

Insight.
Action.
Impact.

engaging
education

EE
Advisory
A part of Engaging Education



Who Are We?

We are a leading creative and communications agency serving the education sector. We are committed to improving lives through transformative and impactful partnerships.

We are specialists in education and training, with over 15 years of experience and a proven track record in delivering outstanding creative and strategic services. Through our expert insight and team of over 36 passionate creatives, we deliver branding, marketing and communication campaigns that create tangible **impact** across the country.

We partner with Trusts, schools, colleges, local authorities, national organisations, charities and more to create campaigns and resources that improve lives, including:



- Demonstrating, showcasing and achieving strong standards for Ofsted inspections
- Improving community and stakeholder perception
- Supporting school improvement (e.g. raising the profile of good attendance)
- Achieving financial growth
- Increasing pupil numbers
- Supporting curriculum intent and implementation
- Generating revenue through corporate services
- Bringing vision and values to life
- Recruiting and retaining high-quality staff
- Promoting and providing innovative CPD
- Showcasing achievements and creating a sense of belonging

Through our projects and campaigns, we are proud to have secured the following successes:

89%

increase in target demographic engagement on LinkedIn

19%

positive impact on student roll

38%

increase of engagement on social platforms

81%

likelihood of organisational growth

73%

average audience retention rate on all films

29%

increase in staff vacancy applications

To find out more, please see our case studies **demonstrating real impact, quality and value for money.**



We are
Innovative



We are
Supportive



We are
**personable
& professional**



We are
Determined



We have
Integrity

Our Values

Throughout our journey, we have consistently demonstrated a set of core values that continue to underpin Engaging Education. They represent who we are and what we believe in.

We are a registered social enterprise (Company Limited by Guarantee).

We are passionate and committed to engaging through education and inspiring all communities, including those hardest to reach.

We provide our team with clear progression routes and nurture their individual development through high-quality CPD.

We are dedicated to overcoming barriers and improving life chances of all young people and adults.



We hold social value accreditations including;



SME
Climate
Hub



LEP Business
Support Travel
Plan Network



Members of the
Good Business
Charter



Real Living Wage
Foundation
provider



How We Work

Our Approach

We implement a simple and effective methodology, underpinning everything we do:



We act proactively

aiming to blend the need for responsiveness with unrivalled sector expertise, innovative thinking, and proactive strategic guidance.

We specialise

in photography, film, graphic design, animation, digital marketing, PR, copy and project management. We deliver all creative services in-house, working collaboratively to create engaging and effective materials and campaigns that improve lives.

We understand

how a strong organisation is positioned and portrayed, and we are skilled at creating narratives, identities and communications to help our partners reach their goal and showcase their strengths.



Securing deep understanding to inform our actions

We have extensive and unrivalled sector knowledge. We will get to know you, through building lasting partnerships by understanding your challenges, strengths, and priorities.

We do not build a relationship from a distance. We understand the importance of immersing ourselves into your organisation, which is why we undertake a comprehensive 'insight' approach at the commencement of our partnership.

This involves a detailed research programme and in-person visits by the EE Leadership Team meeting with key staff and wider stakeholders.

We will add extensive value in how we understand, interpret, propose and implement solutions and action that has real, tangible, unrivalled impact.

Implementing informed action to deliver impact

We add extensive value in how we understand, interpret, propose and implement solutions and action that has real, tangible, unrivalled impact.

Our work will commence fully informed, identifying objectives and opportunities far beyond those in the initial scope.

Our experienced team of over 36 creative and strategic experts will deliver innovative solutions, captivating content and inspiring campaigns through media, design, motion, digital, out of home and PR channels.

Achieving success against clear objectives

We have a track record of delivering outstanding value and campaigns with transformative impact throughout the education sector for over 15 years.

We measure our success against the key performance indicators and objectives agreed together, providing regular impact reports and demonstrating clear value for money.

To understand how we build successful long-term partnerships, achieve objectives and improve lives, please read our case studies.



Our Impact



Case Study

Supporting school improvement, raising profile and creating a unified culture based on the vision and values of the Trust: St Joseph Catholic Multi Academy Trust

St Joseph Catholic Multi Academy Trust is based in the Liverpool City Region with six primary and four secondary academies. As a united family of academies, the Trust is fully aligned around its central mission to transform children’s lives by providing them with a world-class Catholic education.

We have worked in partnership with SJCMAT since its inception initially as a ‘Turnaround Trust’ (2022), with a key focus being on implementing an innovative digital and online communications strategy to achieve the following:

1. Raise the profile of the Trust with a clear articulation of its Catholic vision, values and mission, establishing positive brand advocacy and organisational growth.
2. Position the Trust as an employer of choice, through demonstration of the employee proposition and a clear representation of positive staff voice on a consistent basis.
3. Drive education improvement initiatives, provide bespoke intensive school (and Trust) support, implement admissions campaigns and onboard new academies.
4. Position SJCMAT as a sector leader through a coherent brand and communications strategy across key digital and online channels across the organisation.

01 Raise the profile of the Trust with a clear articulation of its Catholic vision, values and mission

To raise the profile of SJCMAT, through a permeation of its Catholic vision, values and mission, we implemented the following core digital and online initiatives:

Mission film insight: producing a series of high-quality films - for each academy and a Trust-wide production – bringing SJCMAT’s Catholic vision and values to life. Each academy’s film was tailored to reflect its unique community, while maintaining a consistent visual style and tone that reinforced a united Trust identity. The Trust-wide film wove together footage from all schools with leadership voiceover to articulate the mission of providing world-class Catholic education.

This campaign deepened understanding among stakeholders, celebrated Catholic Life and Mission, and positioned SJCMAT as a values-led, aspirational organisation.



Catholic events and celebrations: creative conception and delivery of Trust values and Catholic celebrations including Advent, Holy Week, Proclamation and British Values initiatives.

Delivered through a range of digital media including film, animation, interactive design and UI optimised content, these faith events continue to act as a key theme and anchor of the SJCMAT internal and external online communications approach.

The core narrative and message continues to thread through all Trust materials and campaigns, including the annual report, internal digital newsletter ‘The Light’, Trust prospectus, conferences and events, and stakeholder voice programmes.

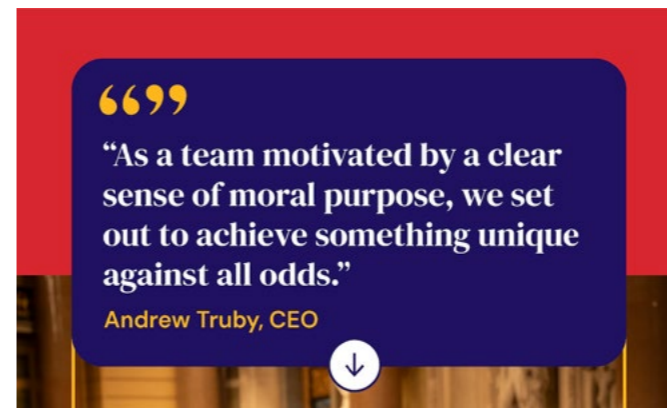


02

Position the Trust as an employer of choice through a clear articulation of the employee proposition

In a sector where there is a significant degree of excessive and duplicated 'noise' surrounding the employee proposition, we have channelled our strategic and creative focus on the following key areas:

- Use of high-quality, accessible and engaging digital content (animation, video and interactive design) to capture attention of 'passive browsers' on social/online channels.
- Demonstration of the SJCMAT culture through capture of tangible events, stakeholder voice and staff successes.
- Implementation of a select number of core messages to cut through the noise and provide clarity of the SJCMAT offer.



