



Experts in Market Research, Data Insights and Business Strategy for the Education Sector

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# Welcome to MTM Consulting

In an ever-changing economic climate, MTM Consulting stands by your side to support your education provider's development and prosperity. With our comprehensive expertise in research, marketing, and strategy, exclusively dedicated to the education sector, we provide the essential tools to help your organisation thrive.



Call 01502 722787



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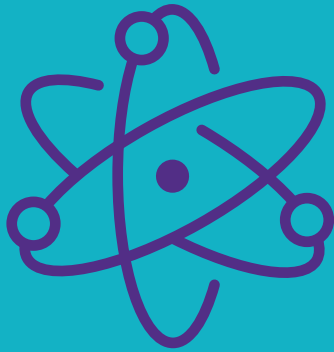
[www.mtmconsulting.co.uk](http://www.mtmconsulting.co.uk)

With over 40 years of experience and having worked with more than 600 schools, MATS, nurseries and other education providers across the UK, MTM possesses a unique and insightful view of the education market. We understand the significance of solid data, insightful analysis, and clear recommendations in making evidence-based decisions, and our strategic guidance and support ensure future stability and success.

MTM Consulting are experts in research, marketing and strategy exclusively for the education sector and tailor all our projects to your exact requirements, ensuring that the research and information we offer keeps your organisation firmly on track. Whether it's a feasibility study for a new school, staying connected with alumni, managing admissions data in a multi-academy trust, or gaining global insights for international development, we have the solutions for you.

Reach out to our dedicated team at MTM Consulting today, and explore how we can help your organisation thrive.

# Unlock the Power of Data with MTM's Research Solutions



At MTM Consulting, we are passionate about facts. They serve as the bedrock for informed planning and decision-making. With decades of experience in data research and analysis, we specialise in unearthing the critical insights you need to confidently navigate your organisation's path forward.

Our data research projects are built upon the latest up-to-date statistics, encompassing national demographics and education sector data. This allows you to enhance recruitment efforts and boost student enrolment, minimise student attrition and foster retention rates, as well as elevate your organisation's profile within your target market and the sector.

We leverage quantitative research methodologies to provide you with precise intelligence, shedding light on the realities of your organisation's current situation and identifying lucrative opportunities for success.

While the following pages detail information about our standard data research projects, it's crucial to emphasise that each one is fully customisable to align with the unique needs and aspirations of our clients.



“DATA-DRIVEN ORGANISATIONS  
OUT-PERFORM THEIR  
COMPETITORS BY UP TO 20%”  
MCKINSEY GLOBAL INSTITUTE 2022





## MTM 3-60: Discover Your Organisation's Potential

Suitable for schools, MATS, nurseries, our comprehensive demand and supply analysis harnesses extensive UK-wide demographic data, providing essential market and catchment intelligence that empowers your recruitment efforts for maximum impact.

Beyond merely identifying your market position and competitors, our in-depth research delves further. We assess the strength of your competition, pinpoint underexploited recruitment areas, and analyse population data to offer advance notice of future market changes. Armed with these findings, you'll have a solid foundation for making vital economic decisions, from optimising facilities development to crafting effective marketing strategies that ensure optimal recruitment.

To ensure our research aligns perfectly with your specific requirements, our researchers collaborate with you during an initial consultation, customising the approach accordingly. Once the project is completed, we compile a comprehensive, interactive report packed with infographics, detailed commentary, incisive analysis, conclusive insights, and recommended next steps.

For your convenience, we offer the option of an in-person or virtual presentation of the findings, tailored to suit your preferences.

With an MTM 3-60, you'll have the data-driven intelligence needed to make informed decisions and propel your organisation towards continued success.



“It was incredibly useful to see, through MTM’s market analysis and insight, that we are facing a significant contraction in the market over the next 10 years in particular age ranges. To counteract this the team at MTM was able to direct us to specific underpenetrated areas where there is real potential for growth as well as the transport routes best able to help us access these areas.”

