

Insights from teachers and school staff

Boost your knowledge of how schools spend so you know which decision makers to target and when. We've pulled out all the key insights from our 2023 Schools Survey and our 2024 Education Forecasts Survey.

Look out for: Stats from our Schools Survey

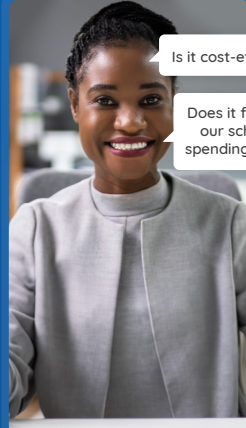
The key financial decision makers in schools

Head Teachers



Will it support our school's development?

Business Managers



Is it cost-effective?
Does it fit into our school spending plan?

Subject Teachers



Will it help my pupils?
Will it engage my pupils?

Support Staff



Will it make our processes more efficient?

The senior leadership team are responsible for making the main school spending decisions. They manage the school budget, look after the school development plan and ensure all the right financial decisions are made.

Teachers and support staff know what their pupils need, and what new products and services would support the day-to-day running of the school. And as they're often the end-user of your products and services, they're an important group to target.

School spending decisions



93%
of head teachers

have the final say over spending decisions.



54%
of business managers

approve all school spending.

Budget responsibility



52% of teachers

said they are responsible for managing a budget. Most of these teachers said this budget contributes towards department-wide resources.

When schools spend

→ All year round

76% of schools spend their budgets equally throughout the year according to our 2023 Schools Survey. We also know that 41% of head teachers and business managers hold monthly financial planning meetings so it's important to run campaigns to schools regularly, and all year round!

→ Around the new financial year

24% of schools said most of their spending takes place from April to June. This suggests school spending increases at the start of the new financial year on the 6th April, once they've received their new budgets.

The start of the new financial year for academies starts on the 1st September, so if you're targeting academy schools, make sure you run campaigns around this time too.

What schools look for



Benefits of your products and services

Teachers want to see straight away how your products and services can support their teaching and their pupils' learning. Just remember to not be too pushy or salesy in your language.

52% of teachers are put off by an email that is too sales focussed.



Testimonials from teachers and schools you've worked with

67% of teachers and education staff like to hear from other teachers and school staff about educational products and services, so include testimonials and case studies if you can.



A quality product

55% of teachers and education staff we spoke to said they look for a quality product when making purchasing decisions.

They want to know how your product will positively impact their learners and support their teaching, so make sure you communicate this in your marketing.



A reputable company

Education staff will only choose to purchase from a trustworthy organisation. Credibility is key so make sure your website and marketing materials are in tip-top shape and reflect the current focus areas in the education sector.



Value for money

73% of the teachers we spoke to said a good price was the main thing they look for when purchasing educational resources from an education supplier.

67% of head teachers and business managers said the cost of a product or service will determine whether they approve it.

57% of head teachers and business managers said the price of a product or service is what leads them to change suppliers.

Financial challenges for schools in 2024-25



Cost of living crisis



Staffing



Energy bills

74.29% of teachers we spoke to in our 2024 Education Forecasts Survey selected 'the cost-of-living crisis and squeezed budgets' as the joint biggest challenge for their school in 2024 alongside pupil and staff mental wellbeing.

In case you missed it...

Discover the key facts about school spending to create focused campaigns that meet teachers' financial needs! We've identified areas of school spending and sources of income, and pulled together all the key info you need onto our factsheet.

[Read the facts](#)