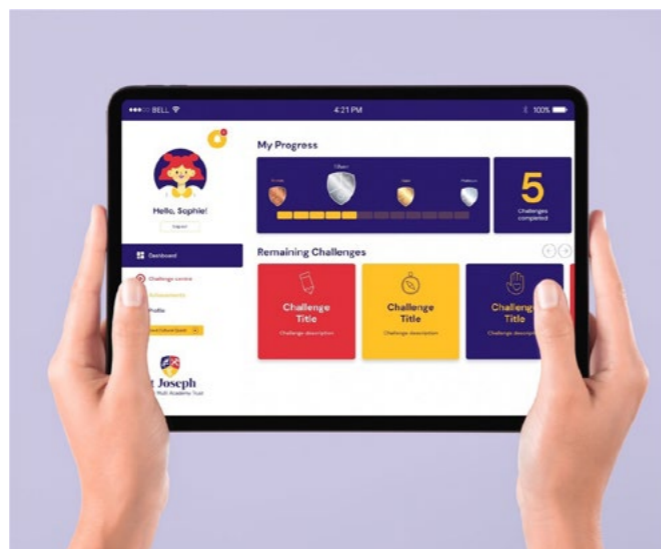
Examples of specific strategic initiatives implemented to establish a positive employee proposition includes:

- **Conference communications:** production of event highlights, keynote addresses, and participant testimonials to showcase the SJCMAT employee experience. The films reflected Catholic Social Teaching themes such as human dignity, solidarity, and stewardship, while also highlighting professional development, community spirit, and collaborative culture. By sharing these assets internally and externally, the Trust reinforced its image as an inspiring and supportive employer. The campaign provided versatile content for recruitment, staff engagement, and sector recognition, demonstrating SJCMAT's commitment to both faith and professional excellence.
- **SCITT recruitment:** in response to declining sector-wide interest in teacher training, we launched a multi-platform SCITT recruitment campaign across LinkedIn and X. Posts highlighted key credentials, the SJCMAT employee proposition, world-class CPD, mentor support, and a clearly defined application timeline.
- **Spotlighting staff successes:** production and distribution of content to recognise staff achievement. Initially captured as part of a single event, we significantly increased the value of the project to implement the individual success stories into a long-term, full-year digital campaign on key social channels.



03 Drive school improvement initiatives, intensive support, admissions and onboard new academies

We have effectively used innovative and emerging digital platforms and online communication channels to engage academy stakeholders with key strategic initiatives and individual programmes. This includes:



Curriculum

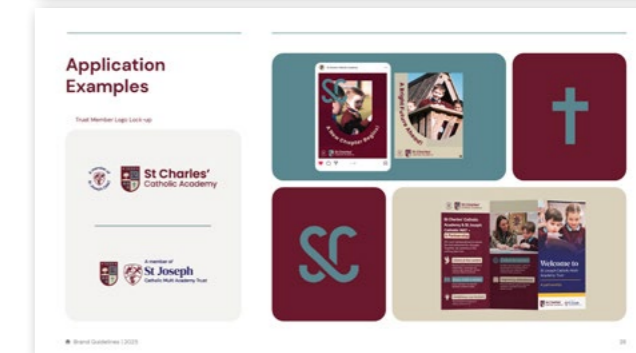
Initially tasked with increasing parent and carer engagement with the curriculum, we exceeded the brief significantly with the design, development and launch of a Trust-wide digital platform.

'The Cultural Quest' is a gamification platform with individual user logins, allowing pupils, parents and carers to log when they have undertaken a curriculum activity outside of the classroom – collecting points and achieving levels through the journey.



Ofsted support

Intensively supporting schools to create a four-phase digital campaign in line with their Ofsted window. The result was improved parent engagement, enhanced internal communications, and recognition of the school's distinctiveness in final inspection reports.



Onboarding

Support of new schools joining the Trust to establish a positive digital footprint and online profile.

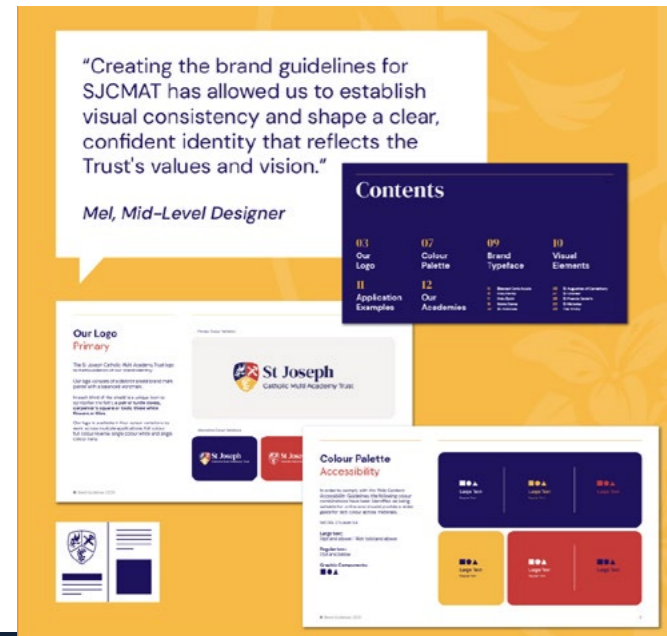
This multi-channel, multi-stakeholder approach included school and sixth form re-brands, digital visual essentials, creation of core online materials (e.g. interactive prospectuses and promotional film content), open event promotion and Catholic Inspection communications.



04 Position SJCMAT as a sector leader through a clear and coherent brand and digital communications strategy

Brand Identity

Our visual strategy was based on updating existing brand elements for a digital-first brand that allowed for flexibility to work across various touchpoints and application. This included a refined logo mark that allowed for colour and arrangement variants, updated colour palette with accessible pairings, and web-safe fonts, all of which looked to capture both traditional and modern aspects of the Trust.



Joining SJCMAT

Development of a strong online message and campaign to articulate the benefits, and debunk the myths, of joining SJCMAT. Phase 1 of the communication programme aimed to engage key decision makers and stakeholders through simple and clear content. Phase 2 targets individual prospective schools, in line with the Archdiocese strategy, to convert interest into action – booking a conversation to explore further.



CEO series

Production of a regular CEO video series to provide clear stakeholder communication, connected, and aligned with Trust priorities. Filmed in our studio and enhanced with rich school B-roll, each video celebrated inspection successes, announced new initiatives, and reinforced Catholic values in action. This ongoing channel for strategic messaging strengthened leadership visibility, ensured consistent brand communication, and enhanced stakeholder trust. The series exemplified a forward-thinking approach to digital communications, supporting SJCMAT's reputation as a transparent, sector-leading Multi Academy Trust.



Digital Publishing

By utilising an innovative digital-first approach, we have elevated key Trust documentation with enhanced visuals, media integration and interactivity, in order to increase engagement and support users' ability to understand and digest information.