**Tessa Howard-Vyse – Director of Admissions, Glenalmond College**



## Fee Elasticity Report: Empowering Informed Fee Strategies

Our Fee Elasticity Reports are backed by extensive market research from over 1,000 schools in the UK. We are able to accurately assess the fee elasticity of demand, enabling you to make informed predictions about the impact of varying fee increases on pupil contractions.

Tailored to your school's unique needs, we utilise postcodes from your current families to profile their affluence levels. This valuable insight allows us to anticipate how these families will respond to price shocks, empowering you to make strategic fee-setting decisions.

With this approach, we can accurately assess how changes in fees might impact the number of students in your school. This helps us predict the best and worst-case scenarios for fee adjustments, so that you can plan wisely.

Our collaboration with Dr. Nick Rowe, a distinguished Lecturer in Finance at the prestigious Essex Business School, University of Essex, ensures that our fee elasticity research is at the forefront of pricing strategy development. We analyse the effects of different fee strategies across various age groups and entry points, providing you with comprehensive insights into optimising revenue management and enhancing financial stability.

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**'It is well understood now that thinking very carefully about how you price relative to your market and the value that the market perceives you provide them is an integral part of practices both in the for-profit and not-for-profit sectors.'**  
**Dr Nick Rowe, University of Essex**

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At MTM Consulting, we pride ourselves on being your trusted partner in all areas of data-driven decision-making. Beyond our MTM 3-60 and Fee Elasticity services, we offer a range of other cutting-edge data research services that will empower your organisation to thrive in today's ever-changing educational landscape. These include the following:



### CATCHMENT ANALYSIS

Is your marketing strategy hitting the mark? Are you targeting the right families in the right locations? Take the guesswork out of your marketing decisions and gain a competitive edge in the education sector with our Catchment Analysis.

We precisely identify the locations where your prospective new families reside, as well as areas where your marketing efforts may be falling short. This is essential information for both profile-raising and bus route planning. These invaluable insights allow you to focus your marketing resources effectively, ensuring maximum impact while making the most of your budget.



### POPULATION PROJECTION

Wondering how your local population and target demographic will evolve over the next decade? Stay one step ahead with MTM's Demographic Projections. With our access to extensive UK-wide demographic data, we can provide you with invaluable insights into what the future holds.

Our projections offer a glimpse into the demographic landscape, empowering you to prepare for upcoming changes and seize the opportunities that lie ahead. Whether it's action planning, budgeting, or strategising for the future, these projections are absolutely necessary for making informed decisions and future-proofing your organisation.



### ROLL TREND ANALYSIS

Discover how your roll has evolved over time and gain valuable insights into your main competitors' performance. Our Roll Analysis provides a comprehensive examination of your organisation's fluctuations and a side-by-side comparison with key competitors. By assessing your market position and identifying recruitment trends, this research unveils whether you occupy the desired spot in your market. It's an invaluable tool for staying ahead of the competition, providing the strategic edge needed to make informed decisions and steer your organisation towards continued growth and success.







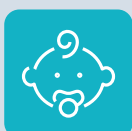
## TRAVEL TIME ANALYSIS

Ever wondered how far your students are willing to travel to your institution? With our advanced location analysis, we precisely map the locations of your current and potential families, revealing crucial insights into travel distances. This essential information is a must-have for profile-raising efforts and optimising bus route planning.



## BUS ROUTE PLANNING

Are you making the most of your existing buses and considering new routes? Discover the untapped potential of school transport with MTM's Bus Route Analysis. Our comprehensive analysis evaluates how efficiently school transport is being used. This enables you to identify opportunities to maximise the utilisation of your buses, ensuring cost-effectiveness and reduced environmental impact. Additionally, we assess whether school transport is effectively contributing to your marketing efforts, providing valuable insights into how transportation influences your organisation's image and marketing strategies.



