



Lincoln Minster School – Action Plan – *Marketing*



<p>2. Increase day pupil numbers joining from Infant, Primary, Prep Schools and into Sixth Form</p>	<p>To market the LMS brand to Primary and Prep Schools, thus increasing brand awareness</p>	<p>HM, Prep Head, Head of Comms, Marketing Executive, Heads of Year 7, 9 and Sixth Form & Admissions</p> <p>All</p>	<p>School everyone is proud to be a part of</p> <p>Stronger results, co-curricular outcomes (sport), music and drama participation</p> <p>Increased pupils over time will lead to more staff and increased offering</p>	<p>Prep Head: Visit a total of two Infant, Primary and/or Prep Schools in Autumn Term</p> <p>HM: Visit a total of 6 Primary/Prep Schools in the Autumn and Spring terms</p> <p>Host one event in the Autumn and one in the Spring Term for private nurseries and Infant Heads to Prep Site (tea/coffee and tour)</p> <p>Host one event in the Autumn and one in the Spring Term for Primary/Prep Heads to visit the Senior School with either tea/coffee or lunch and a tour</p> <p>Summer Term – explore and implement a total of 3 outreach opportunities (e.g. Highfields model)</p> <p>Summer Term – establish and promote three taster days for year groups (Y4 and Y5)</p> <p>Master classes: one Saturday per term</p>	<p>Embedded as LMS best practice</p> <p>Embedded as LMS best practice</p> <p>Embedded as LMS best practice</p> <p>Embedded as LMS best practice.</p> <p>Develop and expand the outreach opportunities with schools</p> <p>Review and improve the offer around taster days</p> <p>Increase master classes offered (as per demand)</p>	<p>Embedded as LMS best practice</p> <p>Embedded as LMS best practice</p> <p>Embedded as LMS best practice</p> <p>Embedded as LMS best practice</p> <p>Embedded as LMS best practice</p> <p>Established as best practice and seek to be an example of best practice within the sector/United Learning</p>
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2. Increase pupil numbers (continued)				<p>Regular marketing updates to Prep/Primary schools and invitations to LMS events</p> <p>New whole school open events offered to parents to book online in either a morning or afternoon during the school day – 2 in first half of Autumn term, 1 in second. 3 in Spring term and 2 in Summer term</p>	<p>Improve format and tailor communications effectively</p> <p>Review and improve quality of event offer</p> <p>Ensure cross-over with digital strategy</p>	<p>Review effectiveness of communications and improve/refine</p> <p>Review and establish as best practice if successful</p>
Aims	Action	Who	Impact	2016-17	2017-18	2018-19
3. Increase pupil numbers joining to board, both UK and overseas	To market the LMS brand regionally, nationally and internationally increasing brand awareness	HM, Head of Comms, Marketing Executive, Head of Boarding, Heads of Boarding Houses & Admissions	<p>Could build results?</p> <p>Demographics important</p> <p>Internationalism</p> <p>Linked school?</p>	<p>Identify areas 45mins – 1 hour travelling distance to attract flexi/weekly boarding. Cost analysis of ‘weekly/flexi boarding’ vs daily bus travel</p> <p>Invite new head of marketing at United Learning</p> <p>Themed taster evenings – ‘invite a school friend to sleep over’ – one per term</p> <p>Develop and maintain relationship with Metropolis</p> <p>Attend BBSW in Spring 2017</p>	<p>Embedded as LMS best practice</p> <p>Embedded as LMS best practice</p> <p>Review and extend invitation to wider audience</p> <p>Embedded as LMS best practice</p> <p>Improve presence at BBSW</p>	<p>Embedded as LMS best practice</p> <p>Embedded as LMS best practice</p> <p>Embedded as LMS best practice</p>



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				<p>Raise front of mind awareness by pursuing a programme of bi-monthly email messages</p> <p>Identify three target countries and attend relevant overseas expos – two in Autumn Term, one in Spring Term. Visit agents at same time</p> <p>Continue to develop relationships with international schools, particularly those already established in Japan and Italy</p>	<p>Host agents familiarisation visit</p> <p>Review and tailor e-communications with overseas contacts</p> <p>Develop and implement a collective approach to emerging markets in conjunction with Lincoln FE partners</p>	<p>Embedded as LMS best practice</p> <p>Establish a development plan/structure for Chinese education partners</p>
Aims	Action	Who	Impact	2016-17	2017-18	2018-19
4. Retention of pupils at LMS	To look after our current pupils and implement a programme where they see the benefits of staying at LMS.	All	<p>School everyone is proud to be a part of</p> <p>Stronger results, co-curricular outcomes (sport), music and drama participation</p>	<p>Invite Prep parents (during Y5) to Senior site to hear about our offer</p> <p>Ensure programme of support for transition stages is reviewed and reflects feedback from the pupils</p>	Embedded as LMS best practice	Commence planning for next 3 year Development Plan



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			Increased pupils over time will lead to more staff and increased offering	All departments with a focus on marketing and outreach Current parents invited to act as ambassadors Support and encourage greater parent involvement in FOLMS across the three schools		
5. Develop new website and digital comms strategy	To implement and develop a website that is easily accessible, regularly updated and is easy to find information from. Develop and implement new digital strategy.	Marketing Executive, Head of Comms and supported by All	More visitors to website leading to more interest in LMS Stakeholders feel engaged with the school through regular communications The LMS brand is consistently communicated and gains wider recognition	Regular digital communications including monthly messenger Effectively communicate the LMS message through all digital channels Review all communications, external, parent, student, staff as part of the customer journey evaluation. Review quality and ensure consistency with brand Provide a source of information with a range of regularly updated content and photos to encourage	Continue regular digital communications, whilst evaluating and improving the quality in line with brand development and relevant marketing campaigns Implement refreshed digital branding templates across all communication channels Embed marketing campaign fully across digital channels whilst exploring new multi-media options Ensure connectivity across school and in alignment with paperless admissions	Embed as LMS best practice Department welcomes new content from stakeholders which reflects the quality and consistency of the LMS brand values Develop and implement personalised digital interaction and explore new modules for web



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6. Develop partnerships and links to increase LMS brand awareness in market place and reach larger audience	To develop relationships with Universities, media outlets, Chamber of Commerce and other community links	Head of Comms & Marketing Executive	<p>More prospective parents hear about LMS and what we can offer their children leading to more enquiries and, subsequently, more pupils</p> <p>School perceived as being at the part of the local community</p>	<p>interaction across digital channels</p> <p>Exhibit at the Lincs Show</p> <p>Develop and maintain relationships with local businesses and media, including Lincolnite, Chamber of Commerce, Hurricane Sports, Lincolnshire Life, Lindum Sports Association</p> <p>Develop links with maintained educational providers e.g. UTC for beneficial opportunities</p> <p>Introduce the LMS Lecture Series and establish a database for visiting speakers</p> <p>Explore marketing opportunities presented by national, regional and local competitions and awards</p>	Review feedback and results from the Lincolnshire Show and potentially explore alternative or additional events	Embedded as LMS best practice