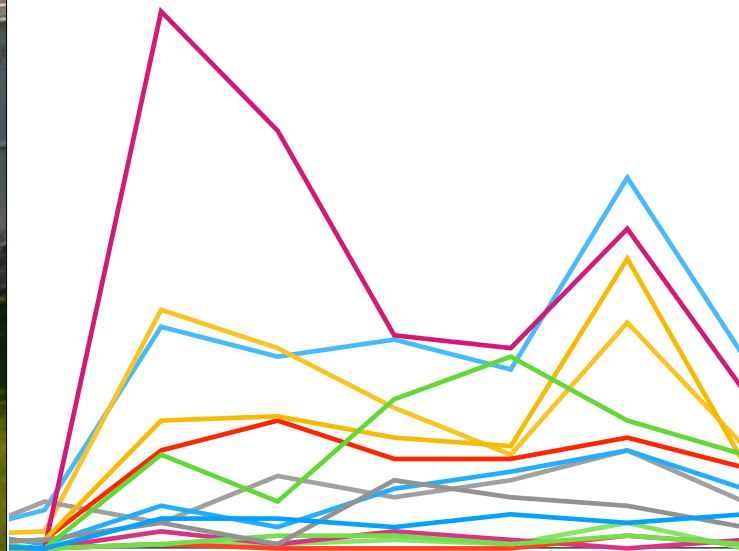


"This year's Summer Fair was one of the best shows I've ever been to."

Independent  
SCHOOLS  
Show  
SUMMER FAIR

2024  
SHOW  
REPORT



SUPPORTED BY



## Introduction

Our fourth Summer Fair focussed on 11+ / 13+ choices for London parents.

The Fair provides a unique opportunity for schools to meet parents of children currently attending London feeder prep and state primary schools. This year exhibitors met parents of children attending 226 feeder schools (see page 4). There is no more efficient way for a registrar to spend a day in the capital.

A high proportion of our visitors are comparing London day senior schools with schools outside London. The Fair gives parents a comprehensive overview of options in the independent sector.

Parents come to the Independent Schools Show because they value the advice, support and information provided by our exhibitors and expert speakers.

We would like to thank you for taking part, and look forward to working with you again in the autumn.

David Wellesley Wesley, Show Founder



"Very busy, with well-informed parents keen to get their 11+/13+ ducks in a row."



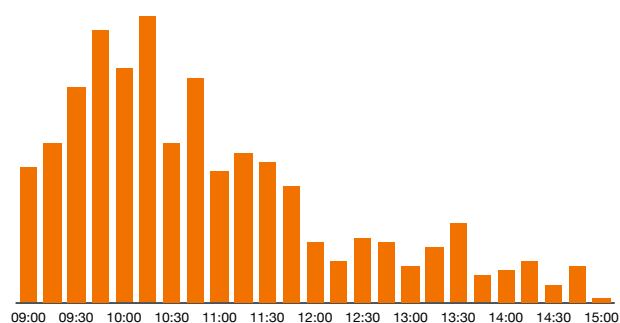
## About Our Visitors

2024 footfall:

- Total: 1506 visitors (436 in 2021);
- Mothers predominated - making up 78.4% of visitors.
- Most visitors live in prime central London areas, but this year we welcomed more visitors from further afield, including a significant group of international families (7.8%).
- Slightly more parents this year reported that they are also considering state schools (29%, up 2%), reflecting anxieties about VAT.
- Non-parents attending the show included heads from London preps, tutors and a few agents.



"Visitors were looking to broaden their knowledge of the choices available in the sector."



This year we moved the opening and closing times 30 minutes earlier to better sync with school drop off and pick-ups.

The result was a good flow of parents into the Fair all day, with 9:15am-11:00am the peak entry times.

Many parents stayed all afternoon for the talks and to speak 1-1 with schools.