## BIRTH RATES

Gain crucial insights into birth rate trends within your target market, including gender-specific data if needed. Our Birth Rate Trend Analysis is an invaluable resource for forward planning and budgeting for facilities development and marketing strategies. With a comprehensive understanding of birth rate trends, you can proactively plan for future enrolments and ensure your organisation is ready to accommodate changing demographics. Make informed decisions about facility expansion and marketing initiatives with the help of our data-driven insights.



## RESIDENTIAL CONSTRUCTION AND HOME MOVERS

MTM presents two essential tools for your organisation's growth: MTM New Homes and MTM Home Moves.

With MTM New Homes, you'll gain valuable intelligence on upcoming residential developments in your area. Know where new homes are being built and whether these new residents align with your target market. MTM Home Moves provides important insights into the number of families relocating to your catchment area and their origins.

This information is the key to potential future admissions, enabling you to proactively plan for enrolment growth and tailor your marketing efforts effectively.



## BURSARY ANALYSIS AND RECRUITMENT

MTM Bursary Analysis provides a comprehensive profile of current families receiving bursaries. By comparing this information with fee-paying families, you gain valuable insights to make informed decisions about future bursary offerings. With MTM Bursary Recruitment, we provide insights into where to find families whose children may require a bursary offer to join your school. This information is invaluable when seeking to advertise and allocate bursary funds to the right students, ensuring the most deserving candidates benefit from your bursary programme.

# Unveiling the Truth about Perceptions

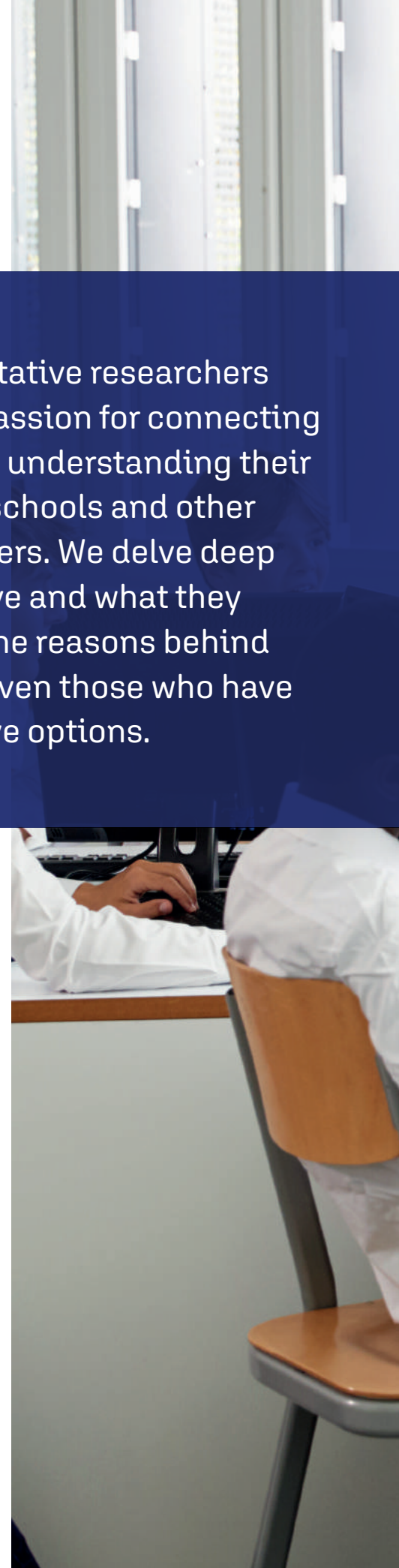


At MTM, our qualitative researchers have a genuine passion for connecting with families and understanding their perspectives on schools and other education providers. We delve deep into what they love and what they don't, exploring the reasons behind their decisions, even those who have chosen alternative options.

Fearlessly, we ask the tough questions, and our respondents appreciate the chance to share their honest opinions with an unbiased third party. As a result, we deliver unvarnished truth about how your organisation is perceived.

