



Independent
SCHOOLS
Show

THE NEXT
CHAPTER
2025-6

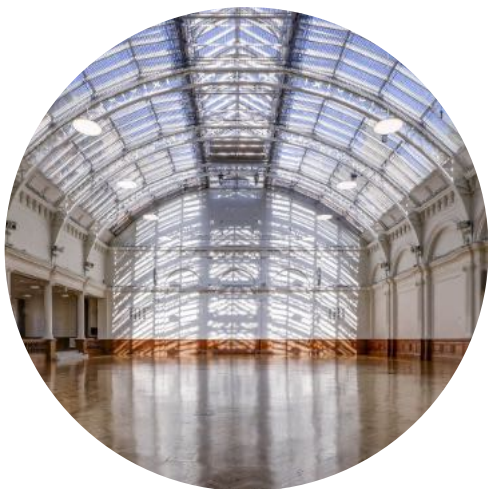
Boarding
SCHOOLS
Show

Independent SCHOOLS Show



4 shows in London | 2 new venues

After nearly two decades of hosting the flagship event in Battersea Park, the Independent Schools Show (ISS) embarks on an exciting new chapter by moving North of the river to two new central locations.



THE ROYAL HORTICULTURAL HALLS, LINDLEY HALL

SW1P 2PE

Nearest tube stations:
Victoria, St James's Park

Buses: 148,176,185, 26, 3

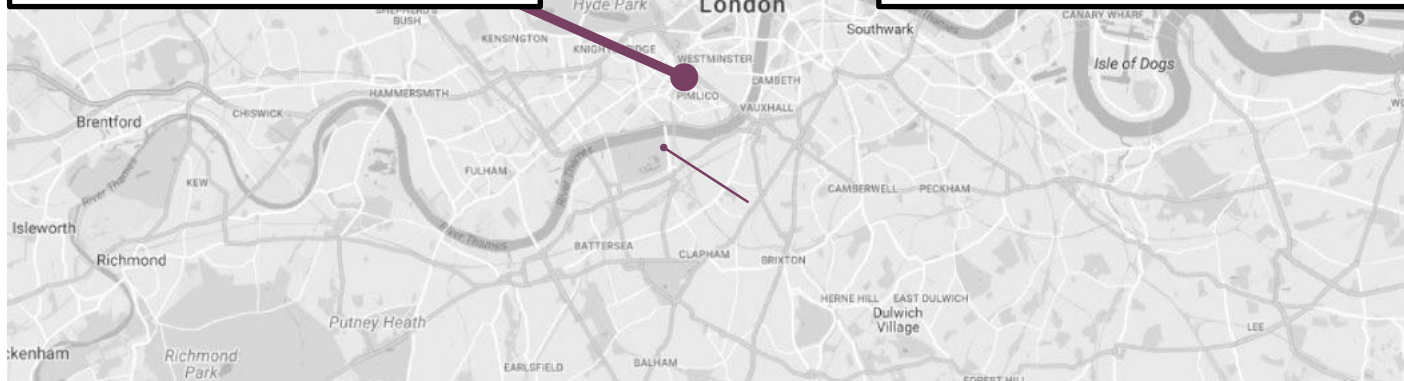
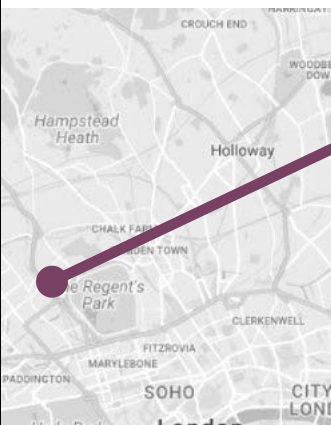


NURSERY PAVILION, LORD'S CRICKET GROUND, NW8

NW8 8QN

Nearest tube station:
St John's Wood

Buses: 13, 113



POWERFUL PARTNERS

For each show we run a large advertising & PR campaign, featuring strongly in national titles.



