

School Spending 2022-23

Enhance your marketing strategy by
understanding how schools spend.



Knowing how and when schools use their money is the key to successfully marketing to schools.












In this handy guide, we'll share with you all the important trends, stats and updates about the education budget.

This guide will help you to understand:

- ✓ How the education budget works
- ✓ Who makes the spending decisions
- ✓ What schools buy and when
- ✓ How you can support schools



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The Budget

The 2022-23 education budget

Approx.

£99.8 billion



How does the Department for Education allocate the budget?



Funding child protection and children's services

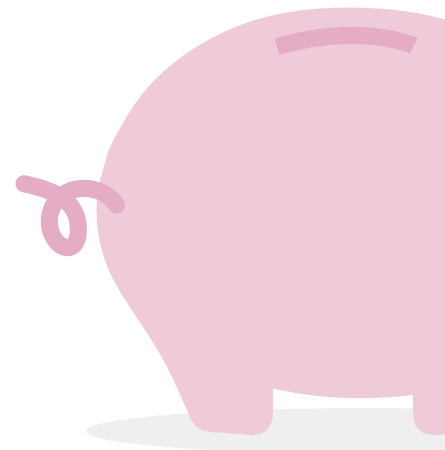
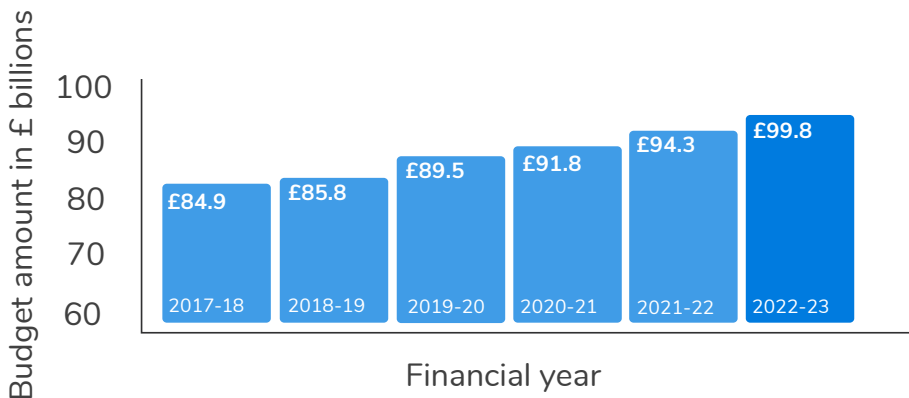


Education - early years, schools, higher and further education



Apprenticeships and wider skills

Education budget



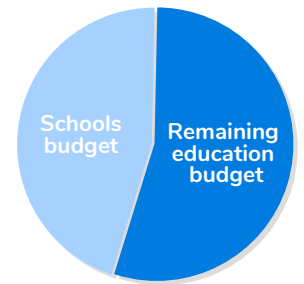
The 2022-23 schools budget

Approx.

£55 billion

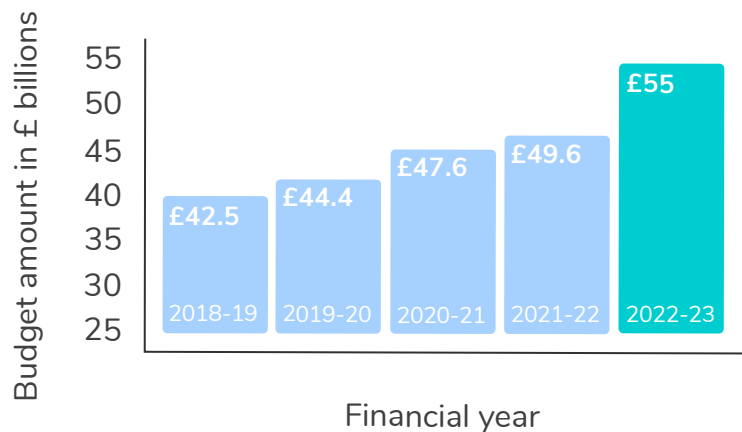


Department
for Education



The total amount of funding allocated to English schools from the overall education budget.

