for schools to attend - easier and more budget efficient to not have to dress large shell scheme stands.
- The new format of having more frequent, smaller, targeted shows.



"I am delighted and proud that this year 100% of you rated the professionalism of my team as 'good' or 'excellent' - our best rating yet."

Ben Hitchman, Show Director





## What you would like us to improve

- Noise overspill from the North Annexe Theatre.
- Social media posts from ISS to feature all exhibitors.
- Drop-off (without roadworks this should be much easier).
- Café for exhibitors - ideally you would like more variety, higher quality (and lower cost!).
- Refreshments / seating for visitors.
- Agents - new system needed to signal the 25% of exhibitors who do not want to meet agents.

Valid until 21-05-2024

Independent  
SCHOOLS  
Show

**REGISTRATION  
VOUCHER**

**VALUE 50%**

50% discount agreed between school and parent. Exhibiting schools assume full responsibility and liability for all claims related to this offer. Next Step Exhibitions Ltd, the event organiser, bears no responsibility.

## NEW Registration Offer

This year we introduced a new offer for visitors - 50% off the cost of registration with participating schools. The offer provides a new way for exhibitors to encourage parents to take the next step and visit / register.

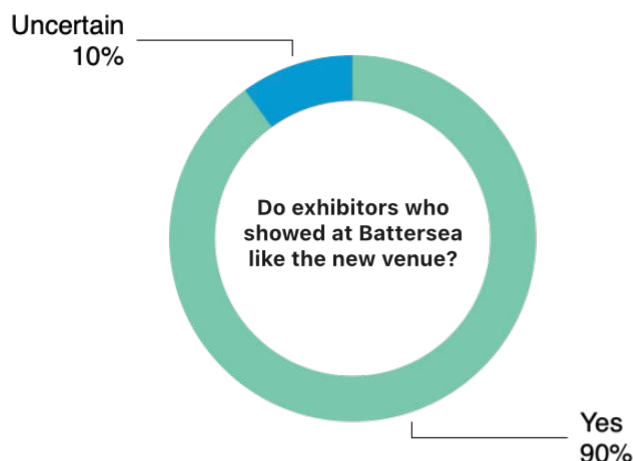
23 schools took part, and 92% of those schools would do it again.

On average participating schools saw 3-5 parents with vouchers.

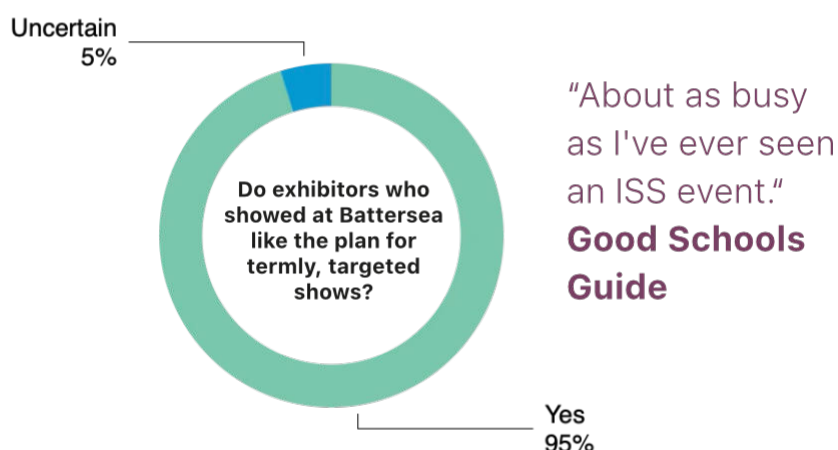
Feedback:

- Schools would like:
  - earlier communication about the offer - ideally when they sign up;
  - more 'hype' to parents;
  - offer featured in Show Guide.
- Parents would like to know clearly which schools are taking part.

## Your feedback on the new format



"New location made it much more accessible for parents, and I think this contributed to the success in numbers seen." **St James' Schools**

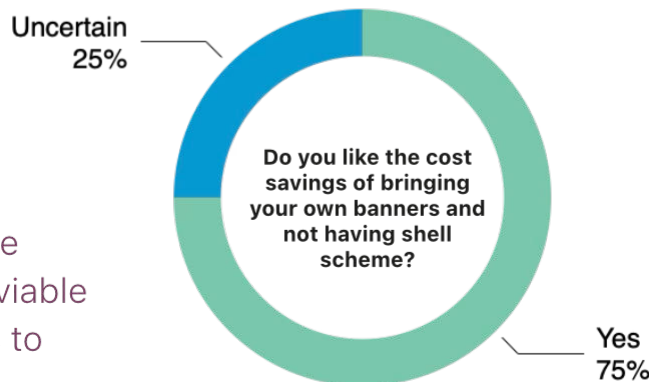


"Excellent new format."