Think Academy

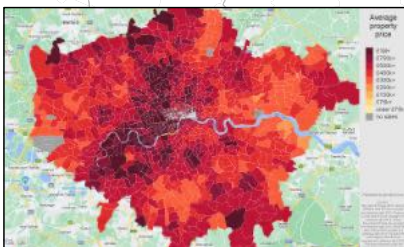
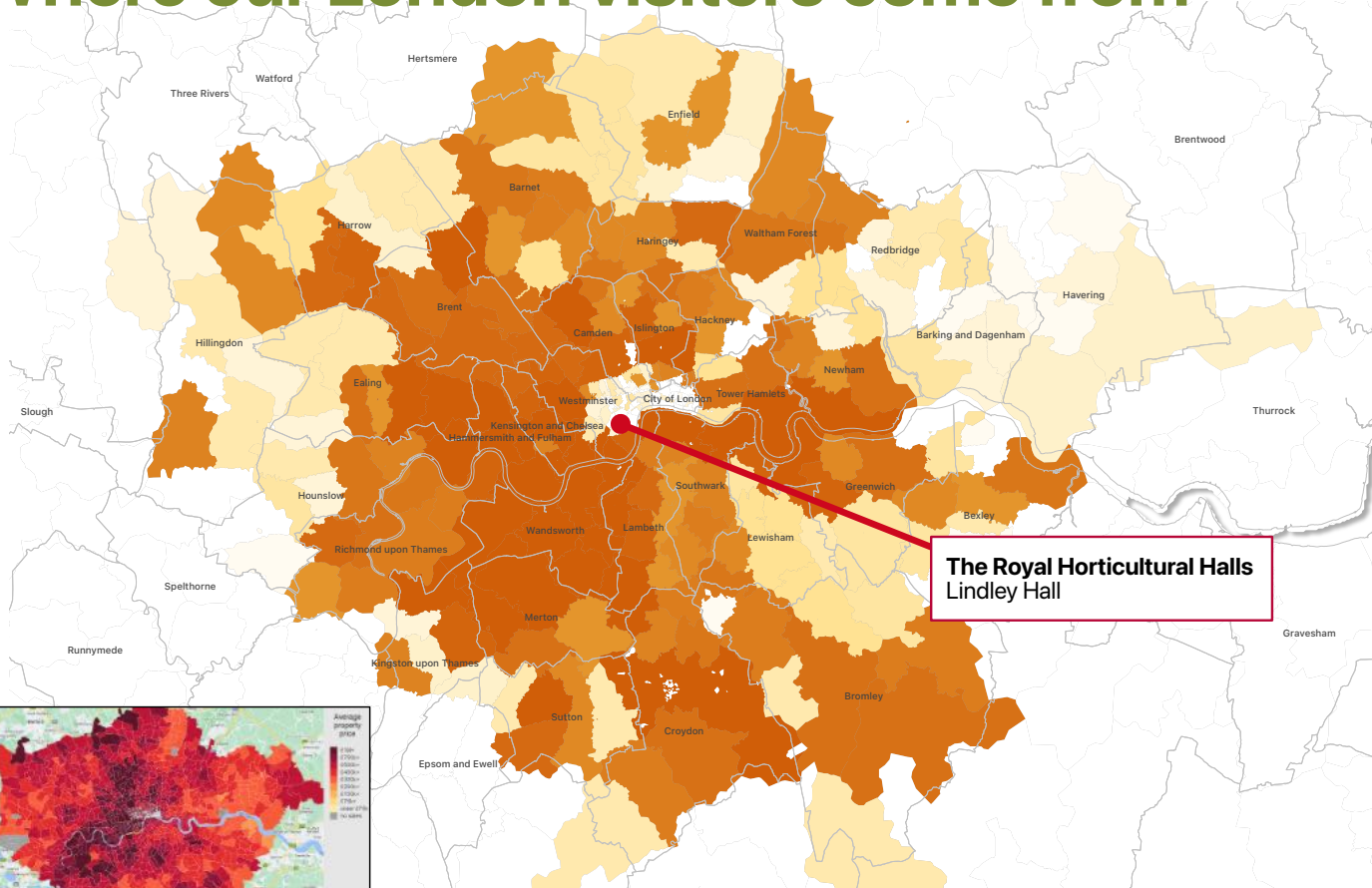
THE TIMES
THE SUNDAY TIMES