## 226 Feeder Schools

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

- ACS Egham
- Addison Primary
- Akiva School
- Aldro
- All Saints CE Primary
- American School in London
- Ark Priory Primary
- Arnold House
- Barnes Primary
- Barrow Hill Junior School
- Bassett House School
- Beaumont
- Beijing Dulwich College
- Belleville Primary
- Bilton Grange
- Bishops Stortford college
- Blackheath High School
- Blackheath Prep
- Bousfield Primary School
- Brighton Prep Kensington
- British School of Nanjing
- Broomfield House School
- Broomwood Boys Prep
- Buckingham Prep
- Bute House Prep For Girls
- Canary Wharf College
- Charterhouse Square School
- Cheam Common Junior
- Chepstow House School
- Chinthurst
- Christ Church Primary Chelsea
- City of London for Boys
- City of London Freemans
- Clarence House Prep
- Cobham Hall
- Colfe's
- City of London Primary
- Cothill House School
- Crofton Junior School
- Cromer Road Primary
- Dehong International
- Derwent Water Primary
- Devonshire House
- Dolphin School
- Donhead
- Dulwich College
- Dulwich Prep London
- Durstons House School
- East Lane Primary
- Eaton House
- Falkner House
- Finton House
- Fitzjohn's
- Floreat, Wandsworth
- Fortismere
- Fox Primary
- Francis Holland Junior School
- Fulham Bilingual
- Fulham Prep
- Fulham School
- Garden House School
- Gatehouse
- Gillespie Primary
- Glendower
- Godstowe Prep
- Goodwyn School
- Haberdashers Primary
- Hampton
- Harris Beckenham Primary
- Haydon School
- Heathfield School
- Hendon Prep School
- Henrietta Barnett School
- Highbury Fields
- Highgate Primary
- Hilden Grange Prep
- Hill House
- Hillyfield Academy
- Hinchley Wood Primary
- Hollymount Primary
- Holy Cross Prep
- Home Educated
- Homefield
- Honeywell Junior School
- Rhodes Avenue Primary
- Horris Hill
- Hugh Myddelton Primary
- lbstock Place
- International School of London
- Ipswich School
- JAGS
- James Wolfe Primary
- John Betts Primary
- Kensington Aldridge Academy
- Kensington Prep School
- Kew College Prep
- King's C of E Primary
- King's College School
- King's House School
- Knightsbridge School
- Lady Eleanor Holles
- Larmenier & Sacred Heart Primary
- Latymer Prep
- Leicester Grammar
- London Christian School
- Loughton
- Lycée Francais
- Maida Vale School
- Maple Walk Prep
- Marymount
- Merton Court Prep
- Milbourne Lodge
- Millennium Primary
- Millfield School
- Montpelier Primary
- Moreland Primary
- Moss Hall
- Moulsford
- New Bridge Nursery
- New End Primary
- New Hall School
- Newland House
- Newton Prep
- Noel Park
- North Bridge House Prep
- North London Collegiate
- Notting Hill & Ealing High
- Oaklands Prep
- Old Bexley Church of England
- Old Vicarage School
- Oratory Primary
- Orchard House, Chiswick
- Our Lady Of Grace
- Papplewick School
- Parkside
- Parsons Green Prep
- Pembridge Hall
- Phoenix Primary School
- Pilgrims School Winchester
- Pippa Popins
- Port Regis
- Prospect House School
- Queens Gate School
- Queensbridge Primary
- Queensmill school
- Rachel McMillan nursery
- Ravenscourt Park Prep
- Ridgeway
- Robinsfield Infant School
- Roche School
- Rokeby
- Rokesly Junior
- Rosemead Prep
- Royal Grammar School
- Guildford Prep
- Royal Wharf Primary
- Ruthin
- Rydes Hill
- Saint Michael's Church of England
- Shanghai International Primary
- Sheen Mount Primary
- Sheringdale Primary
- Solihull School
- Southborough High School
- St Andrew's Catholic Primary
- St Anselms Catholic Primary School
- St Antony's Primary
- St Augustine's Priory
- St Bede's Primary School
- St Charles' Primary
- St Edward's Prep
- St Eugene de Mazenod
- St George's School
- St Hilda's
- St James Holy Cross Rokeby
- St Joan of Arc Primary
- St John's Walham Green
- St Joseph's Primary, Chelsea
- St Julian's Primary
- St Mary's Primary
- St Matthew's Primary School
- St Paul's Cathedral School
- St Peter's CE Primary
- St Stephens CE Primary
- St Swithun's
- St Thomas of Canterbury Primary
- Stonar
- Strawberry Fields
- Stroud Green
- Sunningdale
- Surbiton High School
- Sutton Valence Prep
- Teddington School
- The Abby Joiner School
- The Brent Primary
- The Cavendish School
- The Dragon, Oxford
- The Green School for Girls
- The Grey Coat Hospital
- The Hall
- The Leys School
- The Marist, Sunninghill
- The New Beacon School
- The Roche School
- The Villa Pre-Prep
- The Vineyard School
- Thomas's Battersea
- Thomas's Clapham
- Thomas's Fulham
- Thomas's Kensington
- Thomson House
- Thornhill
- Twickenham Primary Academy
- Ursuline Brentwood High
- Vineyard
- Wellesley Prep School
- West Hampstead Primary
- West Hill Park
- Westminster Cathedral Choir School
- Wetherby Prep
- Willington Prep
- Wimbledon Chase Primary
- Wimbledon Common Prep
- Wimbledon Park Primary
- Wolsey Hall Oxford
- Wycombe Abbey, Hangzhou