**Marlborough College**

"The new format worked really well for us."

**Hurst College**

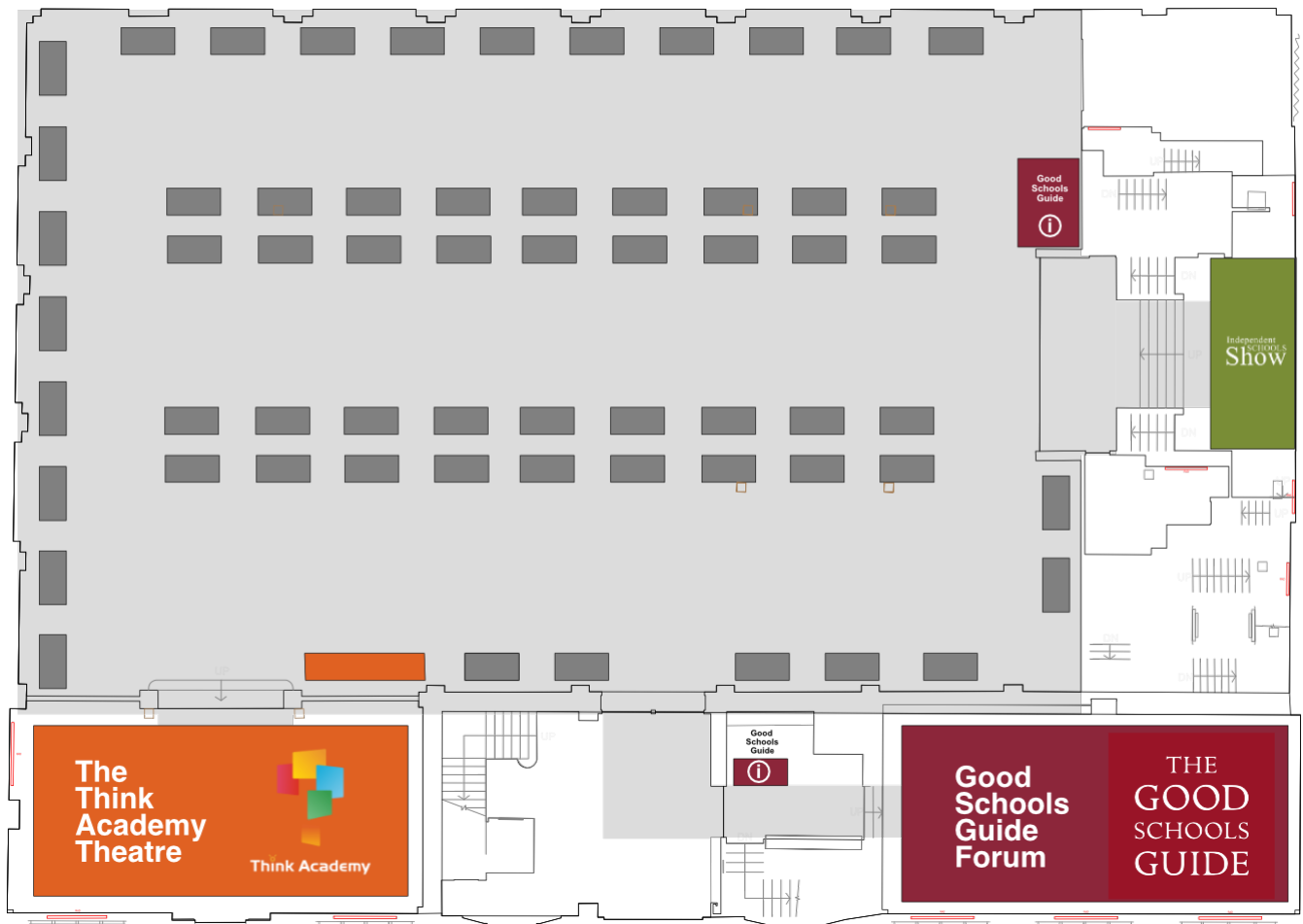


"Much more financially viable for schools to attend."

**Heathfield School**

## Looking ahead: 2025-26 academic year

Autumn floor plan



### ISS Autumn

Thursday  
09 October  
2025

#### 4 - 18

a complete overview  
of the journey, looking  
at the pros and cons  
of different routes

### ISS Spring

Saturday  
28 February  
2026

#### Going Private

with a focus on the  
transition from  
state schools  
at 7+, 11+ and 16+

### ISS Summer

Thursday  
14 May  
2026

#### 11+ & 13+

managing the  
move to senior day  
and boarding schools

THE ENGINE ROOM, BATTERSEA POWER STATION, SW11 8BZ  
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