Impact Achieved to Date

01

Raise the profile of the Trust with a clear articulation of its Catholic vision, values and mission, establishing positive brand advocacy and organisational growth.



Huge SJCMAT website statistics (2023 – 2025):

41,000

active users

157,000

page views

539,000

event counts
(includes clicks, forms submissions and video plays.)

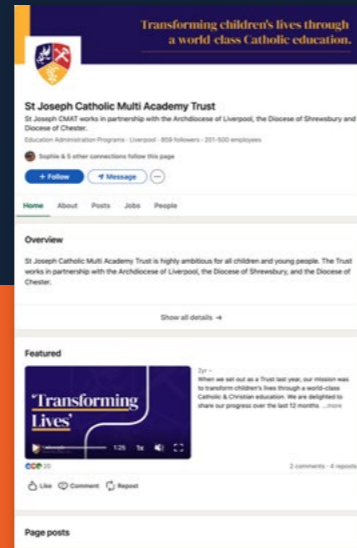
6,900

file downloads



720
23

Growth of followers on SJCMAT LinkedIn profile from 23 to 720, a **3030% increase**.



02

Position the Trust as an employer of choice, through demonstration of the employee proposition and a clear representation of positive staff voice on a consistent basis.



9.6%

LinkedIn engagement rate

2-5%

sector average

Achieving a consistent 9.6% LinkedIn engagement rate on recruitment campaigns vs sector average of 2-5%.

1.38%

Click-through rate

0.83%

sector average

Multi-platform SCITT recruitment campaign across LinkedIn and X achieving a 1.38% click-through rate – significantly outperforming the UK education sector average of 0.83% (LinkedIn Benchmark Report 2025).



Headline LinkedIn Impact

35,611 impressions

1,393 reactions

26 posts on average per month

78% followers increase on 2024

9.6% average engagement rate

1,945 clicks



03

Drive education improvement initiatives, provide bespoke intensive school (and Trust) support, implement admissions campaigns and onboard new academies.



SCHOOLS WEEK

Highlighted in Schools Week for notable improvements in pupil attendance and curriculum delivery.



Of 8 schools inspected, all either improved or maintained their 'Good' Ofsted grading.

31%↑

Average 31% increase in followers on every school social media platform/channel during our time supporting the Trust.



04

Position SJCMAT as a sector leader through a coherent brand and communications strategy across key digital and online channels across the organisation.



Positive commentary from other Trust CEO's and senior leaders across the country (faith and non-faith) highlighting the external presence and profile of SJCMAT as a 'best practise' example.





Our Impact

Case Study

Driving growth and financial sustainability: LEO Academy Trust

LEO Academy Trust serves over 6,000 pupils from across the London Borough of Sutton and Surrey. The Trust was formed in 2015 and since then, has developed a family of great learning communities formed from twelve primary schools and grown a culture of excellence for all pupils, staff, and local communities.

In line with the intended core strategic changes of the organisation, the following challenges were presented upon commencement of our relationship with the Trust in 2025:



1. Position and promote the introduction of new nursery provision at every school site, highlighting the core benefits of attending a LEO setting.
2. Grow the Trust, securing two new schools within the Elmbridge and Runnymede, Mole Valley, Reigate and Banstead, Sutton and Tandridge areas.
3. Reposition the Trust as a sector-leader in PedTech and high-quality digital provision.

Our Approach

Prior to commencing the long-term relationship with LEO, we undertook a comprehensive review and deep dive throughout the organisation to identify the key principles and driving strategic factors behind the repositioning, relaunch and rebrand of the Trust.

This included a review of the following:

- Online channels
- Internal materials and channels
- External materials
- Insight and focus group sessions (Trust senior leadership team)
- Academy visits and insight sessions (all staff)
- Parent and carer focus groups

As a result of this strategic review, we proposed and produced the following:

- Full rebrand strategy – including evolution of the identity to reflect the change of focus and Trust vision.
- Innovative and robust communications strategy, engaging key stakeholder audiences including parents and carers, staff, schools, trustees and governors, Ofsted, Department for Education and Regional Directors.
- Implementation of a digital-first approach to ensure multi-stakeholder engagement in the education sector and beyond (including animation, film, interactive design and strategies to positively manipulate social media algorithms).
- Clear Key Performance Indicators agreed with the Trust board, to maintain a pinpoint focus of our work and position LEO as a sector leader.
- Individual strategies and long-term project plans for key initiatives (such as new nursery provision).



Brand Strategy

A key objective was to update the brand positioning, to better align with the Trust's PedTech strength, whilst also staying true to the core values. As a focal point, we looked to shift emphasis from the Leo the lion mascot that had been born out of the name, and instead refine to a matured wordmark for the logo, reinforcing the name and importance derived from the acronym: Learning – Excellence – Opportunity.

Expanding out to the wider identity, the strategy was to take cues from the visual language used in the digital world to emphasise the Trust's pioneering approach to utilising technology.

As an overall house of brands architecture (where academies retain an individual identity), we implemented a bento-style system – a type of grid display, typically used in digital design, that allows for flexibility but would also give a uniform and easily adaptable approach for Trust and Academy materials.



01 Position and promote the introduction of new nursery provision at every school

Development and implementation of a targeted, Trust-wide nursery admissions campaign to raise awareness and increase applications to LEO nurseries.

Developing active social media channels, external communication platforms and out of home advertising was central to our strategic approach to engage multiple stakeholder groups.

We exceeded the outlined brief with a campaign including a full brand development, creation of a powerful message and narrative, central promotional media (containing drone content), film cutdowns for paid social media, and supporting press and website content.

Messaging highlighted key benefits such as outdoor learning (Forest School), LEO explorer, wraparound care, funded places, and the integration of PedTech into early years education. This approach aligned directly with the Trust's strategic aim to strengthen the new nursery provision, using a multi-channel strategy to reach prospective parents in relevant catchment areas.



The result was a consistent, high-quality suite of assets that drove engagement and positioned LEO nurseries as a forward-thinking choice for families.



02 Grow the Trust, securing two new schools within the first two years

Following a period of stagnant movement in terms of growth, we developed and delivered the following key strategic initiatives to support the Trust in achieving this key organisational focus/change:

Clarity of the offer

Articulation of ‘why’ schools should join LEO – implementing our extensive sector knowledge to work with senior Trust leaders, identifying the core benefits of being part of the Trust and positioning the content as engaging and accessible – in print, digital and physical material.



10 steps ahead

Creation of a long-term, internal and external campaign, to relaunch the Trust across all audiences. Central to the message was a reflection of LEO’s high-performing culture, PedTech leader and referenced key strategic changes.

This innovative campaign, built around a current social trend of ‘10 items’ highlighted the key strengths of the MAT; aiming to position the Trust and schools as sector leaders.

Keeping warm

Implementation of a new communications programme to increase engagement of prospective schools, both for the purchase of PedTech services and training, and to join the Trust.

Central to our innovative campaign was the creation and distribution of regular, targeted SLT e-comms, highlighting the vision, values and successes of the Trust on a continual basis.

Implementation of our recommendations and deliverables resulted in significant engagement of senior leaders, staff and governors of prospective schools.



LEO pupils at the heart

A flagship media campaign to articulate the Trust’s vision, culture, and educational excellence to both internal and external audiences, including prospective schools.