## Top 10 feeders

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

1. Thomas's Battersea (12)
2. Devonshire House (10)
3. Christ Church Primary Chelsea (8)
4. Eaton House (8)
5. Kensington Prep School (8)
6. Newton Prep (8)
7. St John's Walham Green (7)
8. Fulham School (6)
9. Orchard House, Chiswick (6)
10. Dulwich Prep London (6)

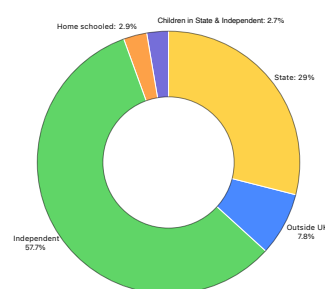
## Independent, State Primary, Internationals, Home Schoolers

60.4% of visitors' children attend prep schools in London. 13.2% are currently boarding. 31.7% have children in state primary schools.

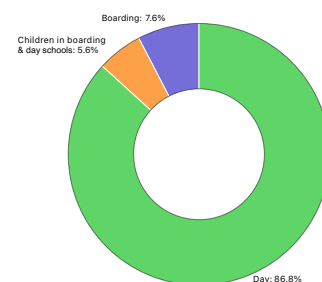
7.8% of parents were internationals moving to the UK.

A small group of home educators attended, looking to re-enter the school system.

Below: child's current school

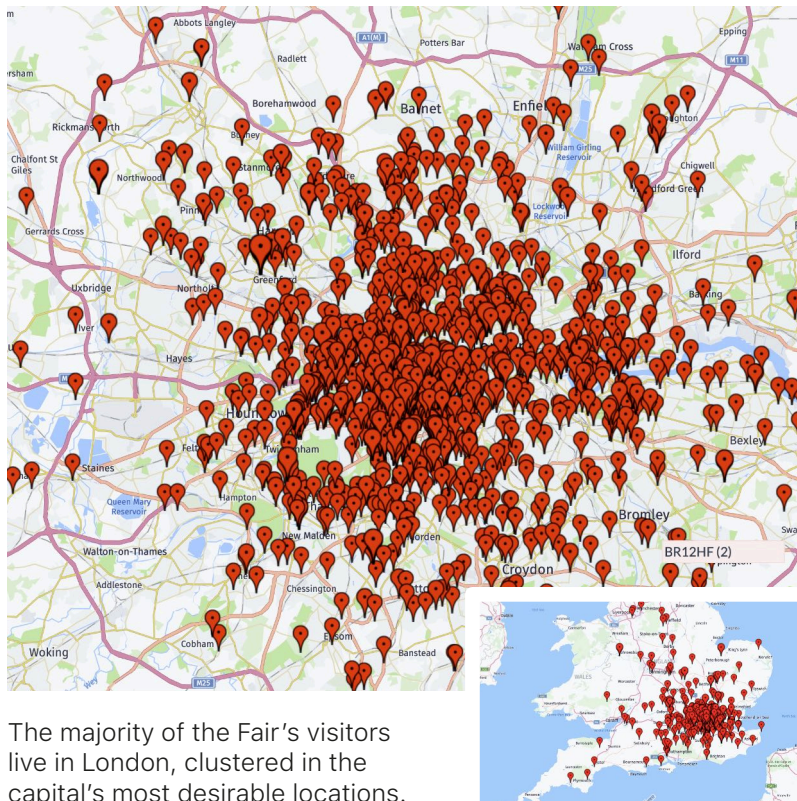


Below: children currently in day or boarding schools



## Where Summer Fair visitors live

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



The majority of the Fair's visitors live in London, clustered in the capital's most desirable locations.



## Target Parents

The Summer Fair's marketing campaign focussed tightly on two groups of London parents - those with children in prep schools and those with children attending state primary schools who are considering independent senior schools.



## Target Heads

Heads of the largest London feeder preps were invited to join us for a Heads' Lunch. Heads networked with senior schools and encouraged their parents to attend the Fair.

29 Schools attended;

- Arnold House School
- Broomfield House School
- Broomwood Girls
- Cameron Vale School
- Cameron Vale School
- Eaton House The Manor - Boys
- Eaton Square School
- Falcons School
- Garden House School
- Glendower Preparatory School
- Hampton School Pre-Prep & Prep
- Homefield Preparatory School
- Hurlingham School
- Istock Place School
- Kensington Preparatory School
- Notting Hill Preparatory School
- Queen's Gate School
- Sarum Hall School
- St Augustine's Priory
- The Charterhouse Square School
- The Old Vicarage School
- The White House Preparatory
- Thomas's School Battersea
- Thomas's School Clapham
- Westminster Cathedral Choir School
- Westminster Under School
- Wetherby Prep School
- Willington School
- Wimbledon High Junior School