Schools budget



In case you missed it...

In the 2021 Autumn Budget, the Chancellor announced that school finances will be restored to 2010 levels after 10 years of cuts.

He also revealed that schools will receive an additional £4.7 billion in core funding by 2024-25. This means a cash increase of £1,500 for every child.

Schools average budget

The average budget that primary schools and secondary schools receive.



Primary School

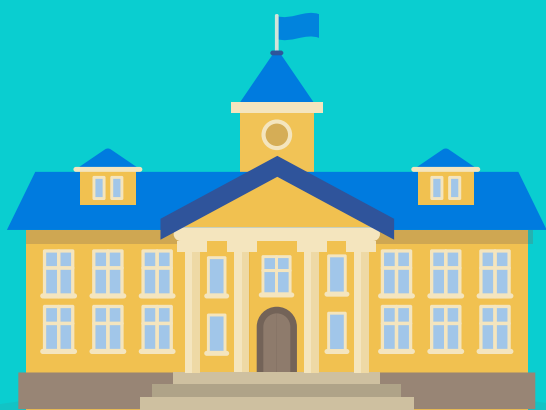
Average budget

Approx.

£825,775

Average spend per pupil

£4,666



Secondary School

Average budget

Approx.

£1.8 million

Average spend per pupil

£6,000



2022-23 minimum allocations

The DfE requires all local authorities to allocate a minimum of £4,265 for each primary school pupil, and £5,525 for each secondary school pupil.

How it Works

Who allocates the budget?

State Schools

Funding comes from the overall government education budget.

The local authority allocates funding to schools using a locally agreed formula.



Financial year starts:

6th April

The national funding formula determines the total funding for each local authority.

Academy Schools

Funding comes from the overall government education budget.

Funding is allocated to schools by the Education and Skills Funding Agency.



Financial year starts:

1st September

Independent Schools

Not government funded.

Funding comes from pupil fee payments.



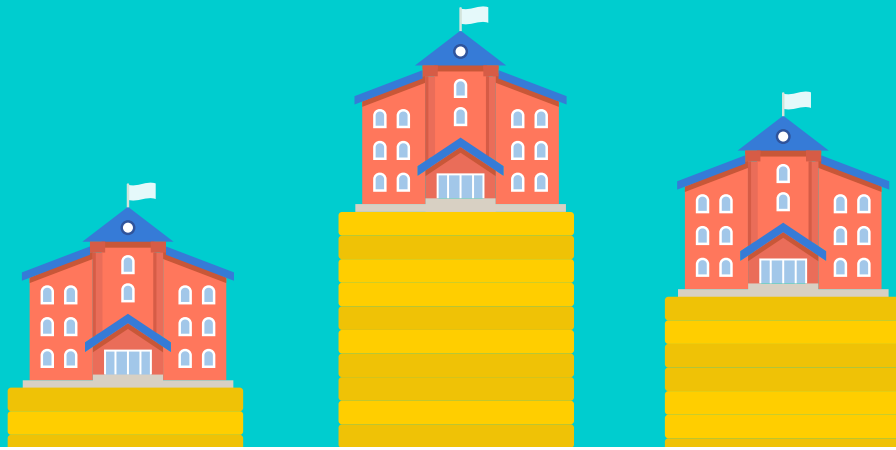
Financial year starts:

6th April



Did you know?

Head teachers usually find out what their budget will be around 3 months in advance of the new financial year.



Not all schools get the same budget. Here's why:

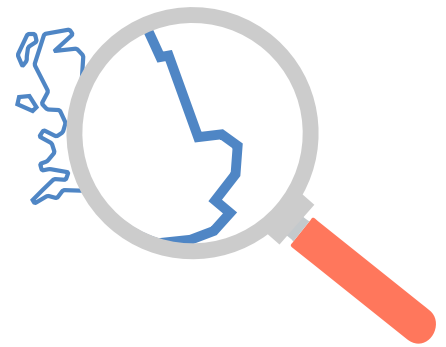
- The Department for Education uses the schools national funding formula (NFF) to calculate how much money each state-funded school gets per pupil.
- This amount differs from school to school depending on a wide range of factors.
- The schools NFF is only used to provide funding for pupils in reception up to year 6 (pupils aged 5 to 16).
- By using the NFF, the government can ensure areas and schools with higher needs receive the funding they require so all children get access to the high quality education they deserve.