Filmed across all LEO schools, the narrative was led by pupil voices and supported by leadership interviews, showing the breadth of provision from outdoor learning and inclusion to sport, music, and wellbeing initiatives.

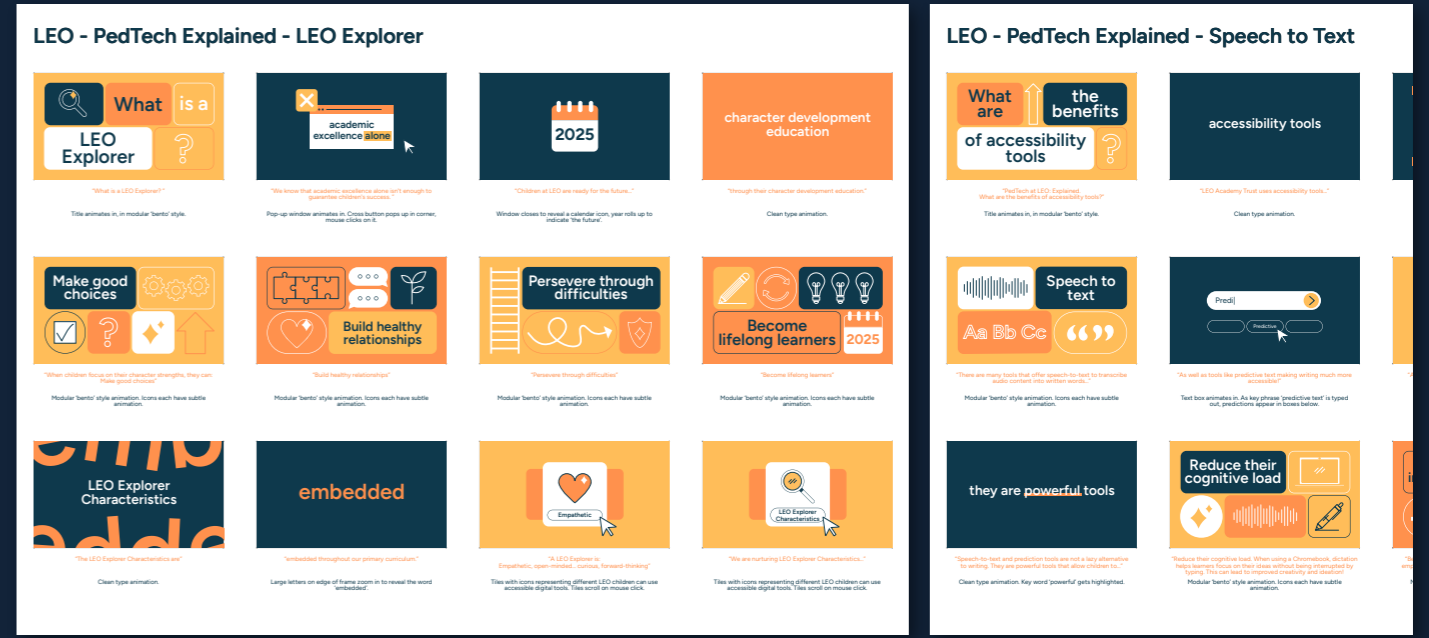
By showcasing tangible outcomes alongside LEO’s values, the film positioned the Trust as a collaborative, innovative, and high-performing organisation, reinforcing its appeal to schools considering joining.

The film was optimised for multi-channel use, enabling consistent messaging across recruitment, stakeholder engagement, and sector networking.



03 Reposition the Trust as a sector-leader in PedTech and high-quality digital provision

To position LEO as a national leader in educational technology, we highlighted the following channels as key strategic priorities:



- Website (final user journey and ultimate call to action)
- Social (primarily LinkedIn to engage senior leaders)
- Press (positive relations and proactive engagement to maximise circulation)
- Internal communications (bespoke comms campaigns, internal systems and print)

A key challenge to positioning LEO as a sector-leader in PedTech and high-quality digital provision was to ensure target audiences (schools, MATs, senior leaders, policy makers and local governance stakeholders) were able to understand and engage with the concept.

As a result, we produced a six-part animation series and a regular stream of PedTech blogs and sector thought leadership pieces. Each theme simplified complex concepts, demonstrated classroom applications, and highlighted the inclusive, pedagogy-first approach that defines LEO's digital strategy.

Branded with a professional, approachable identity, the series was distributed across LinkedIn and paid social to reach sector leaders, potential partner schools, and prospective staff. This content not only reinforced LEO's reputation for innovation but also extended its influence beyond the local area, contributing to its strategic objective of being recognised as a pioneer in high-quality digital provision.

We highlighted the Trust's annual conference as a critical event in raising profile and awareness of this strategic change across the organisation.

Pre- and post-engagement programmes included CEO features, keynote speaker series, pupil voice, and interactive sessions, alongside authentic reflections from staff and participants.

This celebrated collaboration, innovation, and ambition - reinforcing LEO's positioning as a forward-thinking organisation. It inspired staff across the Trust and strengthened engagement with the "LEO2030" strategy.



Impact Achieved to Date

01

Position and promote the introduction of new nursery provision at every school.

27%↑

Increase in applications of EYFS pupils across the Trust in comparison to predicted/targeted intakes.



02

Grow the Trust, securing two new schools within the first two years.

Attracting and securing three new schools into the Trust within the first eighteen months.

Successful onboarding of all schools into the Trust (remains in progress).

03

Reposition the Trust as a sector-leader in PedTech and high-quality digital provision.

Exceeding commercial revenue generation targets of schools and MATs engaging with the LEO PedTech provision across a 12-month period.

88%↑ 77%↑

increase in social engagement

increase in targeted website traffic

Online profile growth of the Trust with an increase in social engagement of 88% and an increase in targeted website traffic of 77% based on previous academic year.





Our Impact



Case Study

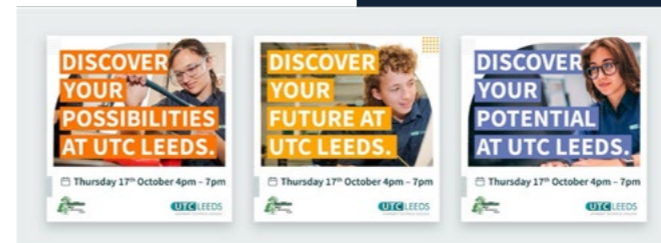
Increasing pupil roll: UTC Leeds

UTC Leeds has a bold vision to inspire the next generation of leading engineers, scientists, and innovators. The college is dedicated to developing students who will make a valuable, lifelong contribution to society and the rapidly evolving fields of digital technology and engineering.

Located amongst a number of highly successful, highly competitive colleges, schools and academies, the challenge to secure appropriate student admissions has remained consistent since its formation.

Upon commencement of our relationship with UTC Leeds in 2019, the following KPI's were agreed:

- To grow the online profile of the college across all key channels.
- To secure positive (full) student numbers at both Y9 and Y12 entry points.
- To build positive and strong relationships with local employers.



Brand strategy and campaign strategy

Brand Strategy

With high competition in close proximity, we needed to bolden the visual identity to be able to cut through the noise. Taking 3 key words (Innovate, Create, Engineer) from the UTC Leeds mission statement, we created a visual language out of geometric building blocks that represented each area. These could then be utilised for patterns, framing devices and iconography, applied with a vibrant colour palette, to create an exciting and coherent identity system.