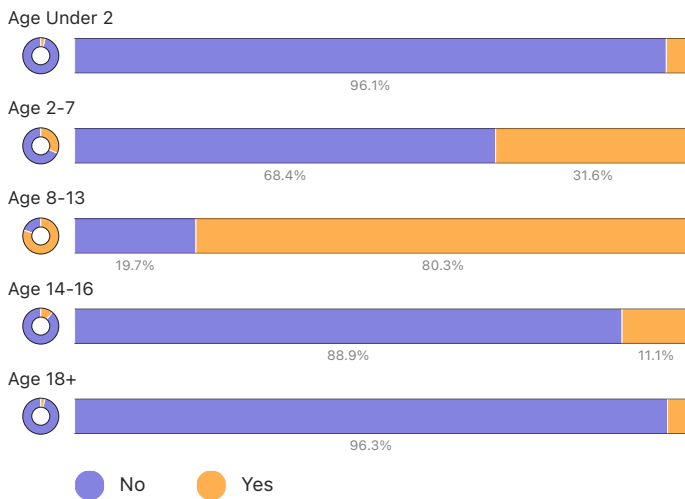


## What visitors want

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 (80%) have children aged 8-13 and are looking for senior schools or Years 6-8 boarding at prep schools.
- 31.6% 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

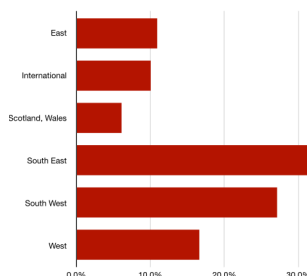
### Open-minded about school locations

- 82% of parents at the Fair are looking at London schools, but 47.6% 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.

% of London domiciled visitors considering other locations

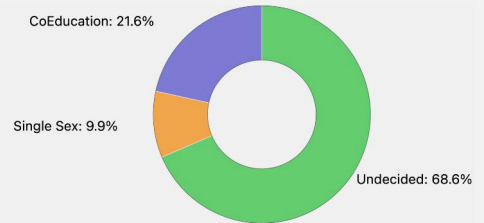


Locations of visitors' school searches outside London

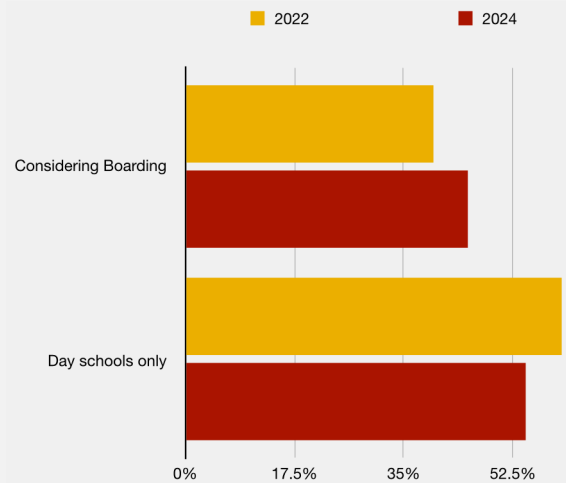


## School Choices

- 90% parents considering Co-Ed schools;
- 68.6% of parents looking at both co-education and single sex schools. Parents of boys more likely to be looking at single sex schools.



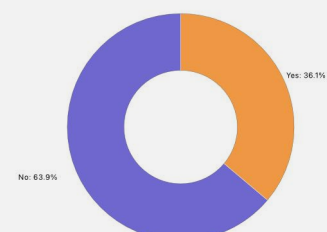
Above: Single Sex or Co-Ed?  
Below: Rising interest in boarding, 2022-2024



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

- 63.9% do NOT need information about bursaries.
- 12% came to the Fair certain they would like their child to board;
- A rising proportion of visitors are considering boarding (45.4% - up from 39.8% in 2022).
- 54.6% are certain they would like a day school. 39% of this group are looking at state schools as well as independents.

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



# Current school / next school

Where their child is currently at school has a significant impact on visitors' 11+ /13+ choices.

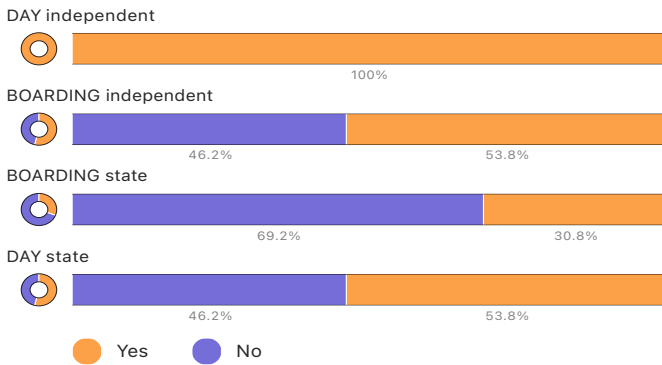
- Visitors with multiple children, some in state schools, others in independents, are the most certain they want an independent senior school.
- Perhaps reflecting VAT anxieties, a significant group (22%) of parents with children in independent preps are considering state secondaries.
- Visitors with home-schooled children are most interested in boarding!