THE
GOOD
SCHOOLS
GUIDE

TATLER

Muddy
Stiletto's

Where our London visitors come from

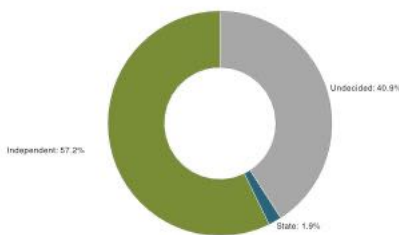


ISS visitors live in the most affluent boroughs of London.

Top locations of 2024 visitors:

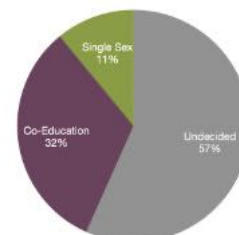
- Wandsworth
- Kensington and Chelsea
- Lambeth
- Hammersmith and Fulham
- Westminster
- Tower Hamlets
- Greenwich
- Barnet
- Southwark
- Ealing
- Croydon
- Greenwich
- Camden

What our visitors want



State / Independent

- The majority of ISS visitors are only looking for places at independent schools.
- However a significant minority (41%) are comparing state and independent sectors.
- A tiny group are only considering state schools (usually boarding).



Single Sex / Co-Education

- Most visitors are undecided whether they want a Co-Ed or single sex school.
- This year parents of boys were slightly more certain that they wanted single sex schools than parents of girls.

Teenage Boarding

ISS visitors with teenage children have a strong interest in boarding. In 2024 23% were sure they wanted it and another 48% were considering it.



POST SHOW REPORT

A more comprehensive analysis of the demographics of ISS visitors can be found in the annual Battersea [Post Show Report](#).



'New' Format

Our new approach for smaller, more targeted, and regular events throughout the year, designed to enhance accessibility and relevance for families navigating their children's educational journeys.

This 'new' format has been trialled since 2021 at our Summer Fair.

- **Weekday shows attract key audience:** parents attend after school drop-off and adjust their work schedules to participate, ensuring strong engagement.
- **New format significantly reduces costs for schools:** eliminates the need for stand builds, furniture rentals, and hotel expenses, making participation more cost-effective.
- **Strategic focus improves value for London parents:** each ISS event is tailored to specific entry points, compelling London parents to visit.
- **Smaller, targeted events enhance engagement:** schools connect with highly purposeful parents during crucial decision-making periods, fostering meaningful interactions.
- **1x Saturday show preserves ISS's legacy as a gateway event:** maintains its long-standing role in introducing families to the independent school sector.



The Year Ahead

| SHOW | DATE | VENUE | FOCUS |
|-------------|--------------------------|-----------------------|----------------------------------|
| SUMMER FAIR | Wednesday 21 May | RHS Lindley Hall | 11+/13+ Questions |
| AUTUMN FAIR | Thursday 9 October | RHS Lindley Hall | All Entry Points |
| WINTER FAIR | Thursday 6 November | Lord's Cricket Ground | 11+/13+ Questions & North London |
| SPRING FAIR | Saturday 7 February 2026 | RHS Lindley Hall | Going Private |

Boarding SCHOOLS Show



2025 Overseas Shows

Since 2012 the Boarding School Shows has provided schools with direct access to key boarding markets in Europe, the Middle East and Asia.

POWERFUL MARKETING

Being part of a group spreads the marketing cost. For each show we run large campaigns and report all activities in our comprehensive post-show reports. BSS advertising, PR & media coverage will strengthen your school's international brand position.

SHARED INFORMATION

We share local market briefings (UKTI or other) plus our own local market knowledge. Many schools also see the networking with co-participants as highly valuable.

POWER OF EVENTS

Face-to-face contact with parents is the best way to convert interest into registrations. The Shows are also a great way to enhance links with local feeder schools and an opportunity for interviews & entry tests.