Campaign Strategy

The key strategy across our admissions campaign work, was to focus on the future opportunities and career path doors that were opened from UTC Leeds. With strong employer links and real-world experience built into the curriculum offer, we utilised this as a key focus to resonate with both student and parent target groups.

The campaign was run across digital (paid and organic social content), OOH (digital adverts across Leeds City Region) and print (banners, flyers, merchandise, key materials for events).



Media Strategy



Creative Strategy

Alumni and Student Films to position UTC Leeds as a destination for STEM progression

We produced media content capturing alumni journeys, T Level student experiences, and current student reflections. These showcased how UTC Leeds prepares young people for STEM futures in university, apprenticeships, and industry roles. Through authentic storytelling, alumni highlighted their success pathways, while current students shared how placements and curriculum had given them confidence and skills. This content has strengthened UTC Leeds' reputation as a unique provider of technical education, giving clear evidence of progression outcomes to parents, students, and employers.



Creative Strategy

A Level Results Day to celebrate student success and drive recruitment

Capturing and editing a series of film content celebrating A-Level results day, including immediate short-form social productions and longer promotional edits. This highlighted individual student achievements, staff pride, and the culture of excellence at UTC Leeds. The assets were used both to celebrate success and as part of the admissions campaign for each academic year, helping to reinforce UTC Leeds as an aspirational choice for students seeking strong academic and technical outcomes.



Creative Strategy

Open Evening Campaign to showcase employer links and facilities to prospective families

Incorporating a blend of B-roll and short interviews with staff and employers, emphasising the school's close industry partnerships and hands-on engineering and digital facilities. The resulting edits included a full promotional video, social media cutdowns, and tailored versions with calls-to-action for upcoming open evenings. This content demonstrated the vibrancy of the UTC community, the strength of employer engagement, and the benefits of choosing UTC Leeds. It has been instrumental in recruitment and in positioning the college as a sector-leading technical education provider.



Keeping Warm Strategy

A key challenge for all colleges, but in particular UTC Leeds, was the drop off in engagement and student numbers from the point of submitting an application (usually pre-December), being successful (January) and then attending their first day of study (September).

As a result, we crafted and implemented an innovative 'keeping warm' strategy that remained critical to our focus and formed a key part in securing the positive pupil roll impact overleaf.

Upon submission of an application, we deployed the following approach:

- Reshaped the offering of a place with a 'golden ticket' concept, encouraging students to feel prestige and honour at securing their spot. Encouraged and implemented an authentic and organic social campaign, where students shared images of themselves receiving their 'UTC Leeds Golden Ticket'.
- Consistent e-mail communications with students, parents and carers, highlighting successes, showcasing achievements and continuing to build interest (using digital media as a lead-in to appeal to this target audience).
- Targeted print materials to students, parents and carers at key times between January – September building an authentic and personable message (including 'good luck' postcards, summer break wishes etc).
- Creation and delivery of a series of student challenges, branded 'Reving Up'. These technical challenges (in line with the UTC Leeds specialism) provided a taste of the curriculum, engaged students and families and built a proactive relationship throughout the keeping warm phase.





Impact Achieved to Date

01

Grow the online profile of the college across all key channels.

61%↑ **98%↑**

increase in followers on Facebook

rise in 1 minute video views and a reach of **100,000**

174%↑

increase in LinkedIn followers and yearly organic reach of **24,031**

Consistent growth across all key channels (Facebook, Instagram and LinkedIn) with engagement particularly high on video content.



02

Secure positive (full) student numbers at both Y9 and Y12 entry points.

Upward trend of student admissions and attendance at open events since our relationship began.

This trend has led to oversubscribed student numbers in Y9 and Y12 across the past 2 years.

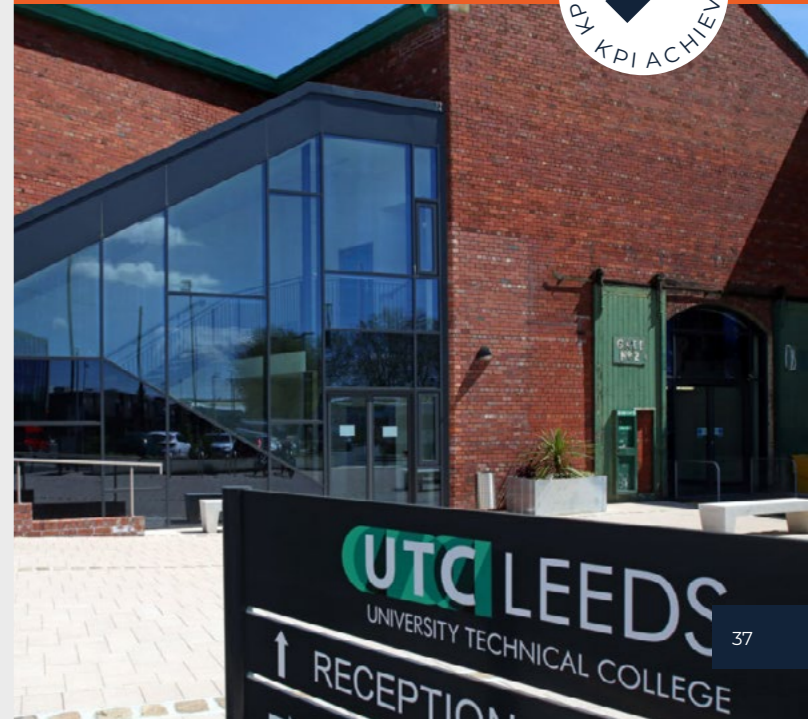
In line with an emerging challenge, we have also increased the number of female students applying for a place.



03

Build positive and strong relationships with local employers.

Increase in the number of employers engaging with the college since our relationship began.





Snapshot

Inclusion, belonging and Trust growth: Ethos Academy Trust

Ethos Academy Trust began in 2018 when three founding schools (Ethos College, Reach Academy and Engage Academy) came together to form Ethos Academy Trust.

Ethos is a mixed community of alternative provisions and special schools, operating across three local authorities within West and South Yorkshire. Their work extends beyond the academies to add value to the wider system through the offer of wide-ranging support to other schools and broader specialist services.

Aims

- Provide a positive experience and initial impression for parents and students attending one of the SEMH settings.
- Bust myths around working in SEMH education settings to attract high-quality staff into vacancy opportunities.
- Raise the profile of the core values, vision and identity of the Trust across all key platforms.

Our Role

- Working as the official marketing and communication team for Ethos Academy Trust.
- Providing a comprehensive creative service across the organisation and within individual settings.
- Creating and implementing new marketing and communication strategies.
- Growing key business development initiatives.
- Supporting all teams with innovative ideas and solutions.

Impact Achieved

Average impressions on key recruitment vacancy campaigns significantly increased, resulting in a higher number of quality applications.

Growth of the Trust, doubling the number of academies, whilst quadrupling in pupil numbers.



“The Engaging Education Team are inspirational to work with. Their passion, flare and creativity are second to none and we have been delighted with the wide-ranging, high-quality products (social media accounts, websites, recruitment packs, trust and academy branding, promotional films and wall art) they have developed with and for us.



The team work brilliantly in our academies, quickly building effective professional relationships with staff and pupils alike.

