

'Friday was very busy for us with several excellent leads for 2025 entry. One family we met at the Show came to our Open Morning the following weekend.'

Papplewick

Independent SCHOOLS Show

POST SHOW REPORT 2024

SUPPORTED BY





"Loved the new format!"

"This was a very well run event"

"A good turnout of prospective families."

"First time we have attended and we would love to come back."

For more exhibitor feedback see pages 24-26



Introduction

The 2024 Independent Schools Show solidified its position as the leading B2C event for the sector, offering a unique platform for schools to connect with engaged and motivated families.

This year's new Friday/Saturday format attracted high-quality visitors:

- Friday catered to affluent, education-focused London families who demonstrated clear intent and the means to invest in the right school for their children. The exclusive, weekday setting - with its gala atmosphere - resonated particularly well with central London audiences.
- Saturday extended opening hours, welcoming families from across all regions, further expanding our reach and engagement.

Parents visiting the Show came from an unparalleled breadth of feeder schools, with families from over 215 different schools in attendance. This reach means our exhibitors forge meaningful connections with London's most highly motivated parents, who come to the Show actively seeking the best education options for their children.

Moving forward, we will extend the Friday experience by starting earlier, anticipating significant growth in visitor numbers.

The Independent Schools Show continues to be the essential destination for families to discover and connect with schools. Parents come to the Show ready to make informed decisions about their children's education.

David Wellesley Wesley, Show Founder



Exhibitor feedback

"The risk of the Friday opening was worth it! Thanks so much. I found it far more engaging overall."

"We loved the talk theatres downstairs"

"Very useful two days."

"For a school that is not based in London, the event is a great way to access the market"

For more exhibitor feedback see pages 24-26

About Our Visitors

We welcomed 4801 visitors to this year's Independent Schools Show, our first Friday/Saturday show.

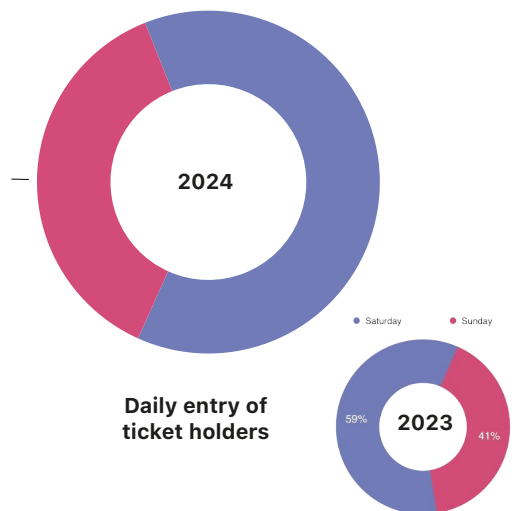
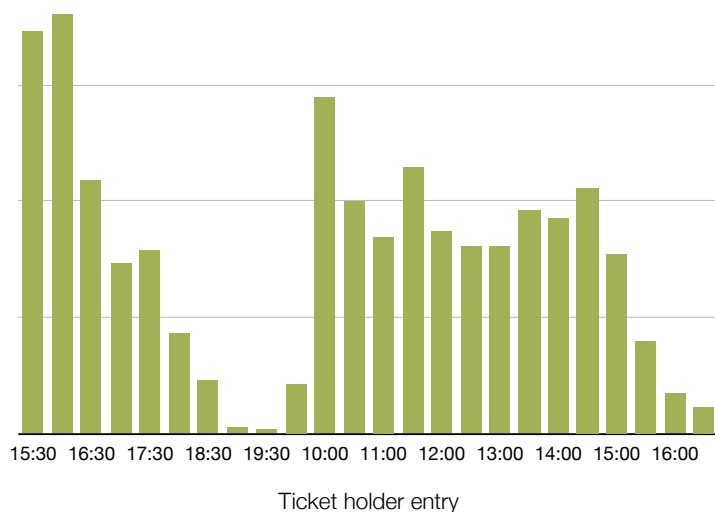
On Friday this year we opened in the afternoon/evening, and although the time slot was restricted we welcomed 37% of this year's ticket holders. Visitors preferred day time to evening, suggesting that we can grow the Friday audience by opening earlier.

Saturday brought in 63% of this year's ticket holders, and the numbers attending matched Saturday last year. Groups were much larger than Friday, as ticket holders came with children, partners, grandparents.

See pages 5-13 for a full analysis of the Show's visitors.



Above & bottom: Friday visitors came singly. Below: Saturday visitors came in family groups





FRIDAY AUDIENCE

Friday attracted high quality, focussed, central London parents and senior staff from feeder preps and primaries.

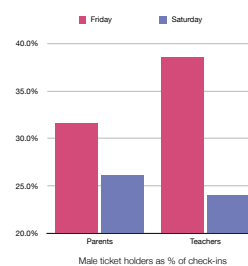
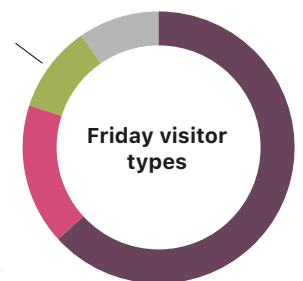
- Most visitors arrived between 3:45pm-5:45pm. Few arrived after 6pm.
- Groups were small: many came alone, there were fewer couples, and fewer than expected children.
- 63% were parents. This was a wealthy audience. A high proportion (43%) considering boarding, fewer wanted information about bursaries.
- 12% were heads/teachers from feeder schools, plus tutors.
- 19% were education agents (see page 16).
- More men: Friday attracted new audiences of fathers, male teachers and male agents.
- Longer visits: many visitors stayed until the Show closed to catch the talks. The average visit lasted 3.3 hours.

In numbers:

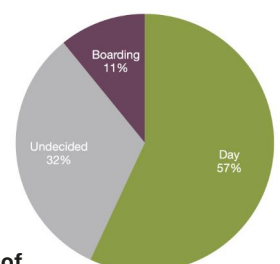
37% of our 2024 visitors

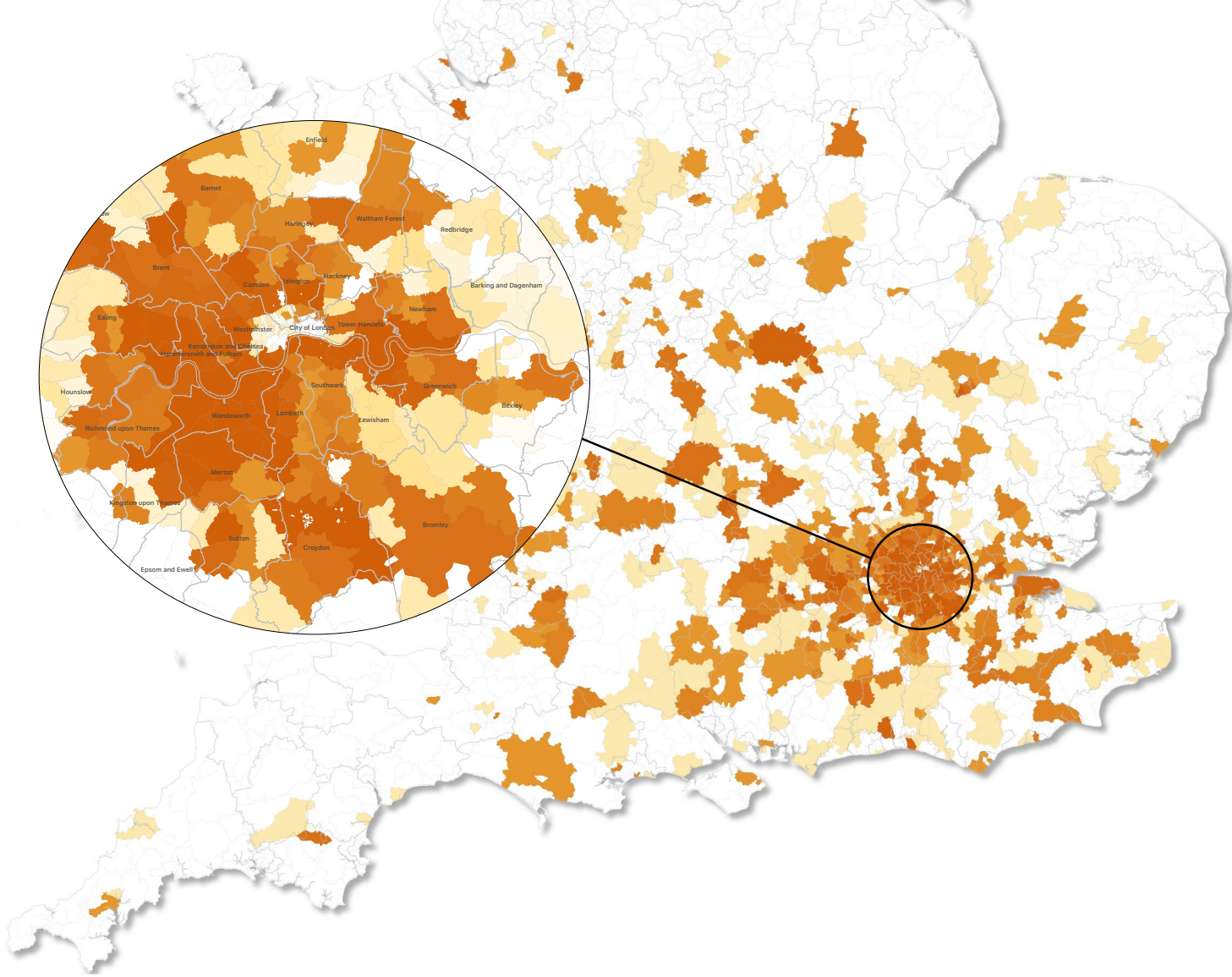
Top 5 areas:

- Wandsworth
- Kensington and Chelsea
- Lambeth
- Westminster
- Southwark



School choices of Friday visitors





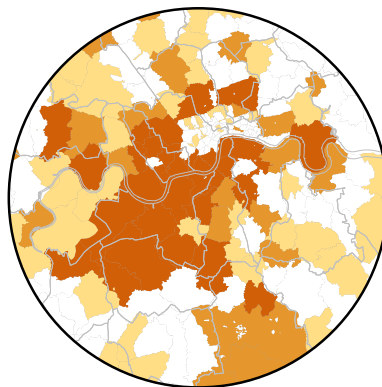
Where our visitors come from

78.7% of visitors this year came from Greater London, up from 75% last year, because of the Central London audience that attended on Friday.

ISS visitors live in the most affluent boroughs of London.