Our friendly and experienced qualitative researchers conduct surveys with a gentle approach, capturing invaluable insights that will help you refine your offerings and streamline processes. With this feedback, you can make the necessary improvements to enhance recruitment efforts and boost enrolment, while also minimising student attrition and raising retention rates.

At MTM, we understand that each organisation is unique. Therefore, all our qualitative research projects are fully customisable, creating a bespoke project tailored to your specific needs and ensuring you gain the exact insights you require.



“THERE IS NOTHING SO  
TERRIBLE AS ACTIVITY  
WITHOUT INSIGHT.”  
JOHANN WOLFGANG  
VON GOETHE



## CASE STUDY

## Fairley House

MTM was commissioned to conduct qualitative parental research, including Non-Joiner Surveys, for Fairley House. Weak points mentioned related to the school's small size and the provision of activities, and there was also some useful feedback on the school's admission process and the information on the school's website. Having received MTM's analysis, the school's board of governors and senior leadership team agreed a plan.

**'The information from MTM formed a cornerstone of our marketing strategy and has given us the confidence to implement it straightaway,'**  
explains Tom Morrell, School Governor.



## Non-Joiners Survey: Unveiling the Insights Behind Your Admissions

Curious about why some enquiring families did not ultimately choose your school or nursery? MTM's Non-Joiners research is here to uncover the reasons behind their decisions. Our in-depth telephone interviews by expert researchers reveal crucial insights: why they considered you, what they were seeking in a school or nursery, and the specific factors that influenced their decision-making. We'll delve into their thought processes and by understanding why families opted to go elsewhere, you'll gain valuable feedback to improve your conversion rates from offer to acceptance of a place.

With MTM Non-Joiners, you can elevate your organisation's appeal, refine your offerings, and attract more children to join your community.



## CASE STUDY

## Parental Surveys

We conduct comprehensive parental surveys for broader research purposes. In collaboration with Future Fwd and Warwick Schools Foundation, we recently surveyed parents and business owners to gauge their perception of how well our schools are preparing children for life beyond education. The results of this intriguing study are available on our website for you to explore.

**JUST 48% OF FAMILIES NOW FEEL THAT SCHOOLS ARE ADEQUATELY EQUIPPING THEIR CHILDREN, MARKING A CONSIDERABLE DROP FROM 69% IN 2022.**



## Parent Satisfaction Survey: Harness the Power of Feedback

At MTM Consulting, we believe in continuously enhancing your institution's performance, and that starts with understanding parent satisfaction. How satisfied are parents with your provision? What are the areas where you are excelling, and which aspects need improvement?

Our Parent Satisfaction product offers valuable insights into the thoughts and opinions of your current parents. Through an online survey or targeted telephone interviews, our expert researchers engage with parents to understand their level of satisfaction with specific aspects of your organisation.

By segmenting the feedback, such as certain year groups or other relevant groups, we can identify areas where parents are pleased and those that require attention. Whether it's academics, extracurricular activities, facilities, or communication, our Parent Satisfaction product empowers you to make informed decisions for continuous improvement.



In addition to Non-Joiner and Parental Satisfaction Surveys, we offer a diverse range of qualitative data services to cater to your unique needs. Our expert researchers are skilled in conducting in-depth interviews, focus groups, and perception studies, providing you with invaluable insights to drive informed decision-making. The section below outlines some of the other services we offer, but if you have specific questions or requirements in mind, our team is always ready to assist.



### Early Leavers Survey

Discover the reasons behind early departures with MTM Early Leavers. In brief 10- to 15-minute conversations with parents whose children left before a natural transition point, our researchers delve into their decision-making process. With telephone interviews conducted for families who left before the usual exit point, MTM Early Leavers provides the essential data to drive improvements and foster a thriving school community.