There are also notable geographic variations, relating to the perceived quality of local schools. For example Camden families are more likely than average to be considering state day schools but also very interested in boarding options.

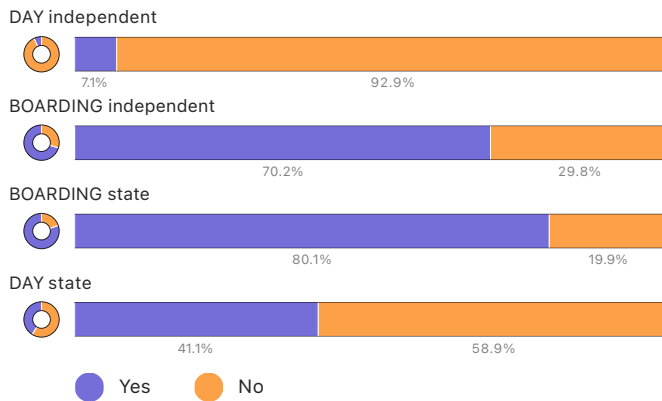
Meeting parents face-to-face enables schools to listen to each parent's starting point and make a differentiated, personalised case for their school.

## 11+/13+ choices by current schooling

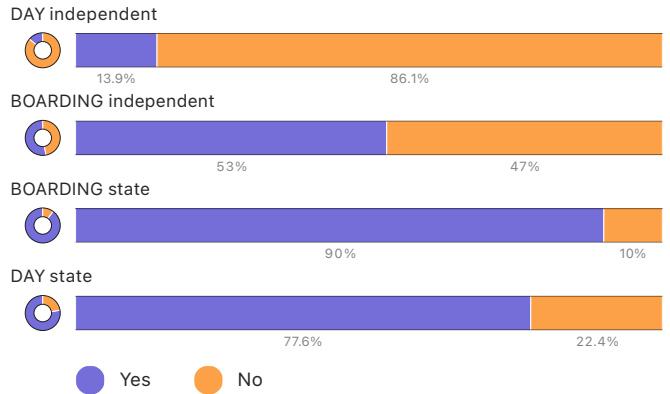
### Children in both state & independents, next school options:



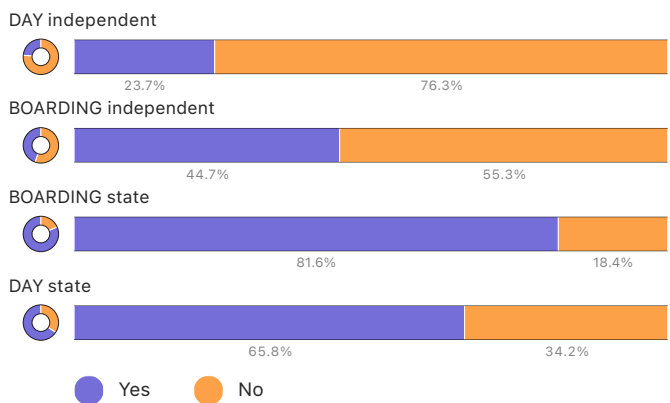
### At a state school, next school options:



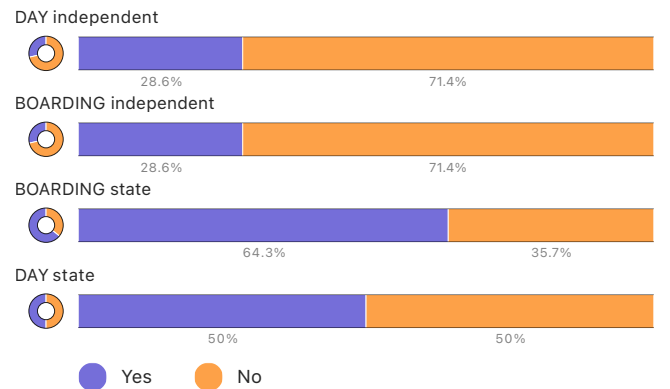
### At an independent school, next school options:



### At school overseas, next school options:



### Home-schooled, next school options:



# Talks Programme

1504 parents attended talks, a record for the Summer Fair. We would like to thank our partners Think Academy UK who sponsored the main stage, The Good Schools Guide who chaired two of the talks, and Bonas MacFarlane who managed the Palm Court Theatre.