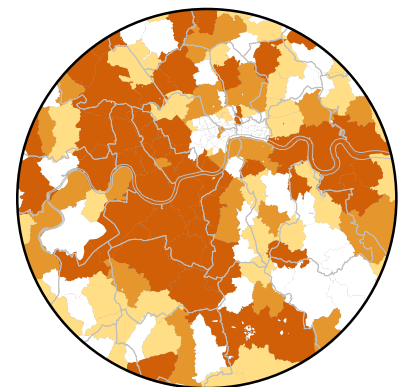
Top home locations of visitors in 2024:

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



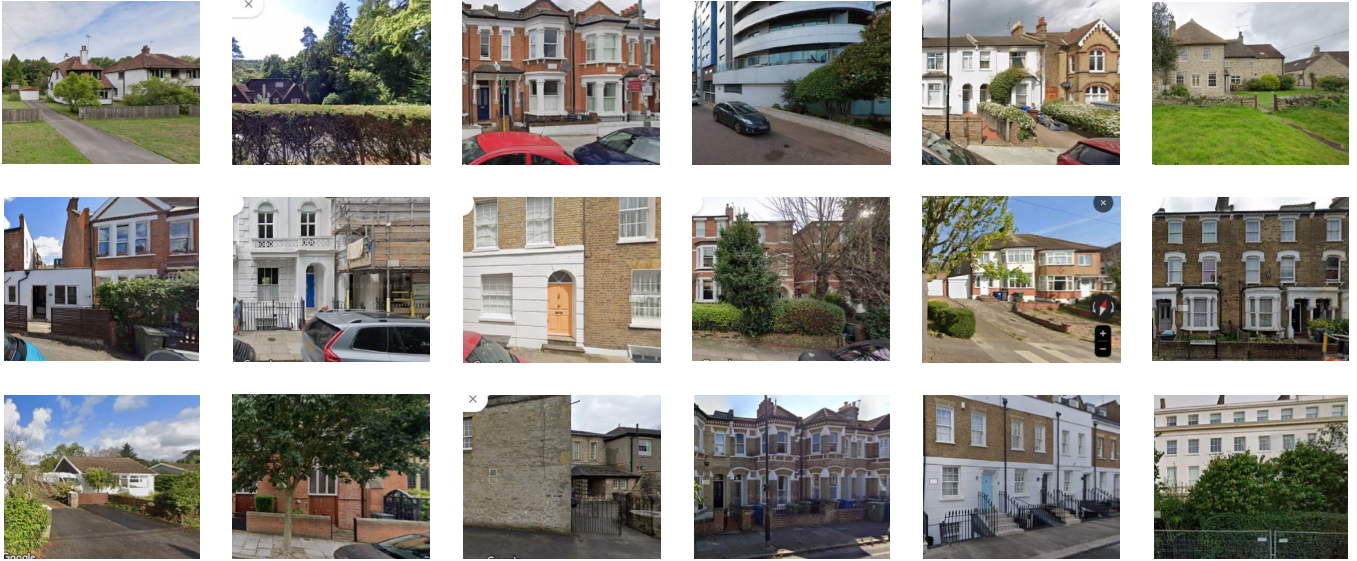
Most Friday visitors lived in Central London boroughs

Geographical distribution of Friday & Saturday visitors

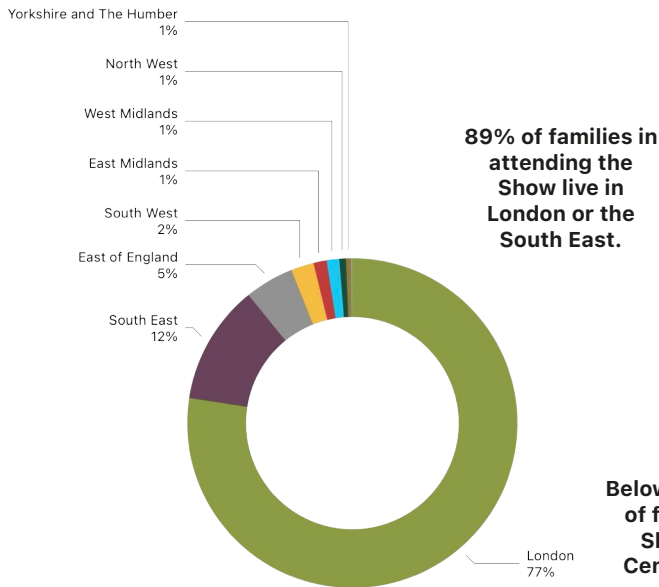


Saturday visitors travelled in from further afield

Parent Demographics

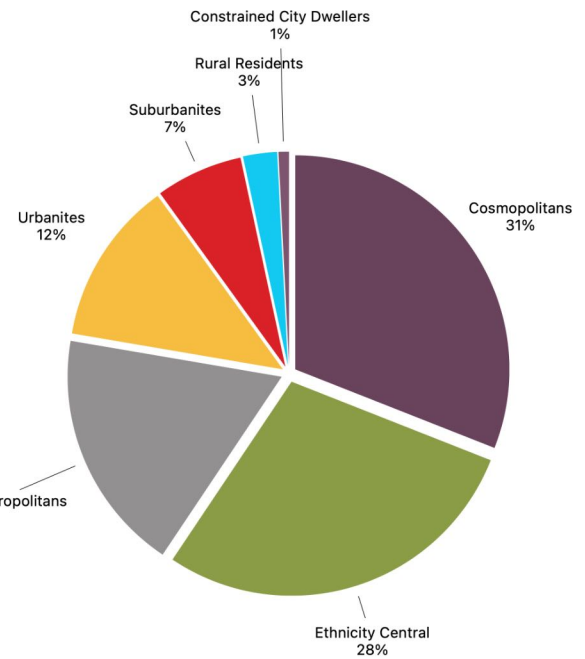


Above: the Show attracts wealthy families living in prime real estate

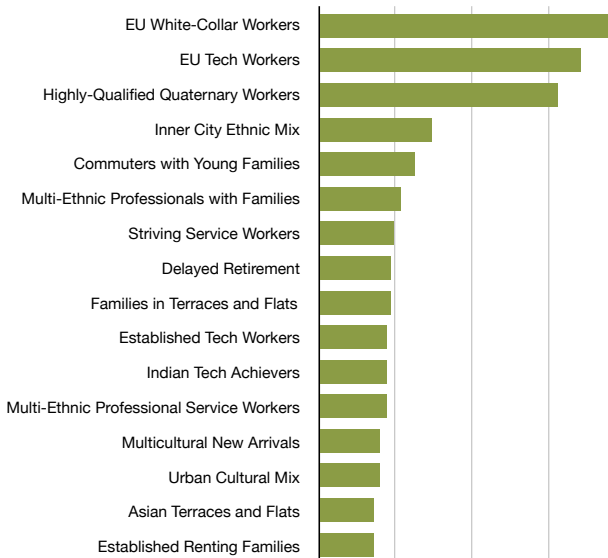


89% of families in attending the Show live in London or the South East.

10% of visitors live in the suburbs or rural locations, though a significant proportion of our urban visitors are thinking about relocation to such areas.



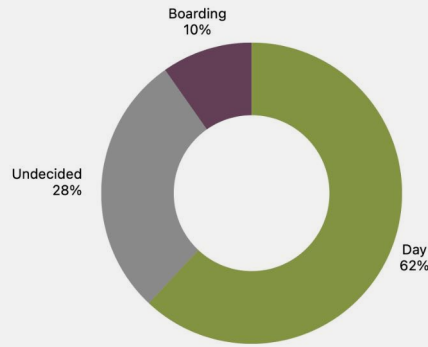
Below: The diversity of families at the Show reflects Central London's multi-cultural, highly-skilled workforce.



What our visitors want

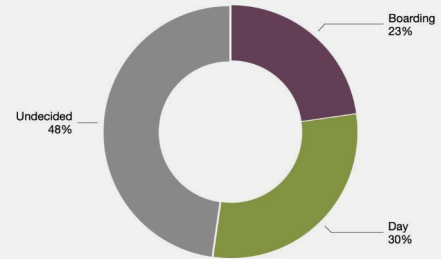
Day / Boarding Places

- 62% of ISS visitors came to the show sure they were looking for day places.
- 28% of parents were undecided.
- 10% of parents certain they wanted boarding - very little shift from 2023 despite the introduction of VAT.



**Above, ALL visitors
38% are considering boarding**

Below, 6th form Day & Boarding choices



Sixth Form Boarding

- Visitors with teenage children always have a strong interest in boarding.
- This year 30% were certain they wanted sixth form day places, but the number sure they want boarding fell. Far more visitors (48%) came to the Show undecided.

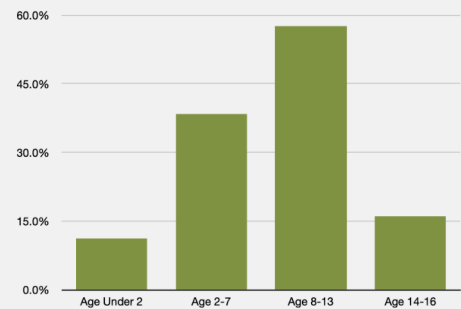


London Choices

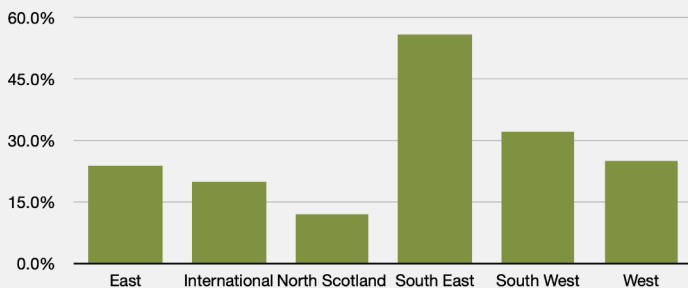
- 76.3% of visitors are considering London independent schools.
- However London parents are acutely aware how much demand there is for day places in the capital, which is why 47% of visitors considering London schools are also looking beyond the M25.

Above: 47% of parents looking at London schools are also looking outside the M25.

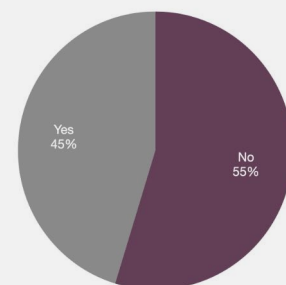
Below: outside London parents are looking widely, with a significant group considering international options.



Above, age of visitors' children



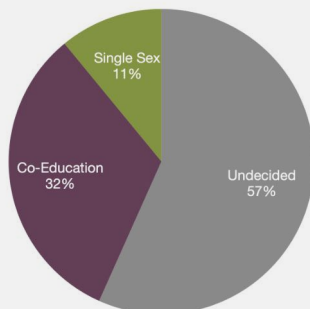
Below, looking for information about bursaries



- 45% of visitors were looking for information about bursaries, up 2.4% on 2023.
- See page 10 for more information about the impact of VAT on parent choices.