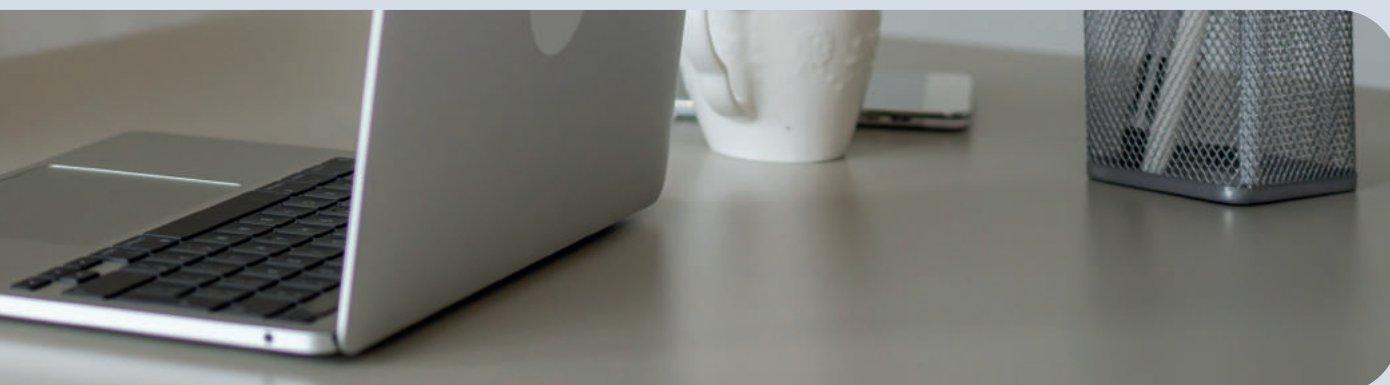
### Mystery Shop

Get a fresh perspective on your organisation's first impressions and admissions process with MTM Mystery Shop. Our experienced mystery shoppers visit 'under-cover,' providing impartial reports and valuable insights into how your prospective customers perceive your institution. Gain a competitive edge as they also visit several of your competitor schools, allowing you to compare the experience and make data-driven improvements.



### Awareness

What do families in your market really know about your education provider? Are you aware of their thoughts and opinions? With MTM Awareness, our expert researchers connect with a panel of suitable families to gauge their awareness and knowledge of your market, including your organisation and key competitors. These invaluable insights into defining factors can then inform your future marketing messages.



# Building Lasting Connections: Growing Your School Alumni Network



Maintaining a strong connection with past pupils is a valuable asset for any school, college or university. At MTM, we understand the significance of alumni engagement and support in fostering a thriving educational community. We can help you grow your alumni network, encouraging and supporting meaningful engagement.

A robust alumni network offers past pupils an opportunity to cherish memories, reconnect with old friends, and partake in regular get-togethers. Many are eager to contribute their time, expertise, or financial support to help their old school flourish for the benefit of current and future pupils. Development and professional fundraising have become integral activities.

MTM's data research and surveys play a vital role in supporting alumni networking, development, and fundraising efforts. By connecting you with willing past pupils, we ensure your organisation thrives through their meaningful participation. In addition to alumni networking, we offer feasibility studies to provide factual information for future capital projects suitable for fundraising.





“LESS THAN 30% OF HEADS OF DEVELOPMENT  
FEEL THEY HAVE ACCESS TO THE DATA THEY  
NEED TO CARRY OUT THEIR ROLE EFFECTIVELY.”  
CONFIDENCE INDEX 2023



### **Fundraising Intelligence: Uncover Your Key Donors**

Discover the potential supporters for your school's capital project with MTM Fundraising Intelligence. Our research identifies the alumni, current and past parents, and staff members who are most likely to be receptive to fundraising initiatives. Through socio-economic analysis, mapping, travel time analysis, perceptions surveys, and targeted surveys, we provide invaluable insights to connect with your key donors and maximise your fundraising success.