Engaging Education colleagues have become valued partners of Ethos Academy Trust over recent years, empowering us to raise the profile of the work we do and the outcomes we have achieved.”

Jayne Foster,
Former CEO,
Ethos Academy Trust



Snapshot

Intensive school improvement, increasing attendance: Ivy Education Trust

Ivy Education Trust, based in Devon, consists of eight schools (five primaries, three secondaries) committed to 'empowering futures: for a better tomorrow'. Inspired by Dr. Ivy Williams, the Trust is rooted in its core values of compassion, courage, commitment, and collaboration.

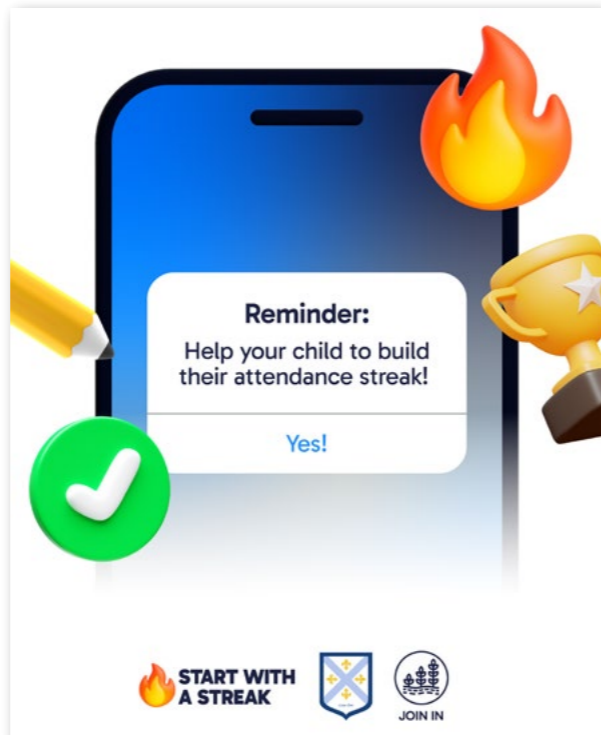
Whilst the Trust continues to grow, the need to increase attendance across hard-to-reach groups remains a key priority and collective school improvement drive.

Aims

- Secure an increase in student attendance based on the same comparable period of the previous year.
- Engage all stakeholders in a whole-school attendance-raising campaign – building positivity and reducing negative profile.

Our Role

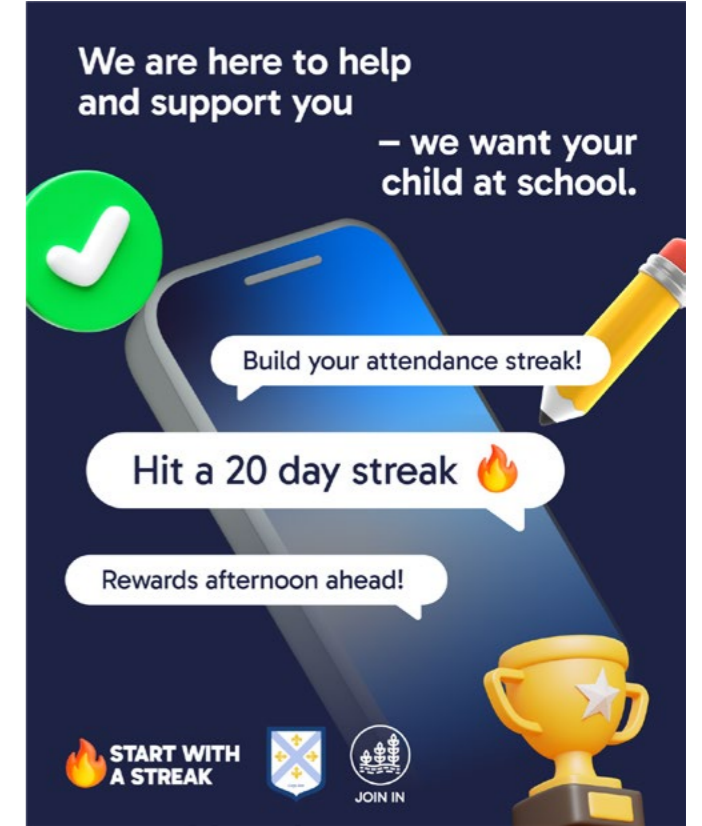
- Collaboration across the Trust to implement best practise and lessons learned from previous attendance initiatives delivered in other schools to formulate a robust and successful strategy.
- Campaign brand, message and identity to clearly articulate the importance of attendance across all groups (including those hardest to reach).
- Development and delivery of a full stakeholder engagement campaign using key communication channels including social, online and print.
- Positive messaging and PR to overcome negative perception and unfavourable parent and carer views.



Impact Achieved

2% ↑
gain in attendance overall (year to date) based on the same comparable period of the previous year, specifically:

Year 7 Up from 57% to 70%	Year 8 Up from 50% to 76%
Year 9 Up from 41% to 52%	Year 10 Up from 40% to 54%
Year 11 Up from 45% to 52%	





Snapshot

Strategic Review and Direction

A well-established Multi Academy Trust in the South of England, serving over 4,000 students across secondary, sixth form and specialist provision, had entered a new phase of growth.

With a clear ambition to expand its impact regionally, the Trust recognised the need to sharpen its strategic narrative, strengthen stakeholder communications and align internal capacity to support sustainable development.

The Trust sought a partner to help define its long-term strategic direction, communicate its purpose with clarity, and prepare the organisation for future expansion.

The Challenge

While educational performance and local reputation were strong, the Trust’s leadership team identified several challenges:

- A lack of a unifying strategic story that connected its schools, purpose and people.
- Fragmented communications across schools, leading to inconsistent identity and mixed engagement from staff and parents.
- An ambitious growth plan that needed to be underpinned by clear positioning, governance confidence and external credibility with the DfE and potential partners.



EE Advisory led a structured engagement, combining strategic advisory, brand and communications consultancy, and leadership facilitation.

- 1. Discovery and insight:** Conducted interviews and workshops with Trustees, CEOs, SLT and key staff. Analysed trust-wide data, communications, and stakeholder feedback to identify opportunities and risks.
- 2. Strategic Alignment:** Facilitated executive sessions to refine the Trust’s purpose, vision and strategic priorities. Defined a “Trust Dividend” model articulating how central capacity delivers tangible value to schools.
- 3. Communications and narrative:** Developed a coherent Trust narrative and messaging framework for internal and external audiences. Supported the creation of a new communications plan to embed consistency across schools.
- 4. Delivery and support:** Produced a strategic plan and presentation advising on stakeholder engagement and communications structure.

Impact Achieved

The Trust Board adopted a clear strategy supported by a measurable implementation plan. This has resulted in:

- Leaders and schools communicating with a shared narrative, improving consistency and engagement.
- The Trust strengthening its position with regional and national partners, which has supported future growth discussions.
- Stakeholder feedback has shown improved confidence in leadership communication and vision clarity across the Trust.



We are proud of our **extensive experience** delivering communications and engagement programmes for public sector and education clients, including **local authorities, combined authorities and sector-led improvement bodies.**





Quickline Communications

Organisation Snapshot

Quickline is a UK-based internet service provider specialising in delivering high-speed “full fibre” and fixed wireless broadband to rural, hard-to-reach communities, particularly across Yorkshire and Lincolnshire.

