



Arthur Communications

Fill Your Year 7 Places

A PROVEN RECRUITMENT AND REPUTATION STRATEGY
FOR UNDERSUBSCRIBED SECONDARY SCHOOLS

**BESPOKE, COST-EFFECTIVE PR + MARKETING THAT
TURNS LOCAL INTEREST INTO APPLICATIONS.**

WHAT WE HELP YOU ACHIEVE

- » Increase Year 7 enquiries and open event attendance
- » Convert interest into first-preference applications
- » Improve local perception and parent confidence
- » Build a stronger profile for the long term

Book a confidential recruitment review

020 8396 4204 | contact@arthurcomms.co.uk | www.arthurcomms.co.uk



Year 7 recruitment is tough - but it's fixable.

When budgets are stretched, marketing and PR must deliver measurable impact. If your school has improved rapidly but community perception hasn't caught up, you're not alone.

For 10+ years, we've worked exclusively with undersubscribed schools, helping leaders:

- » reset reputation,
- » sharpen their offer,
- » reach Year 6 families effectively,
- » and increase Year 7 intake.

Whatever the barrier - historic reputation, local competition, weak awareness, or negative press - we bring the strategy and delivery to change the trajectory.



OUR OFFER

Year 7 Recruitment Strategy

A focused programme designed around the admissions cycle – and the real decision-making journey of Year 6 parents/carers.

1) Clarify your “reason to choose”

We turn what you already do well into a clear, parent-friendly message:

- » what makes your school different,
- » what outcomes families care about,
- » what pupils experience day-to-day.

2) Build trust in the local community

If the story of your school is out of date, we help you replace it with credible proof:

- » pupil journeys,
- » staff expertise,
- » enrichment and culture,
- » outcomes and destinations,
- » behaviour, attendance and safeguarding

3) Target Year 6 families with precision

We reach the right families in your catchment and beyond with:

- » digital advertising (Google + social),
- » content that answers parent questions,
- » strong open event and tour promotion,
- » consistent messaging across channels.

4) Convert interest into action

Recruitment fails at the conversion points. We fix the journey:

- » landing pages and enquiry routes,
- » follow-up comms,
- » open evening storytelling,
- » application prompts and reminders.

Result: more visits, more enquiries, stronger confidence, and higher Year 7 applications.



SERVICES

What we deliver to increase
Year 7 recruitment



Marketing that drives admissions

You've strengthened your educational offer. Now we make sure families know it — and understand why it matters for their child.

We work with you to create:

- » a recruitment narrative parents trust,
- » a clear set of proof points,
- » campaign messaging that is consistent across website, tours, open events and social.

Public relations that builds credibility

Parents don't just listen to what a school says about itself — they watch what others say too.

Our defining strength is telling compelling stories on behalf of schools and trusts. Through our media network, our clients can appear in education press and national outlets increasing credibility and profile.

Reputation management that protects your intake

Recruitment can be derailed by a single difficult story — or by old narratives that won't shift.

We help you prepare and respond with calm, clear communications:

- » proactive planning,
- » leader messaging,
- » stakeholder communications,
- » media handling and guidance under scrutiny.

Google + digital advertising that targets Year 6 families

Digital targeting via social media and Google helps you reach families by:

- » location,
- » interests,
- » and likely parent demographics.

This means budget is spent efficiently — and recruitment activity becomes trackable and optimisable.

Social media that shows the reality of your school

Social media is one of the fastest ways to change perception — if it's consistent and strategic.

We help you:

- » source and streamline content,
- » shape weekly storytelling themes,
- » make sure the right stories reach local families,
- » build momentum ahead of open events and application deadlines.





STUART BROOKS,
Headteacher Sanders Draper School

“In a short space of time, Arthur Communications have helped us to become the school of choice for the local community. We went from undersubscribed to being one of the most popular schools in the borough.”

Trusted by school and MAT leaders

We’ve built a strong reputation in the education sector – but don’t take our word for it.

“I do not really need to tell anyone about the fantastic job Arthur Communications has done for the Community Schools Trust (CST) because it is there for all to see in the media and public profile of our schools”

SIMON ELLIOTT,
CEO of the Community Schools Trust

“The team at Arthur Communications are experts in their field, providing a first-class service to the Trust and our schools.”

REBEKAH IYAMBO,
CEO of the Eko Trust

“If you have a great story to tell, you could not be in better hands than with the team at Arthur Communications. He has helped our schools grow their reputation.”

MOUHSSIN ISMAIL,
Chief Standards Officer of the City of London Academies Trust

Arthur

Communications

Ready to grow your Year 7 intake?

If you want a practical, proven approach to increase Year 7 recruitment and strengthen your school's local reputation, we'd love to talk.

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