Extra insights

- **Secondary schools usually receive a higher budget than primary schools. This is because secondary schools have more pupils, a wider range of subject areas, more services and larger facilities.**
- **A different formula is used for early years (nurseries) and post-16 funding. This means that if a school has a sixth form or nursery attached, they'll get funding through the schools NFF and the early years or post-16 formula.**

The National Funding Formula: Let's take a closer look



The national funding formula is broken down into the following criteria:

✔ Basic entitlement

Per pupil funding.

✔ Split sites

Accounts for extra running costs.

✔ Prior attainment

To support lower achieving schools.

✔ Looked-after children

Based on the number of pupils in care.

✔ English as an additional language

Based on the number of EAL pupils.

✔ Rates

Running costs such as energy bills.

✔ Sparsity

Allocated to schools below a certain size and whose pupils live more than a certain distance from the school.

✔ Pupil mobility

Percentage of pupils in the last 3 years who have started or left school outside of the normal joining or leaving times.

✔ Deprivation

Considers factors such as the number of pupils who have free school meals.

✔ Lump sum

Local authorities can set different lump sums for primary and secondary schools.

✔ Post-16

To provide study programmes for pupils aged 16+.

✔ Exceptional premises factors

For schools that require more upkeep or are susceptible to environmental factors.

✔ Private finance initiative contracts

Support for schools that have unavoidable extra premises costs.

✔ London fringe

To support schools in this area.

Other funding

Funding allocated separately to the schools NFF:



Pupil premium

Additional funding given to state-run schools to support the learning of disadvantaged pupils. It's separate from the main school budget and up to the school's senior leaders to decide how to use it.



PE and sport premium

Funding given to primary schools to improve the quality of their PE lessons and provide better sport opportunities.



High Needs Funding

Funding given to schools to support students with special educational needs and disabilities (SEND).



Free school meals

Schools across the UK will receive £3 billion of government funding towards providing free school meals.

Additional government funding

As a result of the pandemic, the government has made a huge amount of additional funding available to support education recovery and schools development over the next few years.

[Take a look at our guide to additional government funding](#)

Self-generated income

To maximise funding, schools can also generate their own income. There are lots of ways they can do this, such as:



Letting out their own facilities

e.g. hiring out their hall or gym for exercise classes or children's activity groups like Rainbows and Scouts.



Renting out car spaces for events

e.g. fairs during weekends and school holidays.



Receiving charitable donations from local businesses



Sponsorships from local businesses

e.g. for events like Sports Day.



Organising fundraising events

School Spending

Who decides what schools spend their budget on?

It differs from school to school and is often determined by the school's size.



**Local
Authority**

Often have approved suppliers that schools must use.



Governors

Involved in larger spending decisions.

Approve any large-scale spending.



**Head
Teachers**

84% have the final say in large purchasing decisions, which would usually be anything over £5,000.

Involved in decisions about specific products or services that affect the whole school.



**Business
Managers**

63% are required to approve all school spending.

Have a big influence advising what budget allowances certain developments receive.

Did you know?

84% of business managers meet with head teachers, either weekly or monthly, to discuss finances and make budget plans.



Heads of Departments

71% manage their own departmental budget.

Work with other department staff to identify what resources are required.



Subject Teachers

Identify what resources will work well in their classrooms.

67% of teachers have a small budget to cover day-to-day resources, equipment and materials for their classroom.

80% have a budget of up to £5,000.



Need advice on who to target?

Give our education experts a call on **01257 460036**.

**Choose your targets from over
120 job titles in UK schools**

When do schools start planning?



80%

of schools start budget planning at least 3 months before the start of the new financial year.



68%

of schools start budget planning at least 6 months before the start of the new financial year.