Our Role

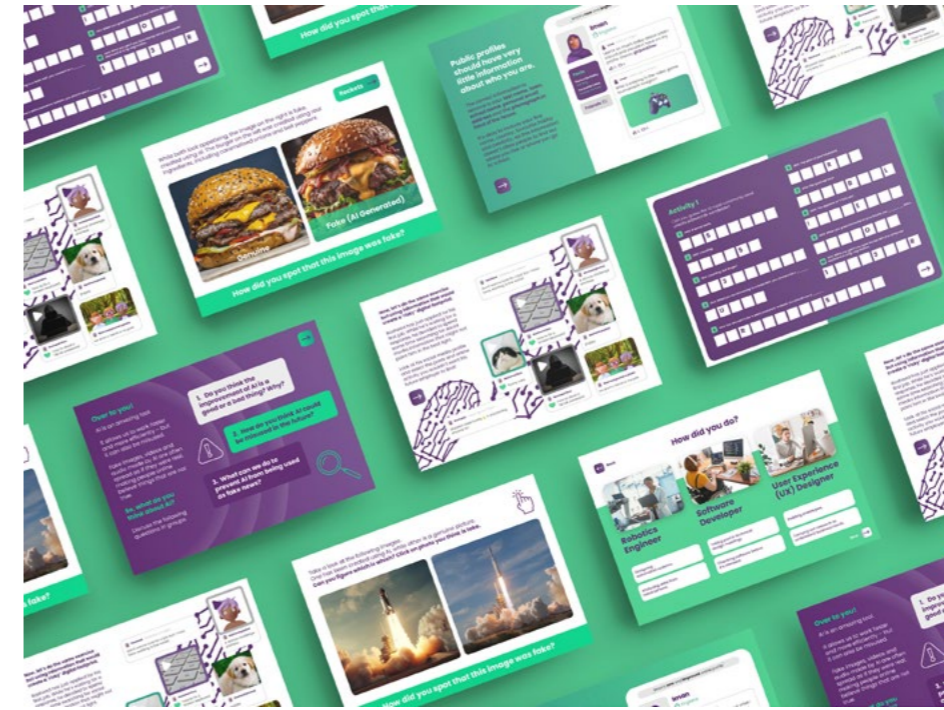
- Produce a series of resources and engagement campaigns differentiated for primary, secondary and post-16 audiences to improve digital awareness.
- Ensure the education content of the programme meets specific school curriculum criteria to raise participation levels.
- Build the profile of the organisation and secure engagement with target schools and Trusts on the programme.

Impact Achieved

National award recognition for the programme.

Within three months, engagement and delivery to all primary, secondary and SEND settings across the target region.

Improvement of knowledge surrounding the digital skills topic, demonstrated through participant feedback.



“Partnering with Engaging Education to develop our digital skills workshop has been a fantastic experience.

Their forward-thinking approach has been instrumental in creating a programme that not only aligns with the curriculum but also offers practical benefits to schools.

The workshops have been very well-received, providing students with essential and advanced digital skills whilst giving teachers the flexibility to focus on other priorities. We have exceeded all school/setting engagement targets.”

Julie Holmes,
Social Investment Manager,
Quickline



West Yorkshire Combined Authority

Organisation Snapshot

WYCA has a constant need to raise awareness of the sectors, skills and opportunities across the Leeds City Region.

Our Role

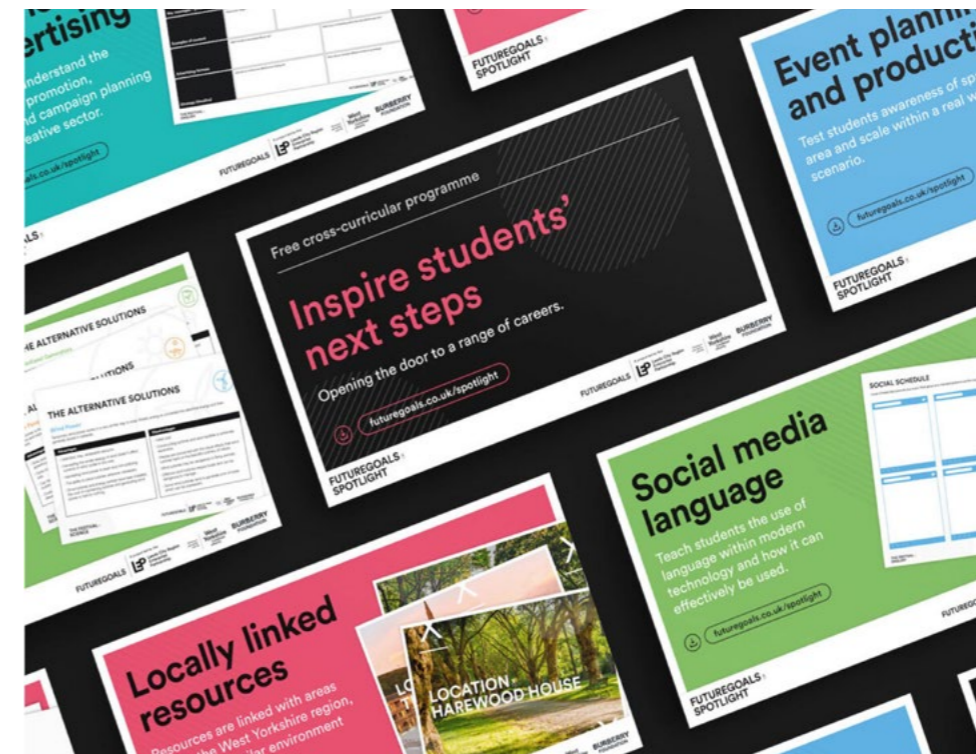
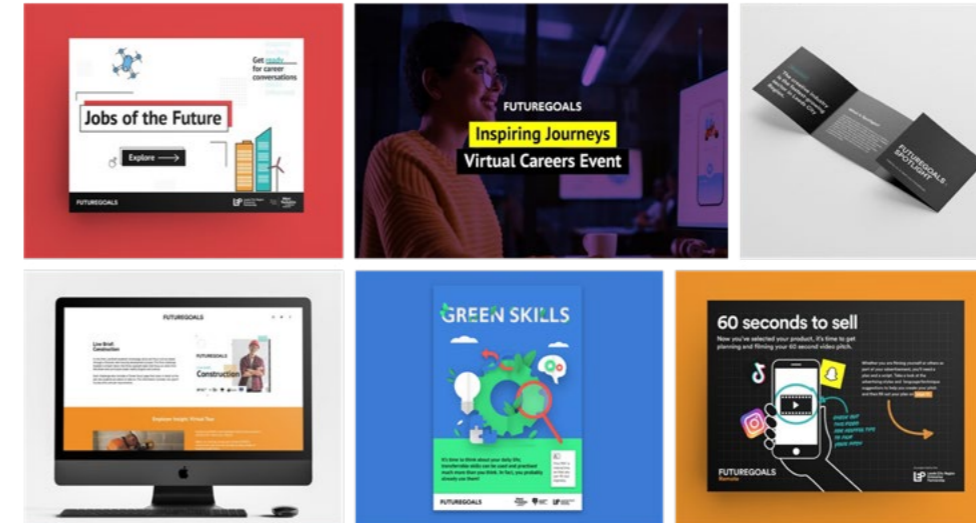
- Engage disadvantaged audiences and a variety of stakeholders (young people, adults and organisations) through high-quality and innovative CEIAG programmes.
- Reach audiences who do not naturally engage with traditional recruitment or communications channels.
- Design inclusive campaigns that align with public sector values and governance requirements.
- Position the Leeds City Region as a first-choice destination to live, study and work through a variety of promotion and marketing campaigns.