Single Sex / Co-Education

- 57% of ISS visitors do not have clear preferences for co-education or a single-sex school.
- For the first time this year parents of boys were slightly more certain that they want single sex schools than parents of girls.



Above, co-ed & single sex choices

Visitors' children attend 215 London schools

The show is a highly efficient way to broaden your school's presence in the London market. Large numbers of parents come from well-known feeder schools, but many also have children in local schools and nurseries. For many families the Show is the entry point into the sector.

- Ada Lovelace
- Albion Primary
- Allfarthing school
- Alpha Preparatory School
- Amesbury
- Ark Atwood
- Ark Byron
- Ark Priory Primary
- Ashcroft Technology Academy
- Ashford Park Primary
- Belleville
- Benedict House
- Bentham Manor School
- Bilton Grange Prep
- Blackheath High School
- Blackheath Prep
- Blossom House
- Box Hill
- Boxgrove Primary, Greenwich
- Brandlehow Putney
- Breaside
- Brecknock
- Brentwood Preparatory
- Bright Horizon
- Bright Little Star
- Broadfields Primary
- Broomwood
- Buckswood
- Burgess Hill Girls
- Burlington House
- Busybees Nursery
- Bute House
- Caldicott Prep
- Canary Wharf College
- Canonbury Primary
- Chatham Grammar for Girls
- Chepstow House
- Chisenhale Primary
- Christ Church Chelsea
- Christopher's, The Hall
- Christs Hospital
- City Junior School
- City of London Boys
- City Way Nursery
- Colombo International
- Colton Hills Community
- Corpus Christi
- Curwen Primary
- Dair House School
- Dean Close
- Deanesfield Primary
- Devonshire House
- Durston House
- EastCourt School
- Eaton House, The Manor
- Eaton Square Senior
- Ebbsfleet Green Primary
- Elizabeth Garrett Anderson Secondary
- Elmhurst Prep School
- Emanuel
- Fairstead House
- Faraday Prep
- Filip
- Finton House
- Fircroft
- Fox Primary
- Fulham Billingham
- Fulham Prep
- Garden House
- Gatehouse School
- George Edward
- Godolphin School
- Goodwyn
- Granton Primary
- Grays Convent
- Hampden Gurney Primary
- Hampton School
- Harris Riverside
- Harris South Kenton
- Hatfield Community Free School
- Heathbrook Primary
- Heathside Prep
- Hill House Prep
- Holcombe Grammar
- Holland Park School
- Holy Cross
- Homefield Prep School
- Honeywell
- Hornsby House
- Hotham Primar
- Jeannine Manuel
- John Hampden Grammar
- John Madejski Academy
- John Stainer Primary
- Kenmore Park Junior
- Kew College Prep
- Kew Green Prep
- Kings College School
- Kings Interhigh School
- Kirkcudbright
- Kotor School, Montenegro
- Lady Margeret
- Lamenier Sacred Heart Primary
- Latymer
- Little Muffins
- Lloyd Williamson School
- Lockers Park
- London Park School
- Macaulay Primary
- Manor Lodge School
- Marie d'Orliac
- Mathew Arnold
- Milton Keynes Preparatory
- Montpellier Primary
- Mossbourne Riverside
- Mulberry Wood Wharf Primary
- Myatt Garden Primary
- New Hall school
- Newton Prep
- Normanhurst
- North Wootton Academy
- Nottingham High School
- Old Bexley Primary
- Orchard House
- Orion Primary
- Orley Farm
- Our Lady & St Joseph Catholic Primary
- Our Lady of Peace Primary
- Our Lady of Victories, Kensington
- Oxford Gardens
- Papplewick
- Parkgate House
- Pembroke Hall
- Perrott Hill
- Pinnerwood
- Pippa Popins
- Primrose Hill Primary
- Putney High
- Queen Camel
- Queens College
- Ramridge Primary
- Ravenscourt Park Prep
- Reddam House
- Redriff
- Rhodes Avenue
- Riverside Nursery Battersea
- Rokeby
- Romsey
- Royal Hospital School
- Rutherford
- Saint Ronan's School
- Seahorse Nursery
- Shoreham College
- Shrewsbury House
- Simran Patel
- Sissinghurst Primary
- Southbank
- Southend High School for Girls
- Southfields Academy
- St Anne's CoFe Primary
- St Augustine's priory
- St Barnabas Primary
- St Bernard's Prep
- St Cedds
- St Clements & St James
- St Davids Preparatory Purley
- St Edward's Catholic Primary
- St Edwards Middle School Windsor
- St Francis College
- St George's CoE Primary
- St Hilda's
- St James RC
- St Jerome Bilingual Primary
- St John's Primary
- St Joseph High School
- St Joseph's Catholic School, Highgate
- St Joseph's Federation Catholic Junior
- St Joseph's RC Primary School
- St Martins
- St Mary's Catholic Primary School
- St Mary's CoE Primary
- St Matthew's Primary, Westminster
- St Michael's CoE Primary School
- St Peter's Eaton Square Primary
- St Saviour's CoE
- St Stephen's CoE
- St Thomas of Canterbury
- Staines Prep School
- Stifford Clays Primary
- Sydenham High
- Telferscot Primary
- Tetherdown
- The Abbey School
- The Archer Academy
- The Broxbourne School
- The Cedars
- The Ravensbourne School
- Thomas's Battersea
- Thomas's Clapham
- Thomas's Clapham
- Thomas's Kensington
- Thomson House School
- Thorntree Primary
- Tidemill Academy
- Vincent's Catholic Primary
- Vineyard
- Wallington High
- Wembley Primary
- West Lodge Primary
- Wetherby
- Whitegate
- William Tyndale Primary
- Wood Wharf Kindergarten
- Woodford Green Preparatory

Top 10 feeders

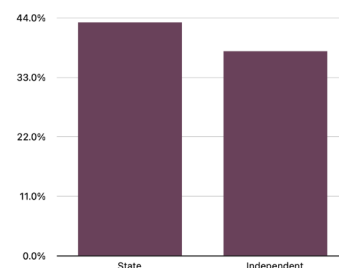
Large groups of parents came from well-known preps and central London state primaries:

1. Christ Church Chelsea
2. St Michael's CoE Primary School
3. Belleville
4. Canary Wharf College
5. Finton House
6. Ravenscourt Park Prep
7. Wetherby
8. Benedict House
9. Boxgrove Primary, Greenwich
10. Canonbury Primary
11. Devonshire House
12. Elmhurst Prep School

Current schools State / Independent

For many families the Show is an entry point into the sector.

- 43.1% have children in the state sector.
- 9.1% have pre-school aged children or children in overseas schools.
- 37.8% of ISS visitors children currently attend independent schools.



Parent Survey: the impact of VAT

This year we launched our first post-show parent survey to complement the long established exhibitor survey. The survey asked parents for feedback about many aspects of the Show, and its results are included at various points in this report.

In conjunction with *The Times / Sunday Times* we also asked parents some specific questions about whether they think the introduction of VAT will change their education choices.

Key conclusions:

- A small percentage think they will be more likely to keep their children in the state system or change how they mix state / private.
- There is strong resistance to the idea of removing a privately educated child from their current school.
- 50% are looking at ways to cut costs.

Parent survey

What impact do you think VAT on fees will have on your education choices?

● 1 = no impact
 ● 2
 ● 3
 ● 4
 ● 5 = significant impact

You will choose a cheaper independent school



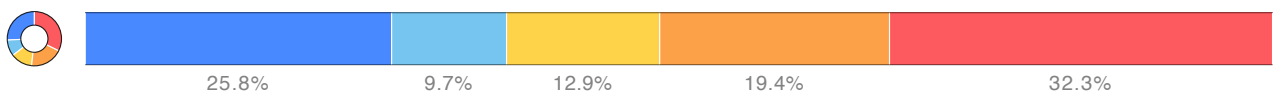
Your child will stay in the state system



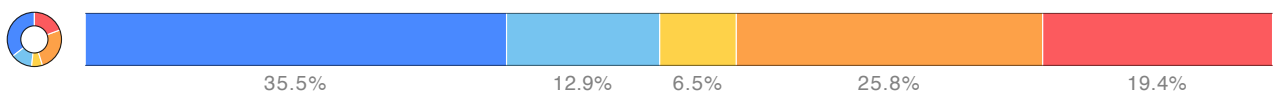
You will mix state and private education



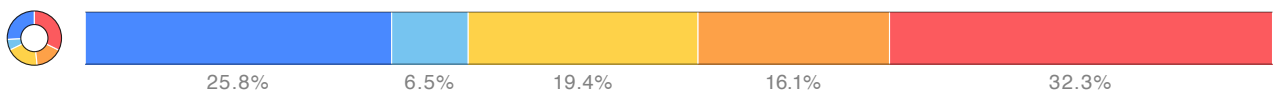
You will need a bursary / fee assistance



You will look outside London



You will choose day rather than boarding



You will want inclusive fees covering all extras



You will remove a child from their current private school



You will ask for discounts (eg for multiple children)





What parents asked schools at the Show about VAT and fees

In our exhibitor survey this year, we asked for feedback about whether VAT had changed parent behaviour at the Show.

45% reported that parents were asking more questions about fees and bursaries. *The Times / The Sunday Times* theatre, which focussed on these questions was busy.

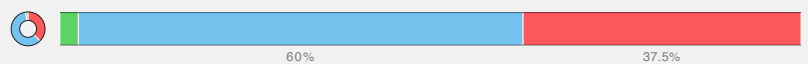
Schools did NOT report that parents were less interested in boarding, or making price comparisons, or raising concerns about the costs of extras.

Exhibitor survey

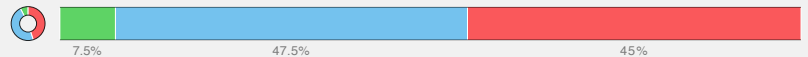
Has VAT on fees altered what parents asked you at the Show this year in comparison with previous years (schools and school groups only)

● Decrease ● Same ● Increase

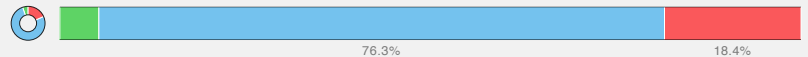
Asking direct questions about fees



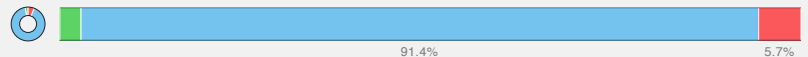
Enquiries about bursaries



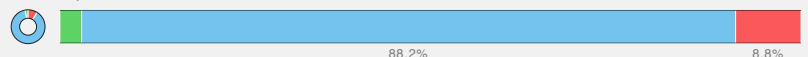
Questions about your value for money



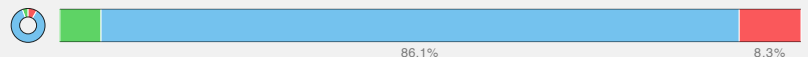
Interest in day places rather than boarding



Price comparison with other schools.