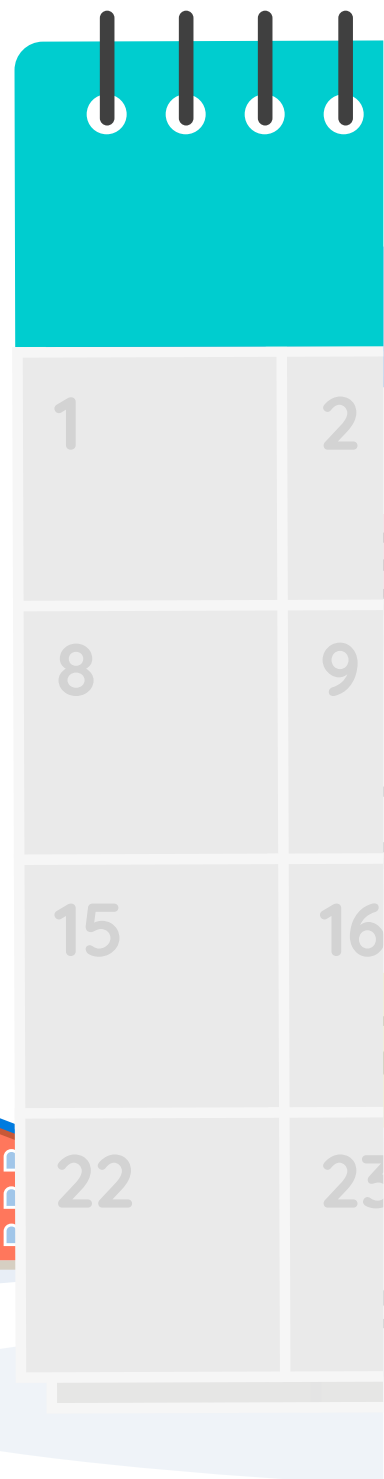
Throughout the financial year the school's senior leaders work with teams at the local authority and the school's governing board to create a Spending Plan. It takes into account any expenditure, budget changes and development plans.

When creating their Spending Plan, schools often plan for high-value items or larger developments well in advance of the project start date. For smaller, more regular resources and services schools make purchasing decisions throughout the year.

When do schools spend their budget?

- School spending increases in the weeks leading up to the new financial year. This is because schools want to spend any remaining budget before the end of the current financial year.
- School spending also increases in the weeks after the new financial year. Schools who've been waiting for the new budget are ready to immediately push ahead with their spending plans.
- Regular finance reviews mean schools can easily account for new developments or unplanned spending.
- 70% of schools do most of their spending between August and December.

Use our Schools Marketing Planner to help plan your marketing content calendar



Do schools spend their full budget?