Impact Achieved

Geographic growth of stakeholder engagement on a national scale, demonstrated through downloads.

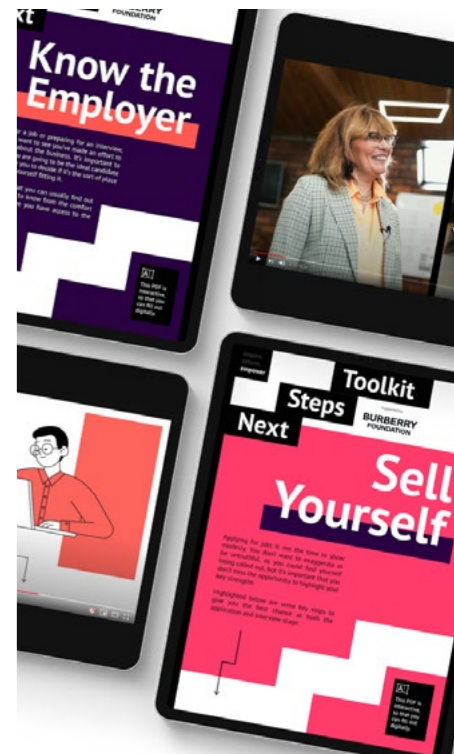
Consistent positive stakeholder feedback, demonstrating meeting of key performance indicators.

Programme sign-ups exceeding WYCA targets.



“Engaging Education are specialists at creating innovative and impactful ways to communicate with the wide range of people that the FutureGoals resources and campaigns support. Their specialism in education, and knowledge of the reactive world that we live in, has driven real impact in the campaigns that we have worked together on.”

West Yorkshire Combined Authority





National Careers Week

Organisation Snapshot

NCW is the biggest celebration of careers guidance across the UK, with a target engagement of over 2 million young people from all backgrounds.

Our Role

- Creative directors of an annual national campaign since 2016
- Developing design materials, media content, narrative & resources
- Showcasing impact of CEIAG on life chances for young people

“Thank you, Engaging Education, for a truly remarkable approach to creative development and delivery. The ability for the Engaging Education team to take an idea and turn it into a real product, campaign or project is remarkable. We can’t wait to continue our innovation together.”

Nick Newman, CEO,
National Careers Week



Impact Achieved

Over **85,000**

resource downloads during NCW 2025.

74,074

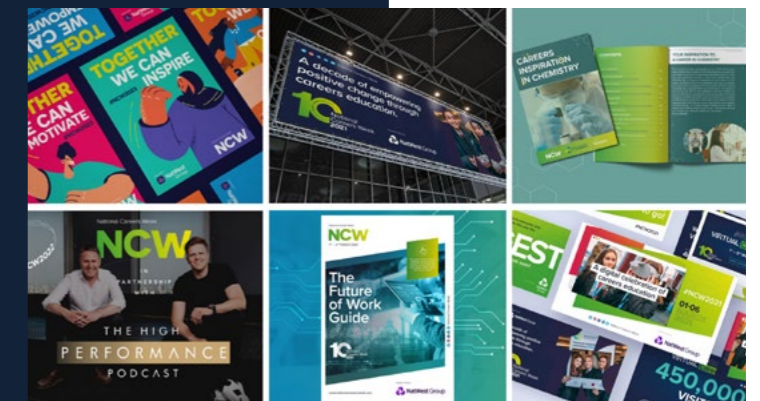
tweets during the week with a reach of 275,085,882 potential users.

Engagement of over

2,000,000

young people in NCW 2025.

Official partnership and endorsement from the Department for Education and Ofsted in promoting the use of NCW resources in education settings across the country.





The Department for Education

Organisation Snapshot

The DfE launched a series of programmes to help hard to reach parents improve their children’s life chances, by making the most of everyday learning opportunities at home and in the community.

“As always, the work produced by Engaging Education looks fantastic! We have been so impressed at what you have produced. Thanks for all of your hard work in supporting such an important programme.”

Rachel Webster,
Department for Education

Our Role

- Create and distribute digital content to parents – encouraging them to sign up and take part in a wide range of parenting courses and education programmes.
- Develop and deliver a 12-month marketing campaign, ensuring the programme meets the desired outcomes and sign-ups.
- Produce specific resources to enrich the programme and extend learning into the home environment.

Impact Achieved

Programme participant sign-up rates exceeded DfE targets.

Social media reach increased each month by over 67% on average.

Resources implemented in the programme achieved 100% adult user satisfaction.

Humber VPP

Organisation Snapshot

Launched in 2022, the Humber Violence Prevention Partnership (VPP) leads the local response to reducing violent crime. They seek to identify the root causes of violence, understand why someone might commit violent acts, and work with them to address their behaviour.

Our Role

- Develop the ‘Anyone. Anywhere’ programme as a secondary school-based intervention aimed at improving young people’s understanding of healthy and unhealthy relationships.
- The programme is delivered over six one-hour modules, incorporated into students’ Personal, Social, Health, and Economic (PSHE) curriculum. Modules include animations, activities, and moments for reflection.



Impact Achieved

Before the programme, most students rated their understanding of healthy and unhealthy relationships at moderate levels (37% rated 3 and 31% rated 4 on a 1–5 scale).

After completing the programme, 44% rated their understanding as good (4), and 26% rated it as excellent (5).

81% of students reported an improved understanding of coercive control.

The low-resource delivery model is both accessible and scalable, with potential for broader roll-out at minimal additional cost.



Results taken from the University of Hull, 'Relationship Violence Prevention Report 2025'.



Hear what others have to say about us...

“As always, the work produced by Engaging Education looks fantastic! We have been so impressed at what you have produced. Thanks for all of your hard work in supporting such an important piece of work.”

Alan Warboys, Chief Executive, Accord Multi Academy Trust

“We started working with Engaging Education following a recommendation from another school and haven’t regretted it for a minute. Engaging Education has delivered superbly, and we’ll continue to work with them.”

Andy Byers, Headteacher, Framwellgate School Durham

“We have been continually impressed by the service that has been provided by Engaging Education. The team is knowledgeable, professional and committed, which has made them an invaluable partner. Their expertise has been instrumental in helping L.E.A.D. build a positive and wide-reaching profile and they always go above and beyond expectations with their creative solutions. Engaging Education have been key in helping to create and implement an effective Trust marketing strategy.”

Executive Team, L.E.A.D. Academy Trust

“Inspectors were particularly impressed with the seismic change of parent views.”

Ofsted

“Pupils’ overall attendance is beginning to improve, and their persistent absence is beginning to decline. There is a particularly strengthening picture of the attendance and persistent absence of disadvantaged pupils and those with SEND.”

Ofsted

Get In Touch!

If you want to explore how we can support you and your organisation please contact:



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