Cost of extras (uniforms, trips, music lessons etc)





SATURDAY AUDIENCE

Visitors started arriving in quantity at 10:30am, an hour later than in many years, but then flowed in steadily until the last hour.

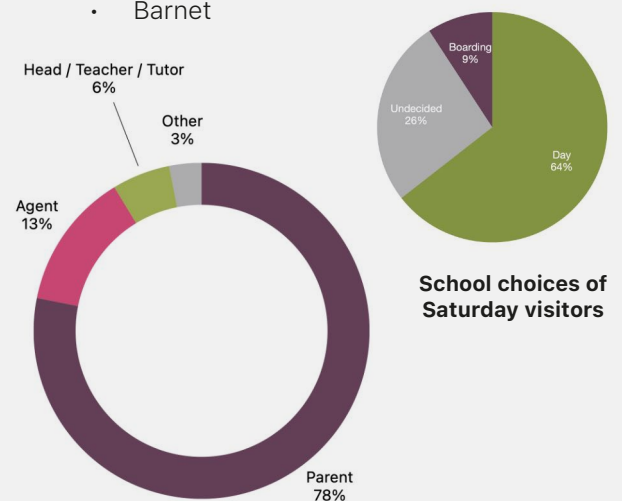
- Parents made up 78% of the total and group sizes were large, as families came together.
- Wandsworth was the most popular home borough, but many visitors travelled much further, coming from outer London boroughs such as Barnet and commuter towns.
- Saturday is when the Show acts as a showcase for the sector, attracting many families with children in the state system. A higher proportion than on Friday wanted to know more about bursaries and fee assistance.
- Although a smaller percentage (35%) are considering boarding, the total number of boarding families is higher on Saturday than Friday, indicating that there are large number of wealthy families at the Show.
- Saturday had fewer Heads and senior staff from feeder schools, but more agents (though they were a smaller percentage of the audience).
- Many visitors stayed until the show closed. The average Saturday visit was 3.1 hours.

In numbers:

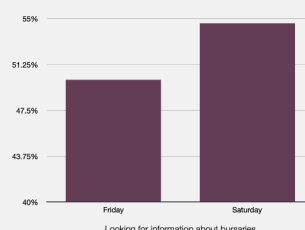
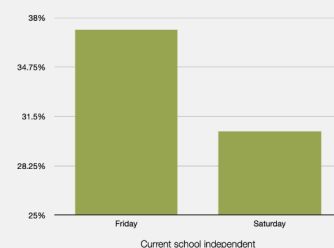
63% of our 2024 visitors

Top 5 areas:

- Wandsworth
- Hammersmith and Fulham
- Ealing
- Tower Hamlets
- Barnet



Friday / Saturday parents compared



Swearing staff are par for course in north, judge rules

Jonathan Ames Legal Editor

Clichéd images of the north have historically revolved around whippets and flat caps — but now a judge has added swearing to the list of stereotypes.

Overseeing a tribunal in Manchester, Judge Jetinder Shergill has backed a claim from a delivery driver who was sacked for describing a female colleague as a “f***ing mong” during an argument about her weight.

The f-word had become commonplace “in the public sphere”, the judge said, noting that this was “particularly” true “in the north”. Mong is a derogatory term for someone with a learning disability, especially related to Down’s syndrome, and is also used as a synonym for idiot.

Shergill was hearing a claim from Robert Ogden, who was said to have made the jibe during an office discussion about doughnuts and losing weight. His colleague was said to have felt “violated and shocked” by the remark and was left in tears before reporting Ogden to bosses, who eventually sacked him.

Ogden is now in line for compensation after the judge ruled that his “lawless and toxic” office was rife with similar comments. The judge described the team as “dysfunctional” and said managers were “part of the problem”. As a result, their decision to sack Ogden without warning was “harsh” and unfair.

Ogden had worked as a delivery driver for Booker, a wholesale company, from 2016 until his dismissal just over a year ago. The tribunal heard that a female colleague raised a formal grievance for bullying and highlighted an incident at the company’s site in Royton, Greater Manchester, that took place when a group had been talking about doughnuts and attending a

weight-loss club. The woman claimed Ogden was “aggressive” and swore, which left her feeling “violated and shocked”. Allegedly referring to the woman as a “f***ing mong”, Ogden was said to have told her: “No wonder it takes you 19 weeks to lose a stone. It hasn’t taken me 19 weeks.”

Ogden highlighted a previous incident in which the shift manager was seen “pouring sweets” over the same woman’s head. He said inappropriate comments were routine, such as referring to the female colleague as “chubs”. The tribunal also heard evidence that the woman “gives as good as she gets”.

In Ogden’s dismissal letter, managers acknowledged that there were “some failings by the business” over his suspension and investigation.

Ogden claimed that he had been “singled out” and that managers were “part of the problem” in the office, and he questioned why the business was “ignoring other infractions of the dignity-at-work policy”. Ruling that the sacking was unfair, the judge noted that “swearing should not be acceptable in a workplace, although common everyday experience, particularly in the north, is that the F-word is used quite often, spoken in the public sphere.”

“There was a failure to assess [Ogden’s] behaviour in [the] context [of] a toxic, dysfunctional office, where the managers in the office were complicit in that dysfunction,” the judge added.

He said the situation was “made worse by a failure to enforce standards generally, thereby leading to a culture of banter”. Ogden “had not been pulled up before over comments, and this likely led to a false sense of security in terms of it not being a disciplinary issue”.

Ogden’s compensation will be decided at a later date.
No region has a monopoly on using foul language, leading article, page 27



Don't call us Ratty These inquisitive mice were spotted breaking cover on the banks on the Great Ouse in central Bedford

Drug drones become terminal issue at jail branded ‘airport’

Matt Dathan Home Affairs Editor

A high-security prison in Lancashire is so overwhelmed with drones flying in drugs that inmates have branded it an “airport”.

Charlie Taylor, the chief inspector of prisons, said inmates at Garth prison near Leyland were using mops and brooms to collect drugs from drones flying up to their cells.

Inmates were burning holes in their windows to allow in drones and the smell of cannabis was “rife”, the watchdog reported. Prisoners were damaging windows faster than they could be repaired. Oversight and searches for contraband and stolen equipment such as brooms were “weak”, Taylor said.

He warned that Garth, which is part of the long-term and high-security prison estate, was facing a breakdown in safety and security. Instances of violence have risen by 45 per cent and many prisoners need protection because of drug-related debt.

A survey of prisoners found that 63 per cent said it was easy to get hold of drugs. One noted the number of drones and compared the jail to an “airport”.

The response to the threat of drugs

was inadequate, Taylor said. There were high levels of staff sickness, insufficient training and an unwillingness to challenge prisoner rule-breaking.

Some parts of the prison were dilapidated and new arrivals told inspectors they had to pay other prisoners to get furniture for their cells.


Taylor said: “Garth holds some very serious offenders. Although the governor had a good understanding of the many challenges the prison faced, without better support it will continue to be a jail of real concern. It is imperative that the prison service finds a way to stem the ingress of drones.”

Pia Sinha, chief executive of the Prison Reform Trust, said the government needed to treat the problem of drugs in prisons with the same urgency as it dealt with the overcrowding crisis.

Campbell Robb, chief executive of Nacro, a social justice charity, said: “The issues highlighted at HMP Garth are symptomatic of a wider systemic crisis across our prison system.”

He said the situation at Garth “exposes the desperate circumstances faced by many people in prison, exacerbated by overcrowding and insufficient resources”.

BURSARY & SCHOLARSHIP PAVILION



LET'S TALK FEES


FEES

VAT is focusing parents' minds on the value of an independent school education.

The show provides a unique opportunity for parents to look at 200+ schools and shop around.

Family tickets £15
Advance tickets are FREE

SchoolsShow.co.uk




Independent SCHOOLS Show

Friday 8 November -
Saturday 9 November

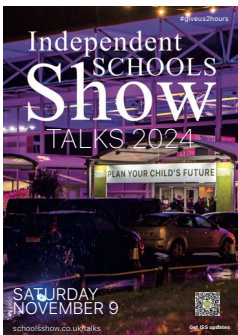
Evolution London,
Battersea Park, SW11

in partnership with



One of the 2024 ISS adverts in the The Times.

This year's print campaign ran in Tatler, Nappy Valley, The Week, School House and the BSA for three months before the show, helping us to reach a wide audience of South East parents.



All visitors were given a daily talks programme, showing the location of theatres and listing all the speakers

