



Schools marketing planner

Use our school marketing planner to develop your marketing efforts throughout the 2021 spring and summer terms.

Spring term

2021

4 JAN Start of term

Due to the ongoing pandemic, schools are closed again and the majority of pupils have returned to remote learning.

[Read our school closures update](#)

15 FEB Half term break

Spring half term in England, Wales and Northern Ireland.

6 APR New financial year

The education budget for 2021-22 is estimated to be **£76.4 billion**.

As schools start to organise their finances, make sure your product or service is part of their budgeting plans by creating an email marketing campaign that stands out.

[Learn about school spending](#)

8 FEB Financial year ending

With 8 weeks left until the end of the financial year, now is a fantastic opportunity for you to help schools decide how to spend their remaining budget.

29 MAR Easter break

From the 29th March schools across the UK will close for 2 weeks.

Summer term

2021

13 APR Start of the summer term in England and Wales

19 APR Start of the summer term in Scotland and Northern Ireland

31 MAY Half term break

Schools in England, Wales and Northern Ireland break for half term.

7 JUN Return to school

28 JUN Summer break

Schools in Scotland close for the summer break.

19 JUL Summer break

Schools in England, Wales and Northern Ireland close for the summer break.

Did you know?

88% of teachers check their emails during the school holiday.

So use this time to get your business noticed and design a summer marketing campaign.

[Look at our portfolio for some inspiration](#)

Exams and results days

Exams are cancelled this year due to the pandemic.

Pupils will be awarded grades by their teachers.

Grades for A Levels and GCSEs are likely to be released much earlier than usual, possibly at the start of July.

Ofqual and the Department for Education are currently in consultation to decide how grades will be fairly and consistently awarded, and the exact release dates.

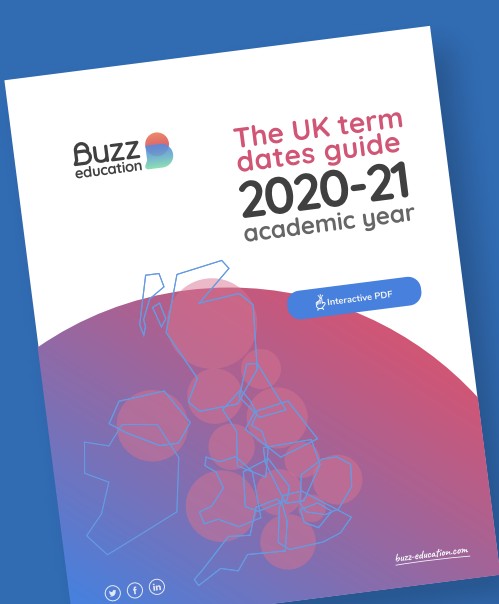
New academic year 2021-22

Autumn term

2021

16 AUG Start of academic year for Scotland

30 AUG - 6 SEP Start of academic year for England, Wales and Northern Ireland



UK term dates guide

Download our guide to discover the exact term dates for each local authority.

[Download free guide](#)



Sophie Williams
Customer Campaign Strategist

What this all means for you and your business

By understanding what's going on throughout the year, you can develop a marketing plan that delivers the right message at the right time.

[Contact us now to start planning your marketing to schools strategy](#)