

# SDP 2021-22

## Marketing

**Aims:**

- Raise the profile of the school and improve marketing in order to boost admissions

TARGET	Related Actions: The steps that need to take place to achieve the target	Person (s) Responsible	Cost	Target Date	Review Autumn 2021 (RAG and Notes)	Review Spring 2022 (RAG and Notes)	Review Summer 2022 (RAG and Notes)
Increase the number of admissions over a 12-month period.	Parent survey	SW	£0	End of Autumn 2021	To be created and distributed late in the summer term. Questionnaire to mirror Ofsted form with more space for elaboration. Permission sought for website use.		
	Post weekly on Instagram and Facebook and boost posts.	GBT	£	Throughout the year.	Regular posts added.		
	Relaunch and rebrand EYFS to increase admissions.	GBT & VS	£	End of Autumn Term	Awaiting completion of building work before relaunching.		
	Create new whole school website	GBT SW CR VS	£	October half term.	Awaiting final content for various pages.		
	Reinforce and advertise 'The Avondale Way' in school and through marketing (including the three C's)	All Teachers	£	Throughout the year.	'The Avondale Way' to be displayed on Monday's assembly. Also, to be used in all social media posts.		
	Create a digital platform to gather parents' information's for perspective students.	GBT PS SW	£	End of Half Term	To be added to school website. Office to email or call any perspective parents who have left details through the website.		

	Create a school song which encapsulates the ethos of Avondale	HS	£0	End of Autumn Term			
	School perspectives and flyers to be disrupted to target areas in the local area before open day.	SW DB	Cost to print	October Half Term			
	School to host two Open Days to attract potential parents and pupils to view Avondale in action.	All teachers	£0	End of Year			
	School Open day to be advertised (boosted) on both Instagram and Facebook to increase viewings and to target specific local audience	GBT	£14 £35	End of Year			