Mezzanine Theatres	Workshop Theatres		
<p style="text-align: center;">THINK ACADEMY THEATRE PARENT BRIEFINGS</p> <p>10:30 Maximising your experience at the show: your two-hour game plan</p> <ul style="list-style-type: none"> Irfan Latif, Headmaster, Royal Hospital School Adam Williams, Headmaster, Lord Wandsworth College <p>11:15 Is private school right for our family? A balanced debate</p> <ul style="list-style-type: none"> David Goodweh, Duke's Education Sarah Wood, Assistant Head, Benenden School <p>12:00 Finding the right fit: who thrives in a highly academic school?</p> <ul style="list-style-type: none"> Anna Paul, Head, South Hampstead High School, GDST Gareth Parker-Jones, Head Master, Rugby School <p>12:45 11+ success: preparing for senior school entry</p> <ul style="list-style-type: none"> Jason Zhou, Director, Think Academy Harry Cobb, Director, Bonas MacFarlane <p>13:30 Saving on school fees: how to cut costs by over 20%</p> <ul style="list-style-type: none"> David Clark, Head, Cranbrook School Hugh Viney, CEO, Mineva's Virtual Academy Matthew Brown, Headmaster, Epsom College in Malaysia Sam Obeng-Asare, Deputy Headteacher i/c Boarding, Haberdashers' Adams School <p>14:15 Single-sex education: the benefits for girls and boys</p> <ul style="list-style-type: none"> Emma Bell, Head, St James Senior Girls' School Sue Baillie, Head, Woldingham School Alexander Thomas, Head Master, St Philip's School <p>15:00 Switching systems: moving between state and private</p> <ul style="list-style-type: none"> Adam Whitehead, Headteacher, Steyning Grammar School Heather Beeby, Deputy Director, Lancing College <p>15:45 Supporting your child to develop positive mental health</p> <ul style="list-style-type: none"> Jacqui Segal, Place2Be, Chair Sarah Warley, The Key Clinic Tana MacPherson-Smith, ClearMinds Education Lucinda Miller, NatureDoc 	<p style="text-align: center;">THE GOOD SCHOOLS GUIDE FORUM</p> <p>10:30 SEN: How and when to decide the route that would suit your child</p> <ul style="list-style-type: none"> Lucinda Lafferty, Good Schools Guide Mary Pegler, Good Schools Guide Michelle Catterson, Headteacher, Moon Hill School Vanessa Danz, Head of Specialist Education, Cavendish Education Ltd <p>11:30 North of the river - finding the right school for your child</p> <ul style="list-style-type: none"> Melanie Sanderson, Good Schools Guide David Benson, Head, Mill Hill School Vicky Bingham, Headmistress, North London Collegiate School Marcus Cliff Hodges, Warden, Forest School <p>12:30 When and why would you choose boarding?</p> <ul style="list-style-type: none"> Lucinda Lafferty, Good Schools Guide Keith Metcalfe, Headmaster, Malvern College Ben Evans, Head, Windlesham House School Alastair Chirmside, Warden, St Edward's Oxford Janita Clomp, Commissioning Editor, Good Schools Guide <p>13:30 South of the river - finding the right school for your child</p> <ul style="list-style-type: none"> Jacqueline Simpson, Good Schools Guide Charlotte Phillips, Good Schools Guide Chris Wolsey, Headmaster, Ibstock Place Suzie Longstaff, Principal, London Park Schools Nick Hewlett, Head of St Dunstan's Education Group, St Dunstan's College Natalie Argille, Head, Blackheath High School, GDST <p>14:30 What does a good school look like in the 21st century?</p> <ul style="list-style-type: none"> Grace Moody-Stuart, Good Schools Guide Selina Boyd, Good Schools Guide Adam Pettitt, Head, Highgate School Tom Rogerson, Headmaster, Cottesmore School Will Goldsmith, Head, Bedales Jane Lunnon, Head, Alleyn's School 	<p style="text-align: center;">LONDON CHOICES</p> <p>Get the key admissions information</p> <p>10:30 Education matters: top tips for South West London Families</p> <ul style="list-style-type: none"> Hero Brown, Founder, Muddy Stiletto's, Chair Ben Tear, Head, Fulham School Susan Brooks, Head, London Park School Clapham <p>11:30 Options beyond London: your guide to relocation and boarding</p> <ul style="list-style-type: none"> Hero Brown, Founder, Muddy Stiletto's, Chair Dr Elena Hesse, Principal, Abbey College Cambridge Alastair Chirmside, Warden, St Edward's Oxford Sara Acworth, Director of Admissions, Frensham Heights School Tori Roddy, Group Director Marketing & Admissions, The Stowe Group <p>12:30 Navigating school choices in South East London</p> <ul style="list-style-type: none"> Hero Brown, Founder, Muddy Stiletto's, Chair Antonia Geldeard, Head, Sydenham High School, GDST Alex Matthews, Head, Blackheath Prep & Etham College <p>13:30 Central London education pathways: nursery to sixth form</p> <ul style="list-style-type: none"> Rachel Jane, Deputy Editor, Muddy Stiletto's, Chair Mike Stanley, Headmaster, The Lyceum School Gareth Evans, Vice Principal, DLD College London Stephen Bailey, Deputy Head, Queen's College, London <p>14:30 Navigating North London: from nursery to sixth form</p> <ul style="list-style-type: none"> Rachel Jane, Muddy Stiletto's, Chair Candida Cave, Principal, Hampstead Fine Arts College Henry Keighley-Elstob, Head, Devonshire House School Katharine Woodcock, Headmistress, Francis Holland School, Regent's Park <p>15:30 West London school choices: from nursery to sixth form</p> <ul style="list-style-type: none"> Rachel Jane, Muddy Stiletto's, Chair Maxine Shaw, Head, Notting Hill Prep Margo Giles, Founder & Principal, Knightsbridge School Amy Wallace, Principal, Queen's Gate School Hilary Wyatt, Headmistress, St James Nursery & Preparatory School 	<p style="text-align: center;">BURSARY & SCHOLARSHIPS PAVILION</p> <p>From bursaries to financial planning - help and advice on managing the fees</p> <p>10:30 London day school bursaries</p> <ul style="list-style-type: none"> Sam Coutinho, Governance and Finance Adviser, Chair Claire Morgan, Chief Financial Officer, Alleyn's School Johnneen McPherson, Headmistress, St Catherine's School Twickenham <p>11:30 How are family finances assessed for a bursary?</p> <ul style="list-style-type: none"> Sam Coutinho, Chair Grace Moody-Stuart, Director, The Good Schools Guide Alex Forsdike, Director of Admissions and Registrar, Cranleigh School <p>12:30 How to pay the fees</p> <ul style="list-style-type: none"> Sam Coutinho, Chair Henry Vaughan, Head of Strategy, Selina Finance Ltd <p>13:30 Accessing boarding school bursaries</p> <ul style="list-style-type: none"> Sam Coutinho, Chair Andrew Humphris, Vice Principal Academic, Abbey College Cambridge Joseph Birchall, Head of King's Magna, Queen Ethelburga's Collegiate Zoe Ireland, Head, Prior's Field School <p>14:30 Free places at private schools & 110+ bursaries</p> <ul style="list-style-type: none"> Sam Coutinho, Chair Judith Fremont-Barnes, Head, St Paul's Cathedral School Craig Donoghue, Assistant Head, Christ's Hospital School <p>15:30 Diversity in private schools: overcoming the barriers</p> <ul style="list-style-type: none"> Sam Coutinho, Chair Elaine Cunningham-Walker, MD, GMA Group Irfan Latif, Headmaster, Royal Hospital School

IN PARTNERSHIP WITH



SUPPORTED BY
THE SUNDAY TIMES

Education Theatres

With four chaired stages, Saturday was our most ambitious content programme yet. All stages performed well. 1152 visitors attended over 80 talks - an average audience size of 47 (double last year's 23.6).

The Good Schools Guide Forum and Think Academy Theatre have well-developed formats, and this year attracted leading heads and key thinkers. London Choices and Bursary & Scholarships stages now have strong media partners - Muddy Stilettoes and The Times / Sunday Times.

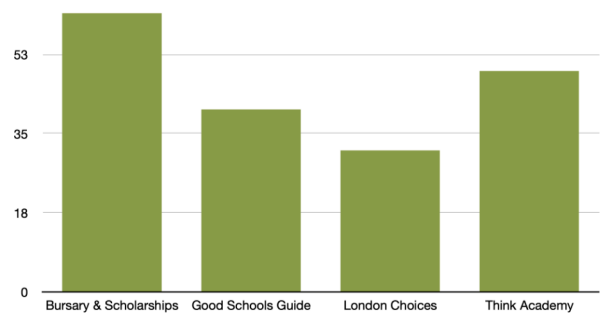
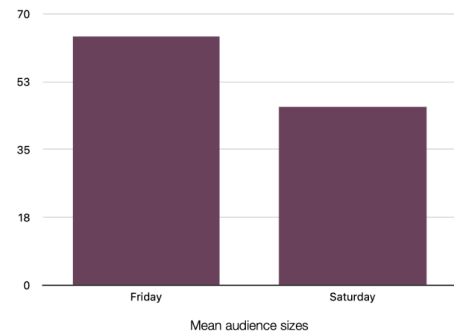
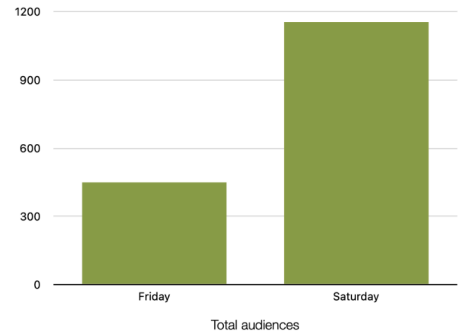
All our partners helped us with programming so that talks address the key parental questions.



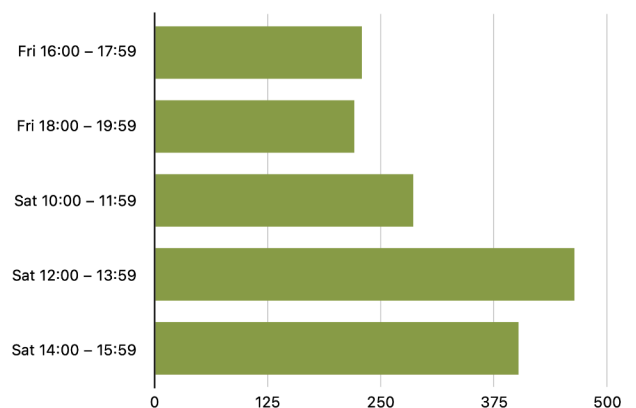
Headsets created focus for speakers/audience and less disturbance for exhibitors

In numbers:

Number of visitors who attended talks each day



Number of visitors who attended Saturday talks in each theatre



Number of visitors attending talks (by start time)

International sales

Families from 23 overseas countries attended the show. Many more international families were represented by agents attending the Show.

This was the fifth time we had an agent's ticket. This year 496 agents registered for agents' tickets, up 32% on 2023's record breaking numbers.

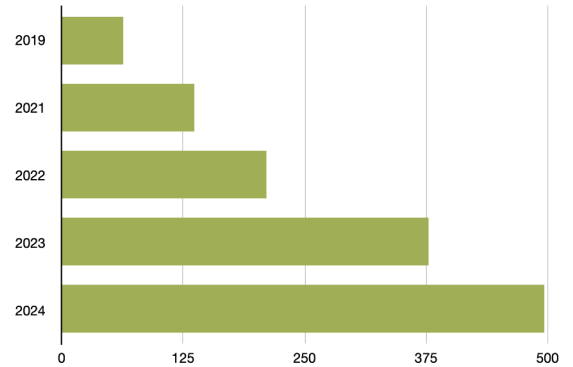
We ask agents to register early, provide references and information about the size of their business. All exhibitors were sent a directory of attending agents. This year far fewer unregistered agents attended the show. Restrictions on non-registered agents were again enforced, but too many agents were not wearing their lanyards.

NEW this year: we opened the show with a champagne reception for agents in the agents' lounge managed once more by our agents' co-ordinator, Máire Buttimer who was on hand to help new agents to act correctly and build credibility with schools. Lawyers from Charles Russell Speechlys attended to help agents understand international visa regulations.