DEVELOPMENT OPPORTUNITIES

The shows' prestigious venues provide the perfect environment to re-connect with your international alumni.

SCHOLATO SERVICE

Overseas parents often begin their journey with limited knowledge of the UK and its independent school system. To better support them, all parents registering for BSS overseas shows are now contacted by Scholato - a dedicated telephone advice and support service. Trialled during 2023-2024, the results have been encouraging: increased parental engagement, more comprehensive pre-event insights for exhibitors, and a higher quality of serious leads.

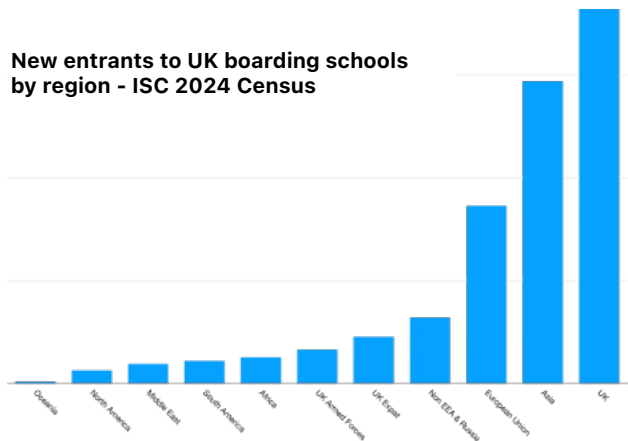
Facts & Figures

International markets are essential for British independent schools looking to recruit boarders. Overseas domiciled families and ex-pats make up the majority of new joiners to boarding schools.

Following the data

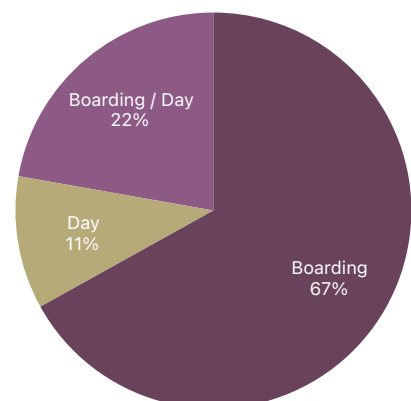
Join our shows to target the areas of the world where it is proven that there is most interest in UK boarding - UK, Asia and Europe.

New entrants to UK boarding schools by region - ISC 2024 Census



What BSS visitors want

The vast majority seek boarding, but we are also seeing more interest in relocation to UK, especially amongst parents of younger children.



| SHOW | DATES | PRICES |
|---|---|-------------------------------------|
|  <p>SPRING TOUR MIDDLE EAST & ASIA 2025</p> | <p>Dubai - 15 March Bangkok - 18 March Singapore - 20 March</p> | <p>£4,000 £4,000 £4,000</p> |
|  <p>USA NEW YORK 2025</p> | <p>Pratt Mansions - Thursday 1 May</p> | <p>£4,000</p> |
|  <p>SUMMER FAIR 2025</p> | <p>RHS Lindley Hall - Wednesday 21 May</p> | <p>£4,000</p> |
|  <p>AUTUMN FAIR 2025</p> | <p>RHS Lindley Hall - Thursday 9 October</p> | <p>£4,000</p> |
|  <p>WINTER FAIR 2025</p> | <p>Lord's Cricket Ground - Thursday 6 November</p> | <p>£4,000</p> |
|  <p>EUROPE 2025</p> | <p>Monaco - Saturday 22 November</p> | <p>£4,000</p> |
|  <p>SPRING FAIR 2026</p> | <p>RHS Lindley Hall - Saturday 7 February</p> | <p>£4,000</p> |

For more information or to discuss your participation, please don't hesitate to contact us.

+44 (0) 20 3201 0299

Ben Hitchman ben@schoolsshow.co.uk

Handbooks / post-show reports:
schoolsshow.co.uk/exhibitors

Multi-event discounts are available for our London and overseas shows. Contact us to learn more.

All prices subject to VAT.