Over 10%

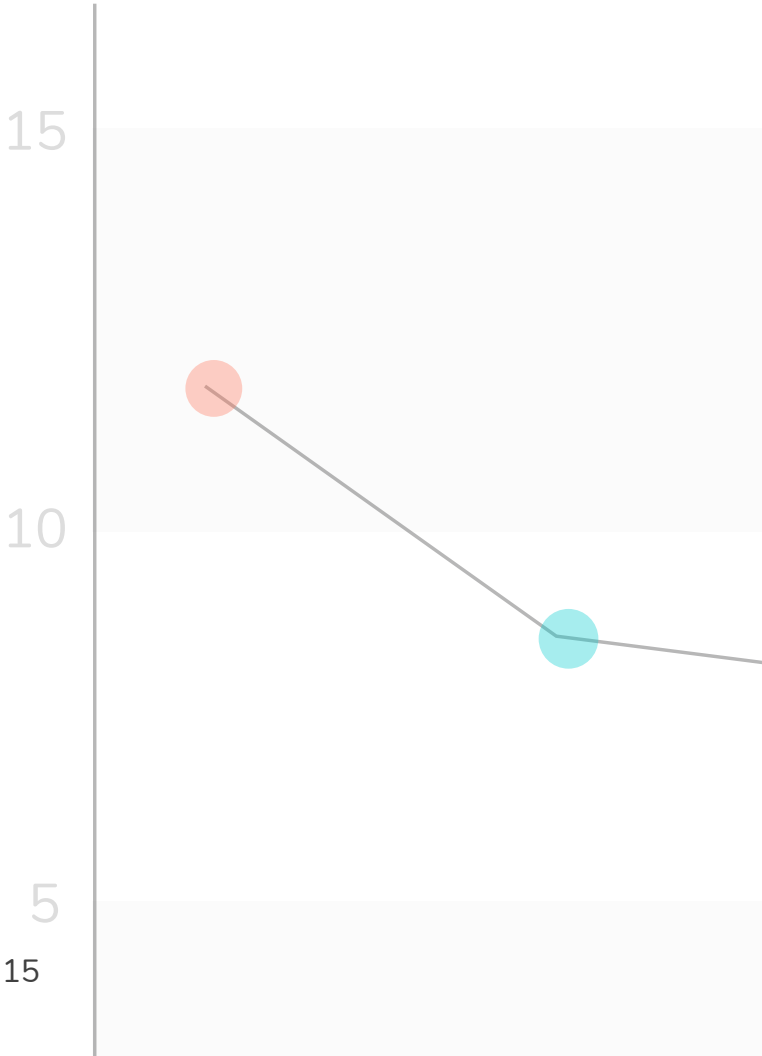
of schools usually have a surplus budget at the end of the financial year.

The number of schools in deficit decreased to 8.4% in 2020-21, down from 12% in 2019-2020.



Key insight

75% of schools put spending plans on hold due to the pandemic. Now that restrictions have lifted, they'll be looking to use up their budgets by investing in services and businesses like yours.



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What do schools buy?

State-funded schools had a total gross expenditure of £23.1 billion in the 2020-21 financial year. Here's what they spent it on:

- ✓ **£11.6 billion on teaching staff (including supply teachers)**
- ✓ **£4.3 billion on education support staff**
- ✓ **£2.9 billion on supplies and services**
- ✓ **£1.4 billion on premises related costs**

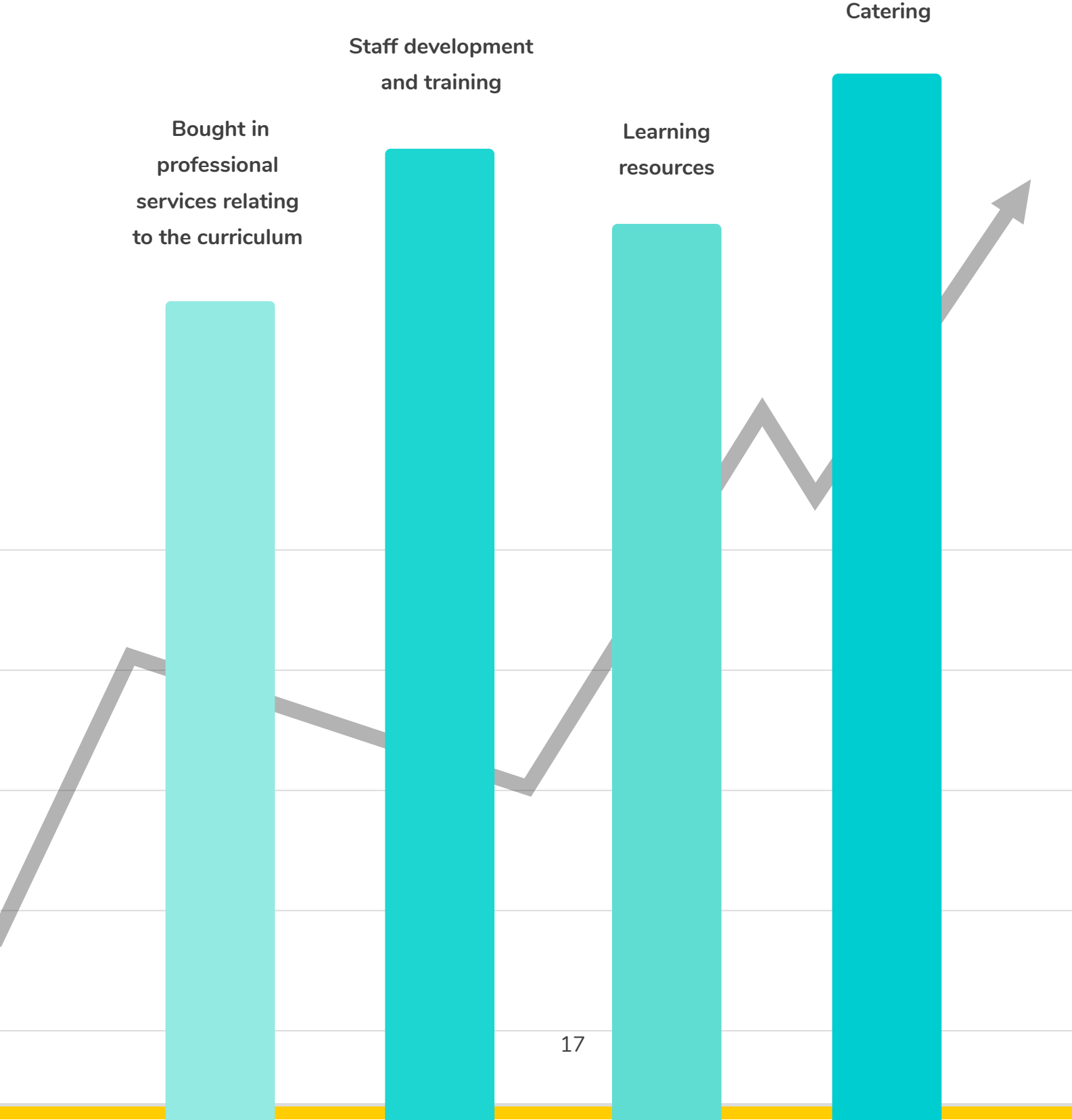
Plus:

- ✓ Teaching and learning resources
- ✓ Classroom equipment and furniture
- ✓ SEN teaching and support
- ✓ Buildings and maintenance
- ✓ Utilities and facilities
- ✓ Professional services
- ✓ ICT training and support
- ✓ Catering
- ✓ Administrative supplies
- ✓ Personal, social and health support



The amount schools spent on ICT resources increased by 16%, likely due to the role of technology and online learning during the pandemic.

As a result of Covid-19, there were a few areas of expenditure that saw a decline in 2020-21. **But there's good news.** Now that schools are learning to live with Covid-19, these areas are likely to increase in 2022-23:



What this means for you

With schools almost back to normal and plenty of extra funding available, it's a fantastic time for education suppliers like you to start promoting your products and services.

There are plenty of opportunities available, so make sure to get your company at the forefront of teachers' minds.

Now that you're an expert on school spending, let's get planning your next marketing campaign.



Get in touch with us today

Our friendly team are here to help.

Give us a call on **01257 460036** or visit **www.buzz-education.com**

Sources

- [🔗 UK Education Spending in 2022 - Charts \(ukpublicspending.co.uk\)](#)
- [🔗 School funding 2022-23: Find constituency and school-level allocations \(parliament.uk\)](#)
- [🔗 www.gov.uk](#)
- [🔗 https://www.google.com/url?q=https://schoolleaders.thekeysupport.com/administration-and-management/financial-management/fundraising-and-grants/generating-additional-income-for-a-school/&sa=D&source=docs&ust=1648484056465484&usg=AOvVaw3IKtatQSGJUBv7IfePuyt1](https://www.google.com/url?q=https://schoolleaders.thekeysupport.com/administration-and-management/financial-management/fundraising-and-grants/generating-additional-income-for-a-school/&sa=D&source=docs&ust=1648484056465484&usg=AOvVaw3IKtatQSGJUBv7IfePuyt1)
- [🔗 Top 10 Ways to Generate Income for Your School \(schoolsandacademiesshow.co.uk\)](#)
- [🔗 2021 Buzz Education Schools Survey](#)



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