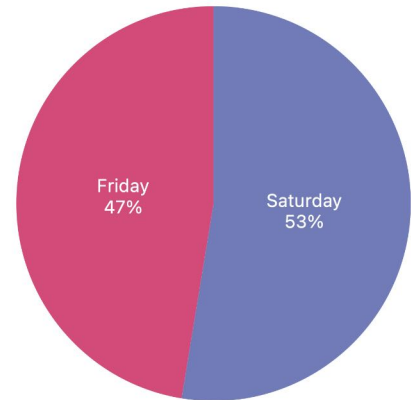
Many agents are small businesses, but 18% claim to have placed 25+ children annually in UK independent schools.

The Battersea Show enables many independent schools to extend their reach to international families.

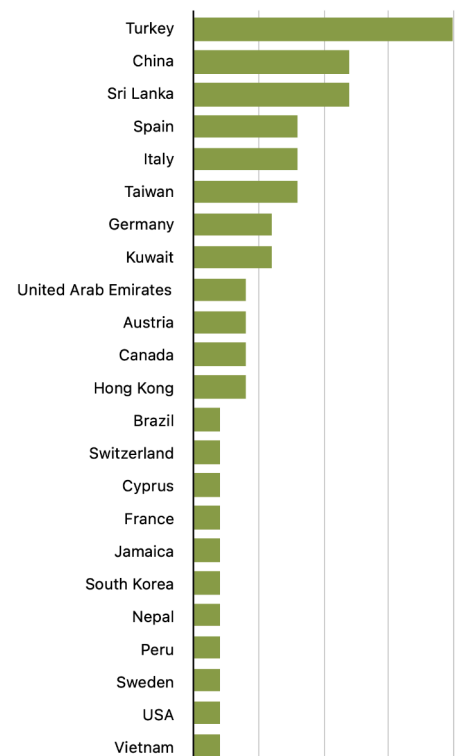
Agent ticket registrations 2019-2024



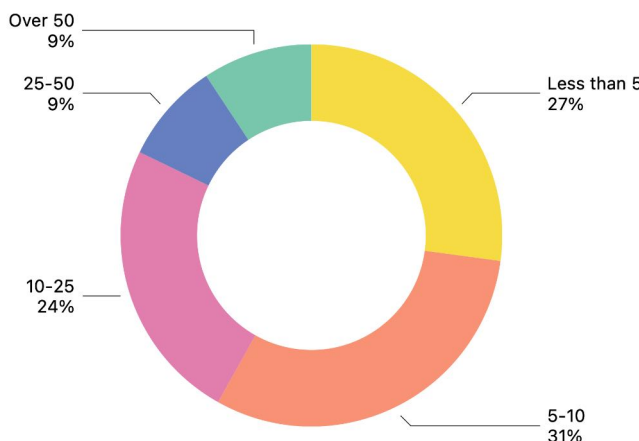
Saturday was the busier day for agents



International parents from 23 countries



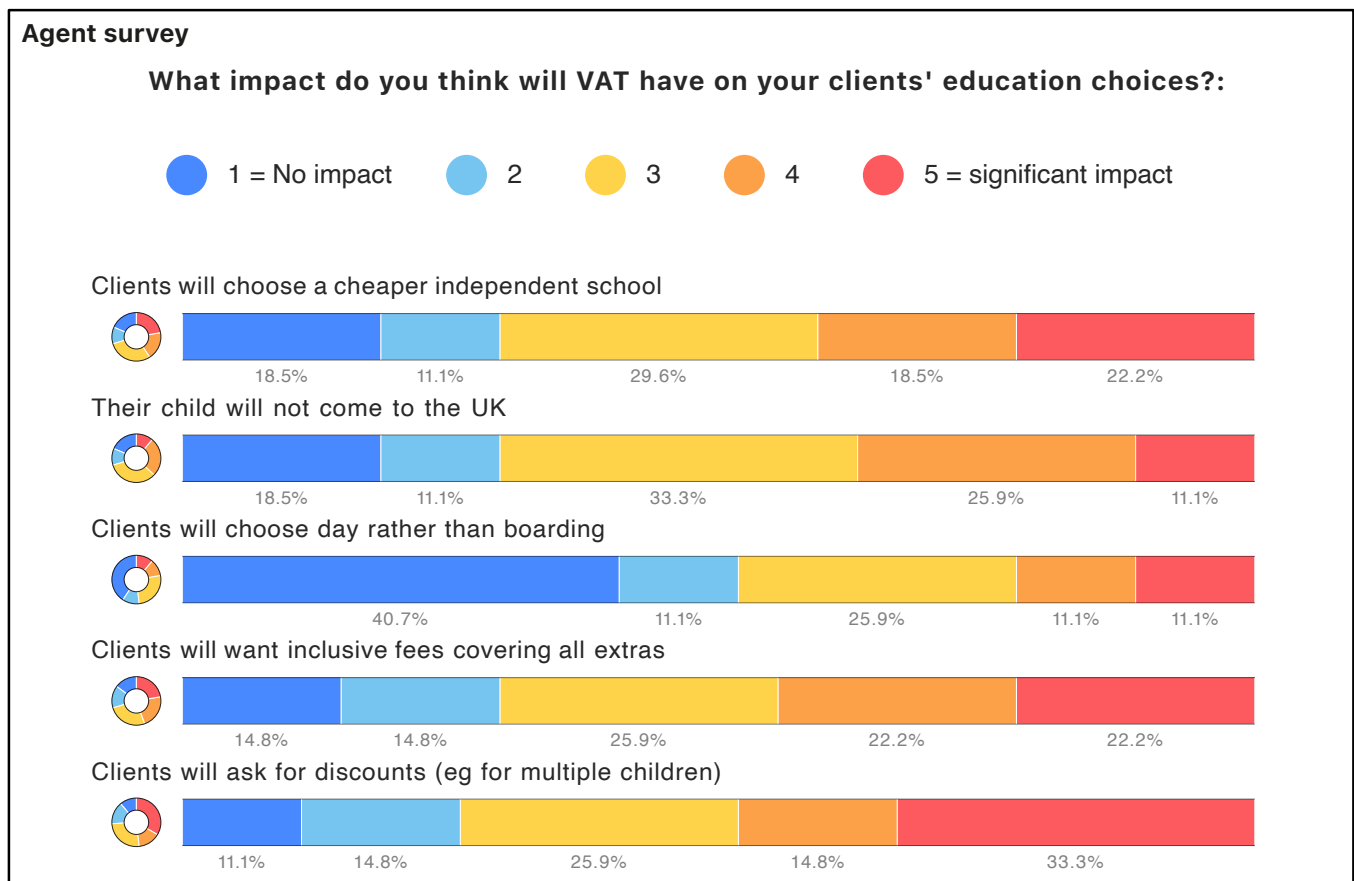
Agents were asked about #children they have placed in UK independent schools





Agent Survey: the impact of VAT

This year we launched our first post-show agents' survey to complement the long established exhibitor survey. We asked agents some specific questions about whether they think the introduction of VAT will change their clients' education choices.



VACANCIES
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I am an
electric
bus

SEe322

ALEXANDER
DENNIS
BYD

ENVIRO²⁰⁰EV

**PLAN
YOUR
CHILD'S
FUTURE**



Independent
SCHOOLS
Show
8-9 NOVEMBER BATTERSEA PARK

Free advance tickets schoolsshow.co.uk

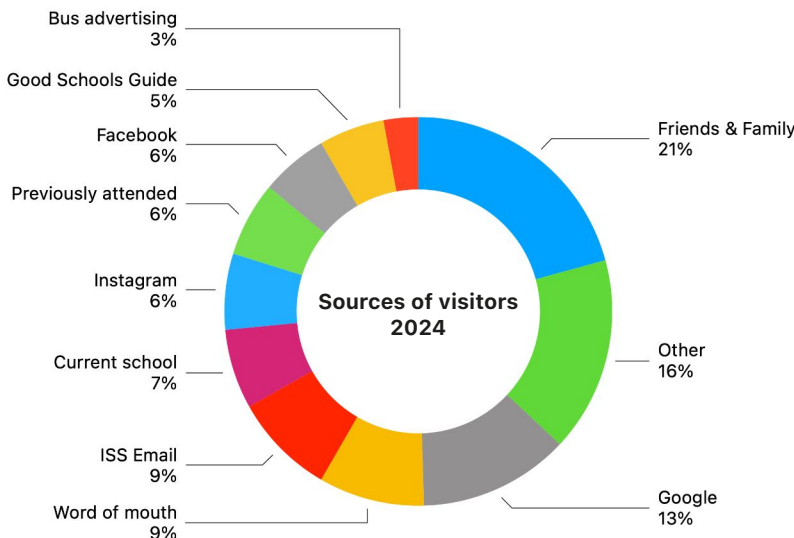
LF24 ZHK

2024 Marketing Campaign

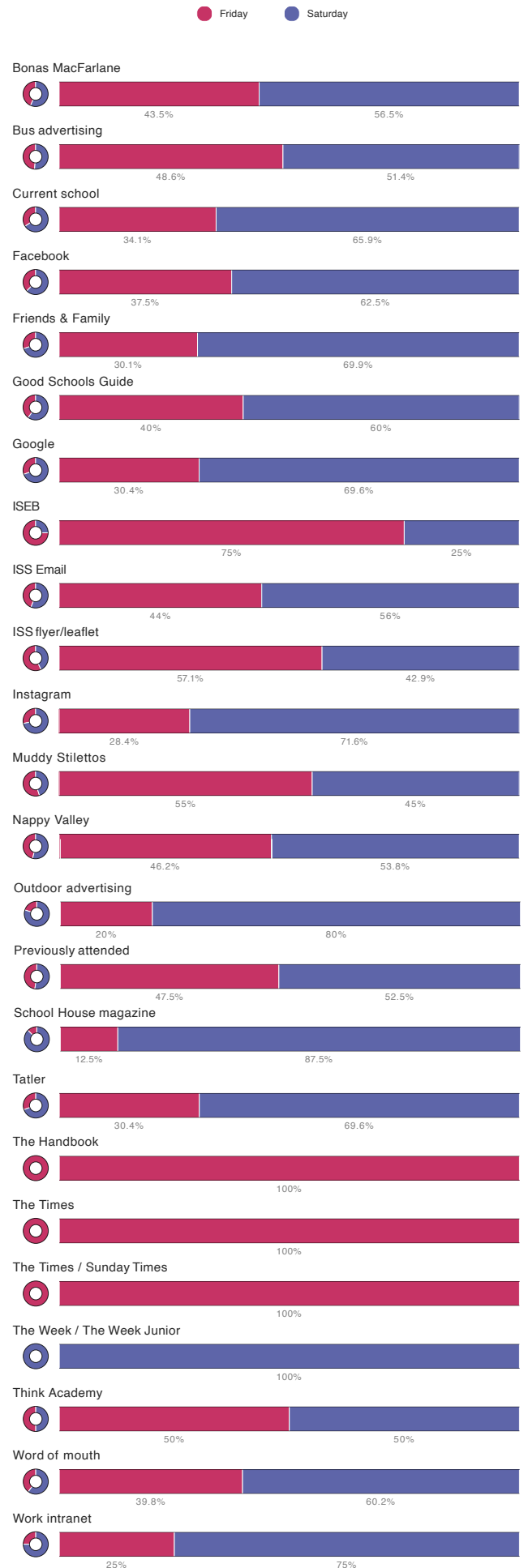
Our mission is to engage two types of families: the most committed and those who are just considering independent schools.