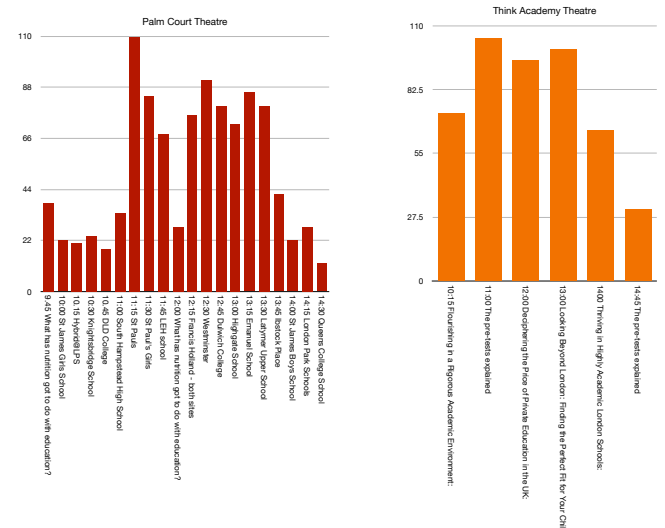


## Think Academy Theatre

All talks, except the final one in the afternoon, were close to theatre capacity, with three standing room only. The programme was designed to help London parents think through their senior school options, tackling the most fundamental 11+/13+ questions: determining if you child would suit a highly academic London day school; assessment test preparation; broadening choices to consider schools outside the M25; organising your finances to pay senior school fees.

## Palm Court Theatre

This programme of talks enables parents to meet heads and admissions teams from London schools. The talks attracted large numbers of parents to the Fair, where uniquely they can compare the London offer with schools from outside the M25.





# 2024 Marketing Campaign

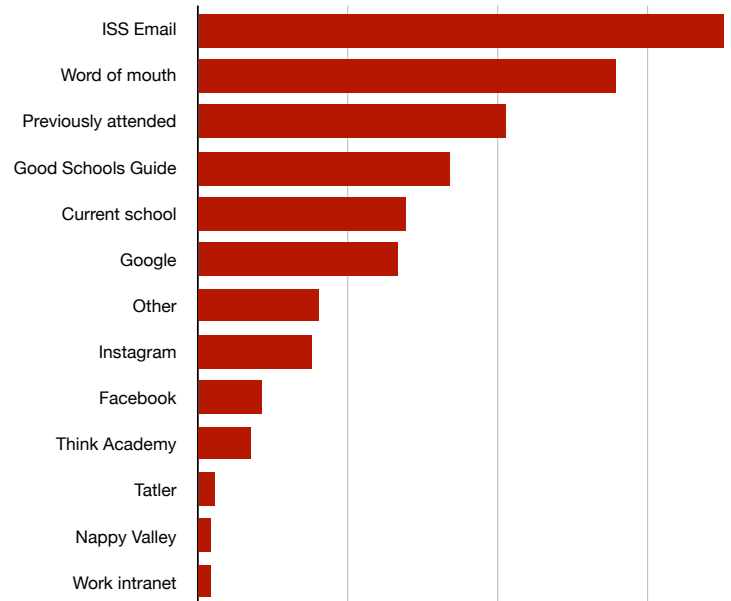
A tightly targeted marketing plan took place simultaneously across different media and social platforms.

The summer fair appeals strongly to the ISS database. 36% of visitors are on our mailing list / have attended previous events. Parents come back for 11+/13+ advice having been well supported at previous Independent Schools Shows.

