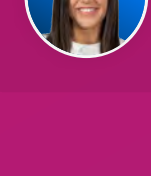


Your UK Education Guide



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The first step in marketing is to understand your customer. So, if you want to connect with schools, it's important to first understand the UK education sector.

You should know what the different types and phases of UK education are, understand how they're managed and who they teach. This will help you to identify the best target schools and education establishments for your marketing.

🔍 Reaching the right schools is key to boosting your engagement rates and generating leads.

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Types of School

🏫 Academy Schools

State-funded schools that are outside of local authority control. This means they have complete control over their own spending decisions, curriculums, term dates and more.

There are 3 types of academy school:

Converter Academies

A school that has chosen to convert to an academy school to benefit from the autonomy it brings.

Sponsored Academies

A former state school that has been transformed to an academy school as part of a government intervention strategy.

Free Schools

A brand new school established to meet a specific community need.

Multi-Academy Trusts (MATs)

Multi-Academy Trusts are a group of educational academies that come together to form a trust. They operate under a single governance structure, but are still inspected by Ofsted.

🏙️ City Technology Colleges

These are independent schools run in urban areas. They charge no fees but are independent from local authority control.

City Technology Colleges emphasise science and technology, and focus on getting their students ready for the world of work.

🏰 Faith Schools

Religious based schools which follow the national curriculum but can choose what to teach in religious studies.

🏡 Independent Schools

Fee-paying schools, where entry can be based on academic ability or outstanding ability in other areas like sport. These schools do not have to follow the national curriculum.

🏠 Special Schools

Schools which help students with a range of needs including social, emotional and mental health needs, physical needs or learning needs.

🏫 State Schools

The most common type of school in the UK. State Schools are funded and controlled by the government and local authority. Strictly speaking, the term 'State School' doesn't exist anymore, but is still widely used by education suppliers.

There are many kinds of schools that are considered state schools, including:

Community Schools

A state-funded school where the local education authority employs the staff.

Controlled Schools

A state-funded school in which a foundation or trust has some formal influence in the running of the school.

Foundation Schools

A state-funded school in which the governing body has greater freedom in the running of the school than in community schools.

Grant Aided Schools

A state-funded school given financial assistance by an organisation or the government.

Local Authority Schools

A state-funded school that receives funding through their local authority or directly from the government.

Maintained Schools

A school financially supported by the state.

Voluntary-Aided Schools

Local Authority maintained schools, often religious or faith schools, and can be funded by both the local authority and a supporting body.

Voluntary-Controlled Schools

Similar to voluntary-aided schools, except these schools are funded solely by the local authority.

Phases of Education

Private Nursery Schools

Providers that offer sessional or full day care to children from the ages of 2 to 4.

Primary Schools

Schools which teach pupils from the ages of 4 to 11.

Early Years Foundation Stage

Ages 3 to 5, Nursery and Reception Class.

Key Stage 1

Ages 5 to 7, Primary School Infants, Years 1 and 2.

Key Stage 2

Ages 7 to 11, Primary School Juniors, Years 3 to 6.

Secondary Schools

Schools which teach pupils from the ages of 11 to 16. Some also have attached sixth forms.

Key Stage 3

Ages 11 to 14, Secondary School Years 7 to 9.

Key Stage 4

Ages 14 to 16, Secondary School Years 10 and 11.



GCSEs are the main examinations taken to mark the end of Key Stage 4 learning; however, some private schools might offer other qualifications for their pupils.

All-Through Schools

Schools that combine multiple stages of education, usually primary and secondary.

Sixth Forms and Colleges

Schools which teach pupils from the ages of 16 to 18. Sixth Forms are attached to secondary schools, whereas colleges are learning institutions separate from schools completely, where a wider variety of courses are usually offered, including apprenticeships and vocational courses.

Key Stage 5

Ages 16 to 18, Sixth Forms and Colleges.



This phase of learning involves studying or training for qualifications such as A Levels, Apprenticeships, B Techs or T Levels.

Universities

Provide higher-level education for students to achieve degrees and carry out academic research.



Students at universities will study for a degree, degree apprenticeship or equivalent qualification.

When is Education Compulsory?

- 📅 Most children will start school at 4 years old. However, compulsory school age for children is on either 31st December, 31st March or 31st August following their 5th birthday, whichever comes first.
- 📅 Children can leave formal education at the age of 16.
- 📅 Any children who leave formal education at 16 must start an apprenticeship or traineeship until the age of 18.
- 📅 Many go on to Further Education from ages 16 to 18, and then Higher Education (university) from 18.

What It All Means

CEIAG	Careers Education, Information, Advice and Guidance
EAL	English as an Additional Language
ECT	Early Career Teacher (the new term for an NQT)
EYFS	Early Years Foundation Stage
IEP	Individual Education Plan
INSET	In-Service Education and Training
KS	Key Stage
MLD	Moderate Learning Difficulties
MFL	Modern Foreign Languages
NAHT	National Association of Head Teachers
NASUWT	National Association of Schoolmasters and Union of Women Teachers
NUT	National Union of Teachers
NQT	Newly Qualified Teacher
OFSTED	Office for Standards in Education
PGCE	Postgraduate (or Professional Graduate) Certificate in Education
PPA	Planning, Preparation and Assessment

PRP	Performance-Related Pay
PRU	Pupil Referral Unit
PSHE	Personal, Social and Health Education
PTA	Parent-Teacher Association
QTS	Qualified Teacher Status
RARPA	Recognising and Recording Progress Achievement
SACRE	Standing Advisory Council for Religious Education
SEN	Special Educational Needs
SENCO	Special Educational Needs Coordinator
SEF	Self Evaluation Form (issued to schools by Ofsted)
SIP	School Improvement Plan
SLD	Severe Learning Difficulties
SLT	Senior Leadership Team
TEFL	Teaching English as a Foreign Language
VA	Voluntary Aided
VC	Voluntary Controlled



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If you need any help choosing your target schools, please get in touch.

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