To do this we run a complex, multi-channel campaign that targets feeder schools as well as parents.

- We have built close relationships with hundreds of London feeder schools (nurseries, independent preps and state primaries) who feature the Show in newsletters and other parent comms.
- Social media this year finally became a significant source of visitors. Instagram and Facebook are our key channels.
- Bus advertising has high engagement in central London. Families who see a bus advert and book a ticket are highly likely to attend the show, and be serious private education buyers.
- Media partnerships continue to deepen and perform well (see p22).
- Word-of-mouth as ever dominates in the crucial final weeks.



Check-In Day by media source

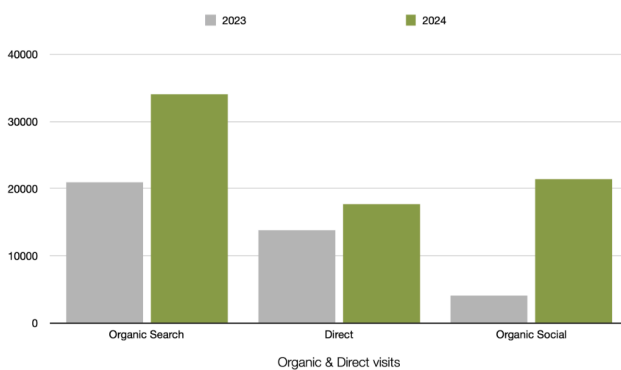


Web Activity



We launched the new website in September. In the four months since:

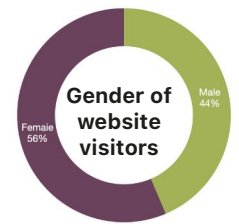
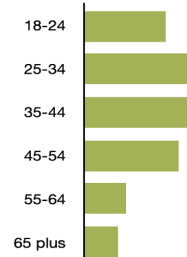
- There were 82897 unique users.
- Users organically searching the Show were up 62.8%.
- Social media organic links were up 432.1%, a testament to the success of this year's social campaign.
- Direct traffic to the website was up 28.1%, emphasising the strength of the Independent Schools Show brand.



Online demographics

- Website visits from mothers (56%) exceeded fathers (44%), matching long term trends.
- 75.7% of website visitors were aged from 25-54.

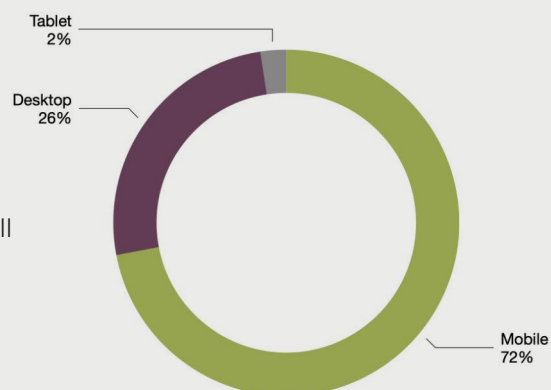
Age of website visitors



- As in previous years, in 2024 mothers were more likely to book tickets (70%). Friday was more likely to be a solo expedition.
- Men were more likely to book Friday tickets.
- On Saturday mothers booked; both parents generally attended.

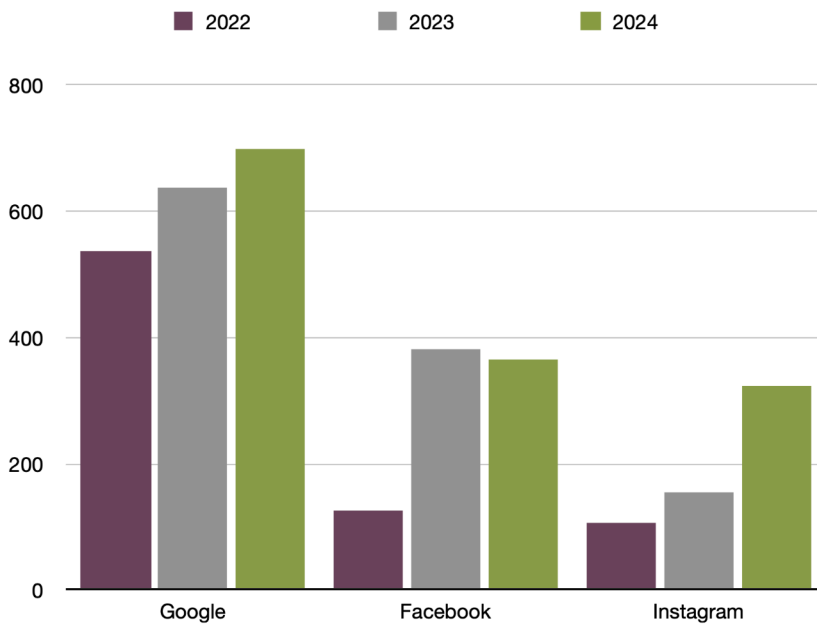
Mobile use

- The vast majority of first visits and ticket registrations take place on phones.
- Mobile represents 72% of all traffic.
- Longer fact-finding visits and video catch-ups still take place on tablets, laptops and desktops.
- Apple iPhone usage continues to rise. Currently 73.2% of all mobile traffic.

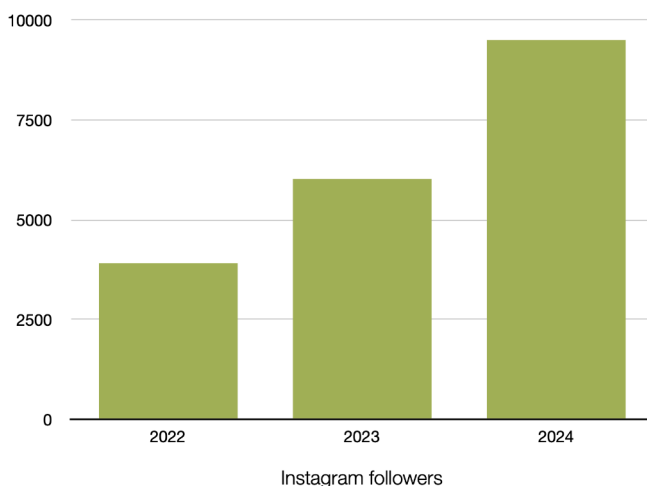


Social Media & online advertising

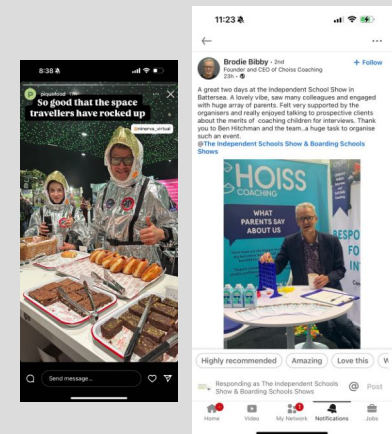
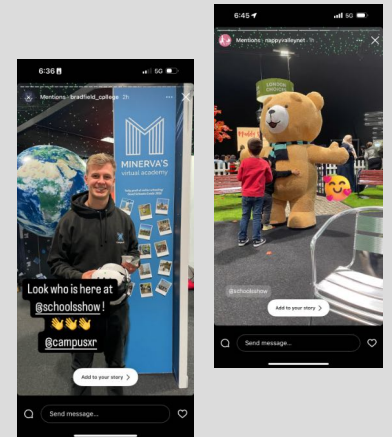
This year there was an 18% rise in visitors who heard about the show from social and online advertising, principally from Facebook and Instagram campaigns, supported by social media and Google advertising.



- Visitors who heard about the event from Instagram rose 109%.
- Facebook fell 4.2%.
- Google was the largest source of visitors, rising 5.7%
- Social posts generate web traffic, and help produce the high 'word of mouth' referrals in the final weeks of the build up.
- In the month of November in the final four week build up ISS organically reached 131,000 viewers via social campaigns.
- Instagram followers rose 58% from Nov 2023 - Nov 2024.



Thank you for your posts on social media



Partnerships

We have built long-term relationships with our sponsors and media partners, which help us target specific groups of parents.

- The partnership programmes produce some of the highest quality and most engaged visitors at the show.
- 44.3% of VIP ticket holders heard about the show from one of our partners. *Tatler* for many years have distributed *Tatler* branded VIP tickets with their *Tatler School Guide*. This year *Muddy Stilettos* ran a similar branded promotion online.
- Both partner-branded tickets performed extremely well, producing 84% of partner registrations for VIP tickets.
- For 2025 we plan to extend branded VIP tickets to other partners.

This year senior editors from our media partners shaped the content and chaired talks on three of the stages.

NappyValleyNet

TATLER

THE  TIMES
THE SUNDAY TIMES

THE
GOOD
SCHOOLS
GUIDE



SCHOOL
HOUSE

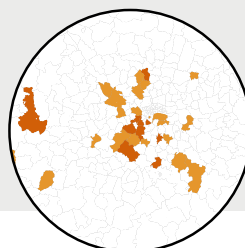
Muddy
Stilettos

THE WEEK
Junior

Tatler

Tatler, our oldest partner, was again highly effective at reaching high income parents in central London and outside the M25.

The *Tatler* ticket promotion generated 42% of VIP ticket registrations.



Independent
SCHOOLS
Show
8-9 NOVEMBER 2024
EVOLUTION LONDON, SW11

Meet representatives from over 250 private schools. London day schools, boarding schools and schools within commuting distance.

Discover how to: find the right school, prepare for entry tests, apply to top schools, explore fee assistance, get your questions answered.

IN PARTNERSHIP WITH **TATLER**

To validate your VIP ticket, complete the online registration at schoolsshow.co.uk

VIP TICKET
VALID 8-9 NOVEMBER 2024 ADMITS TWO ADULTS FAST-TRACK ENTRY

the world's largest school open day



Think Academy

- Our headline sponsor, *Think Academy* built on the partnership we began developing in 2023.
- For ISS *Think Academy* promoted the show to their clients, and supported a programme of talks at Battersea.