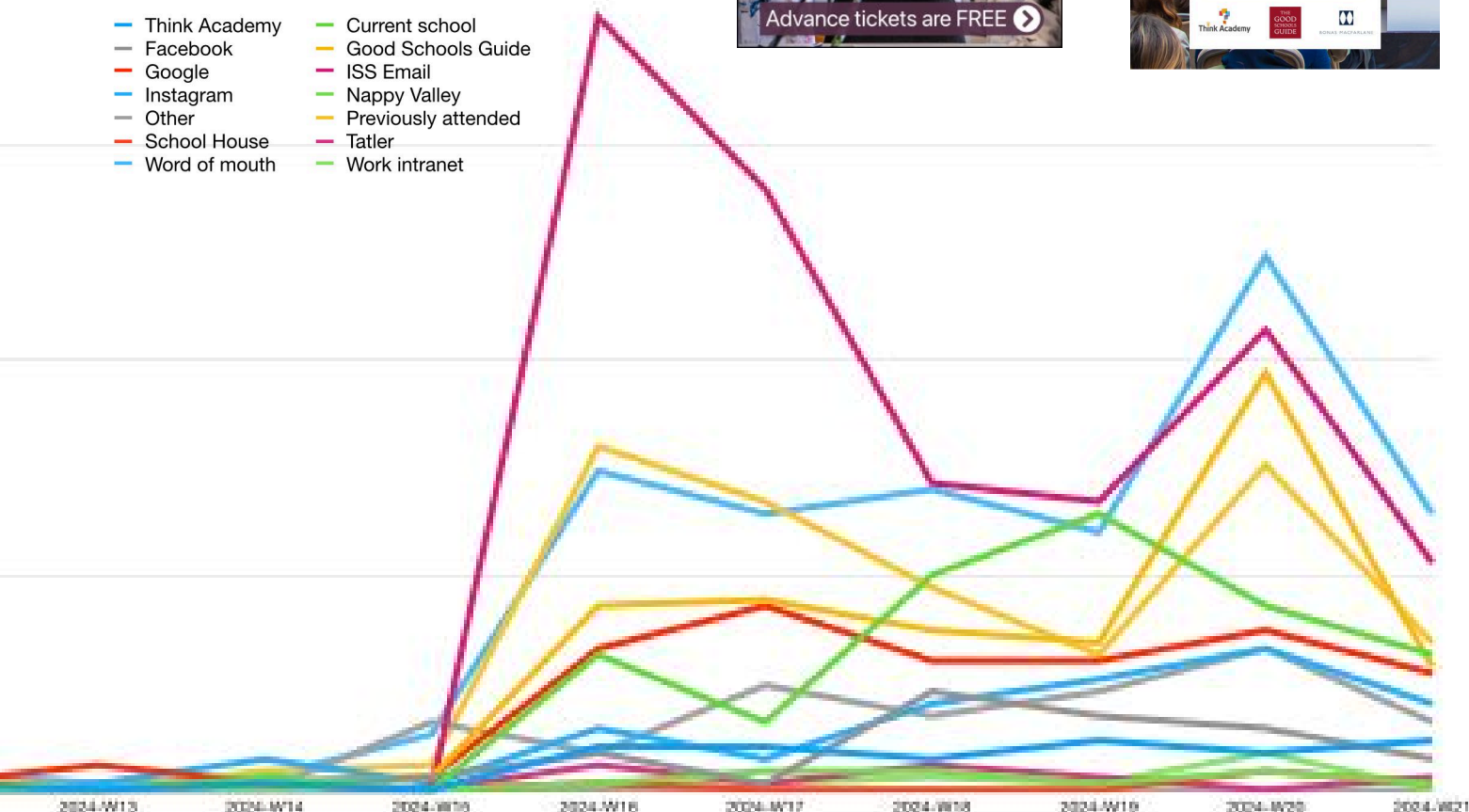
## The visitors came from:

- 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 partnerships with the Good Schools Guide and Think Academy UK;
- Organic Google searches;
- Word-of-mouth continues to dominate in the final weeks because we encourage people who register early to tell their friends and families;
- Social media is now a significant source of visitors. Instagram and Facebook are our key

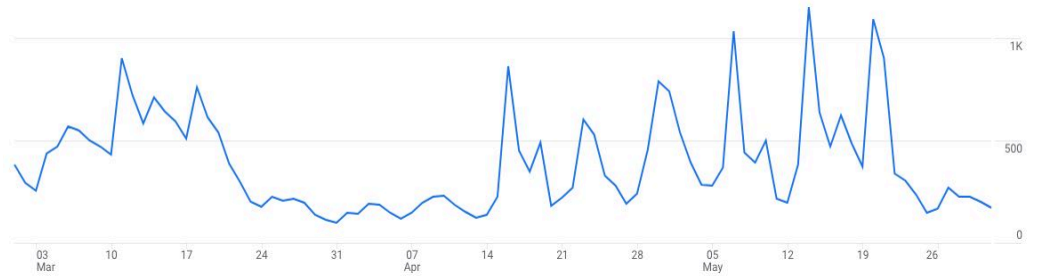
Sources of visitors



- Think Academy
- Facebook
- Google
- Instagram
- Other
- School House
- Word of mouth
- Current school
- Good Schools Guide
- ISS Email
- Nappy Valley
- Previously attended
- Tatler
- Work intranet



# Web Activity



31,641 unique users visited the site in the 3 months from March 1, up 42.5% on the equivalent 3 month period from 2023's June Summer Fair.