The Good Schools Guide

- The *Good Schools Guide Forum* was our most popular stage this year. Hosted by GSG's editors, consultants and featuring heads of schools, the Forum's events were busy.
- *Good Schools Guide* was yet again the most successful media partnership - particularly effective at reaching information hungry urban professionals in London and along the Thames Valley.



The Times & The Sunday Times

- *The Times & The Sunday Times* again delivered a blizzard of press advertising that helped drive visitors to attend the show, helping drive attendance from ticket holders who live outside the M25.
- This year *Parent Power* editor Helen Davies chaired the keynote talks on Friday, and curated the topics chosen for the new format 'Bursary & Scholarships' programme on Saturday.

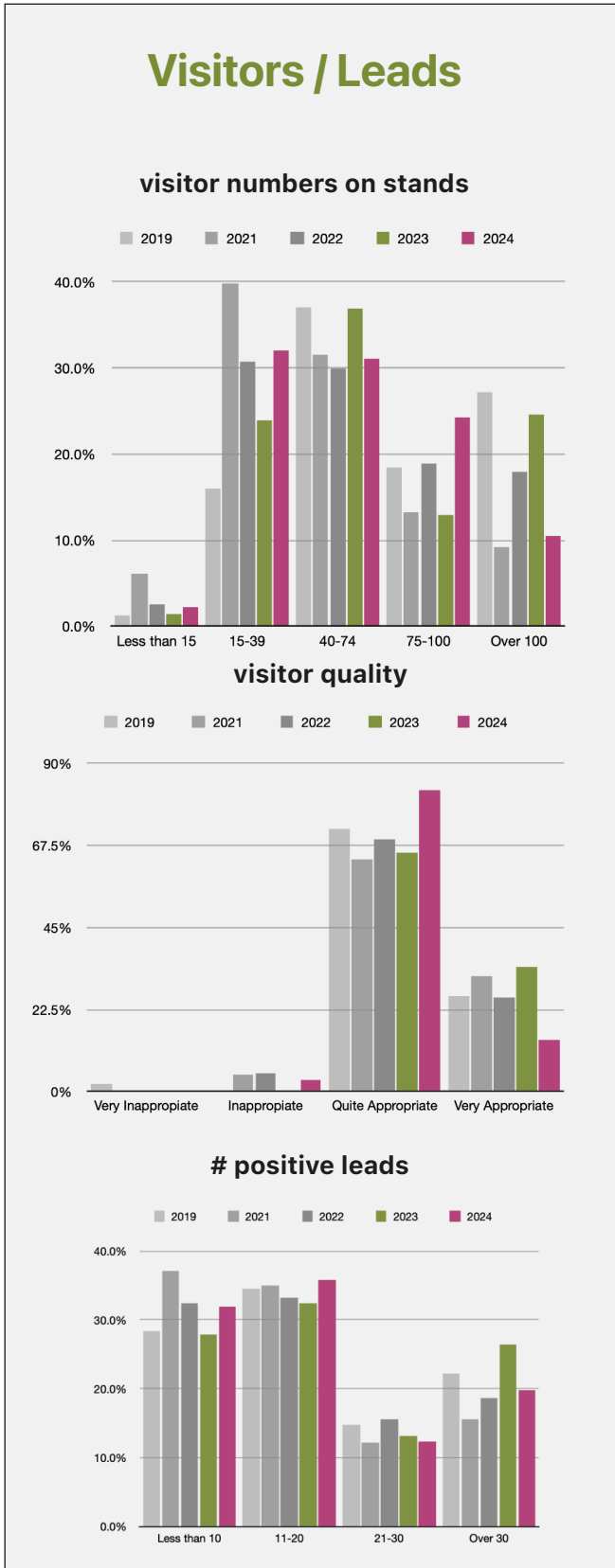


Muddy Stiletto's

- *Muddy Stiletto's* provides a channel to reach parents outside the M25.
- This year *Muddy Stiletto's* is expanding into London. They hosted the London Choices stage to celebrate this move.
- *Muddy Stiletto's* ran a popular champagne bar meeting readers and schools.

Exhibitor Feedback

95 exhibitors took part in our 10th feedback survey. Many of you commented that you liked the new Friday / Saturday format and the new floor plan. Almost everyone would like an earlier opening on Friday to meet more high quality leads.



Best things:



"Talking to lots of very engaged parents"



"The flow, the booth design, the customer service to the vendor"



"Meeting and interacting with so many families"



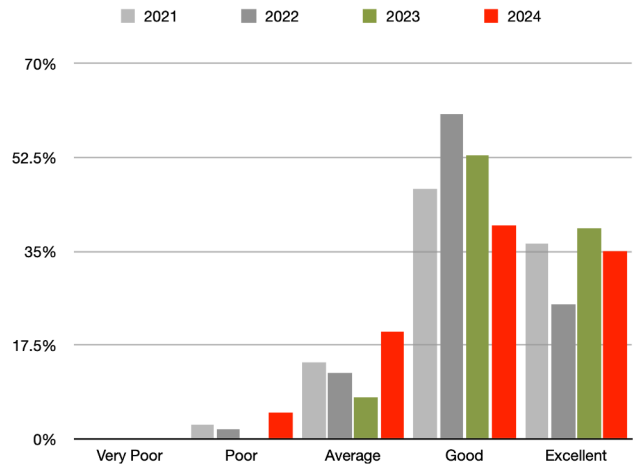
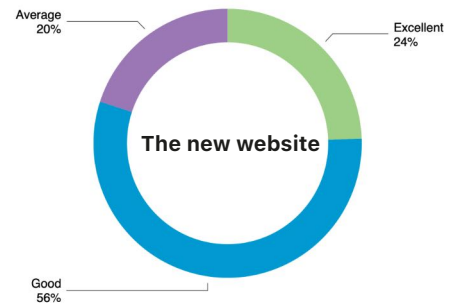
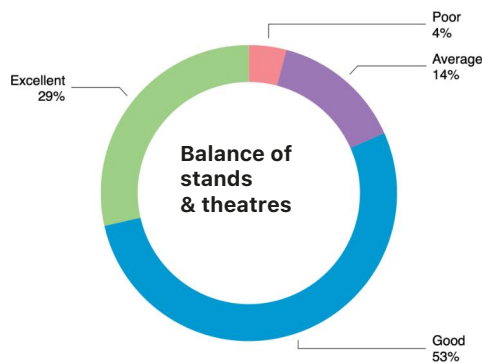
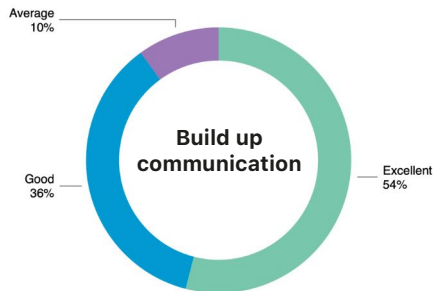
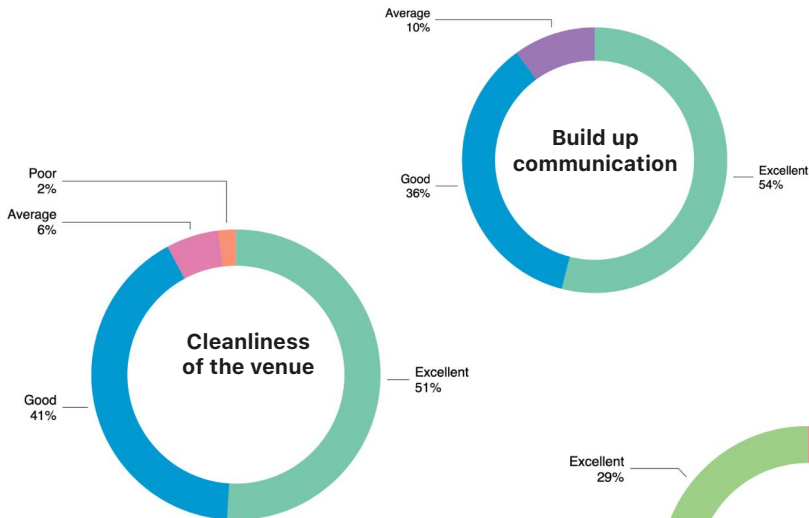
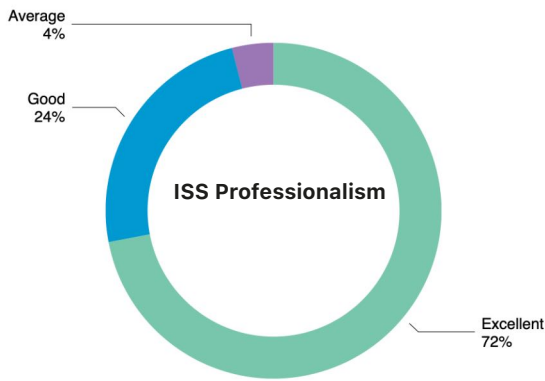
"the café was far superior to before. It is evident a lot of reflection and change went into the show, and this was well done."

Your feedback



I am delighted and proud that this year 72% of you rated the professionalism of my team as "excellent" - the highest rating ever.

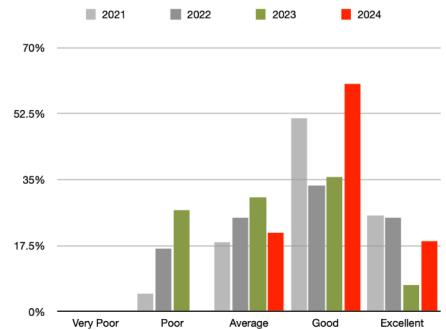
Ben Hitchman, Show Director



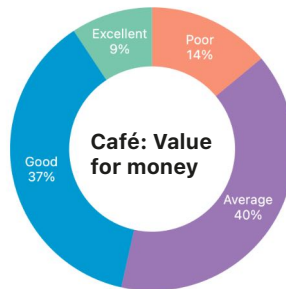
Symbiosis - the stand builders

Café & Catering

The ratings for Pique, the café, were much higher than Roll Baby last year, although some of you thought it poor value for money.



Café: quality



Specific feedback

What you asked us to do in 2023:

- Rework the catering - in 2023 long queues and the menu were not popular.
- Provide information about the new Friday / Saturday format.
- Develop a new panel format for Bursary & Scholarships and London Choice to echo the success of the front stages.

What you would like us to improve this year:

- Open earlier on Friday, to increase the number of high-value central London parents at the Show.
- Map schools by type (eg Faith schools).
- More opportunities to participate in talks, and early exhibitor workshop to announce in advance information about topics / themes.
- Rope off the theatres on the floor.
- Reduce or ideally eradicate B2B suppliers.
- 46.7% of you now like the idea of getting rid of the printed Show Guide, the numbers against have fallen in a

Thank you!

NEXT STEP EXHIBITIONS LTD
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