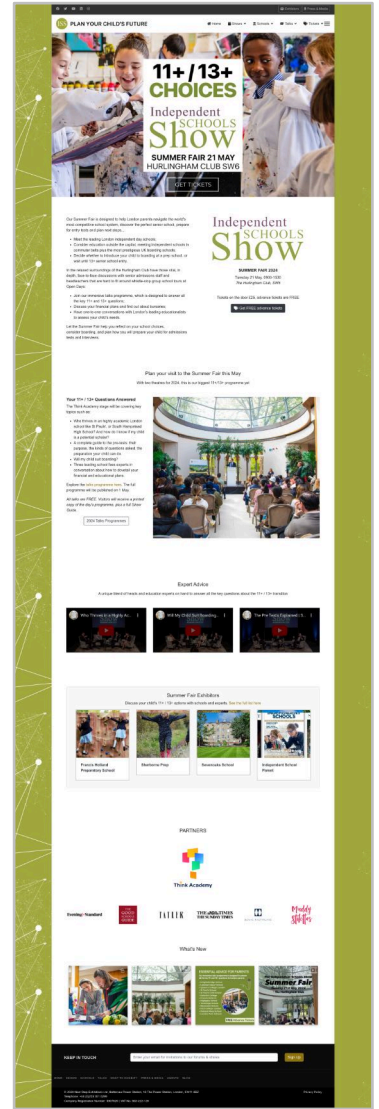
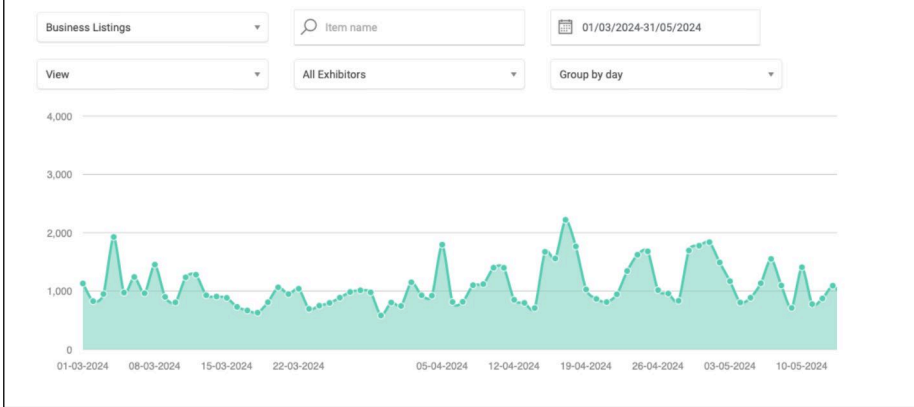
## An engaged online audience

In the 3 months before the Fair there were:

- 31,641 unique users;
- 37,743 visits;
- 104,628 views of exhibitor listings (3.3 per user).

Engagement is strong. Many initially look for the Get Tickets button, but they then return to watch videos, download content and browse school listings.

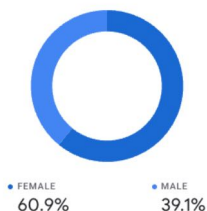
4144 users spent 10 minutes or more on the site. Those that fully engage return multiple times.



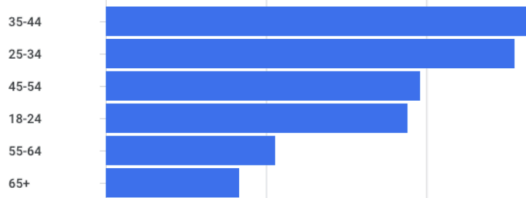
## Online demographics

- A basic pattern remains constant - women register for 77.2% of tickets. Many fathers attended, but the majority of visitors were mothers, accompanied by friends, siblings and grandparents.
- Fathers engaged online - 39.1% 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+).

Users by Gender



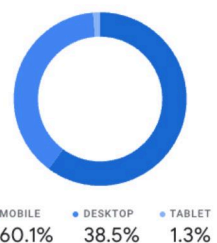
Users by Age



## Mobile use

- 60.1% of ticket registrations now take place on phones.
- Apple devices dominate mobile and desktop.

Users by Device category



## Partnerships

We have built highly effective relationships with our media partners and sponsors.

### Long-standing involvements

- *Good Schools Guide* advertised the Fair to its subscribers and mailing lists.
- *Tatler* advertised the event to readers, in mail shots and on social media.
- *Bonas MacFarlane* promoted the Fair to its London mailing list.



### Think Academy

The Summer Fair marked the first year anniversary of the partnership between ISS and Think Academy.

At the Summer Fair Think Academy:

- promoted the event to Think Academy subscribers;
- produced a Top Maths Club assessment giving parents a review of their child's current performance at 11+ and 13+;
- sponsored the Think Academy Theatre at the Fair;
- spoke in our live talks programmes;
- were on hand to meet parents



### Good Schools Guide

- GSG featured the Fair prominently on their home page, in newsletters and social media;
- GSG editors spoke in the talks programmes and chaired two talks;
- editors were on hand to meet parents at the Fair;
- the Fair's 11+/13+ focus appealed strongly to GSG's audience, who this year made up 10.9% of ticket holders.



BONAS MACFARLANE



"Good pace to the event - we were steadily busy so had time for good conversation."



"This is a great addition to the portfolio and appears to bring in just the right people."

**Thank you!**

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