### **Alumni Engagement**

Eager to enhance alumni participation in your school's events and fundraising initiatives? MTM Alumni Engagement is the tool for you. Our researchers engage with past students to uncover their most cherished school traditions, activities, events, and staff members. Armed with this valuable information, you can organise alumni events that are sure to draw a crowd. Additionally, we update their contact details through our reliable third-party platform, ensuring seamless communication and stronger connections.

the business of education



## MTM Feasibility Study: Unlock the Potential of Future Facilities

Determining the right facilities for your school's growth is a critical decision. With the MTM Feasibility Study, we dive deep into the market, ensuring support and demand for potential future facilities. Our comprehensive analysis calculates the potential return on investment, considering not only income but also admissions, enhanced reputation, and resilience to competition.

We leave no stone unturned in our study, conducting demand and supply analysis, future market projections, perceptions surveys, and return on investment calculations. The impact on your school's positioning is thoroughly assessed, culminating in actionable recommendations.



An MTM Feasibility Study empowers leaders to make informed decisions, identifying the facilities that will best serve students, staff, and stakeholders.

# Your Top-Tier Strategic Consultancy for the Independent Sector



At MTM, we are committed to delivering exceptional results for senior leaders and trustees in the independent sector. Following a period of record growth, we proudly offer bespoke advice and consultancy services to support the effective planning, communication and execution of your strategic development plans.

We have successfully guided stakeholders across the UK and beyond through various strategic diversification projects. Our proven track record in providing research, feasibility studies and strategic project management ensures the long-term viability of schools, especially during these challenging economic times.

With over 25 years of experience, Duncan Murphy, our Director of Education, brings a wealth of knowledge and expertise to augment our renowned MTM data. Highly respected by his peers, Duncan has worked with a broad range of schools and helped them consider the relevance of their current business model as well as their potential options for the future. Duncan is the first point of contact for any conversation that pertains to using our MTM data to inform strategic development planning.

Typically, our strategic consultancy involves significant preliminary work to glean a coherent understanding of each client's context as well as their aspirations. Popular trends due to the volatile climate in the sector include Merger & Acquisition mediation, expansion of a school's age range and professional governance.





“40% OF SCHOOLS SURVEYED ARE ACTIVELY CONSIDERING A POTENTIAL MERGER OR ACQUISITION.”  
CONFIDENCE INDEX 2023

MTM covers a wide spectrum of consultancy services to meet each school's unique needs. Our strategic services include, but are not limited to, the following:

- ✓ Expansion up to GCSE and/or Sixth Form
- ✓ Extension of Early Years provision
- ✓ Planning for the inception of a new school
- ✓ Moving from single-sex to co-education
- ✓ Transitioning from 13+ to 11+
- ✓ Developing bespoke appraisal and/or training programmes
- ✓ Introduction to, and mediation for, all aspects of Mergers & Acquisitions
- ✓ Withdrawal from the Teachers' Pension Scheme
- ✓ Enhancement of admissions and marketing strategies
- ✓ Conducting governance "MOT" reports
- ✓ School development plan "health checks"
- ✓ Developing culture, ethos, and values identity
- ✓ Arbitration at panel hearings or complaints
- ✓ Engaging alumni and fundraising
- ✓ International branding, development and investment

If you are ready to explore how to elevate your school's strategic development and ensure its long-term success, then don't miss out on the opportunity to benefit from our proven track record and expertise in the education sector. Whether you are looking to expand, transition, enhance admissions strategies, or explore international development, MTM has the comprehensive solutions you need. Contact us today and let our market research, data insight and strategic consultancy services guide you towards exceptional results.



"It has been a pleasure to work with MTM over many years; they are experts in the sector and offer personality and integrity as part of their service. Duncan, as Director of Education, brings significant experience to the MTM team and I recommend their research and strategic products without reservation"

Neil Roskilly - CEO of the ISA, 2009-2020



Take the next step towards securing your school's long-term viability and success - contact the MTM Consulting team now. Let's transform your vision into reality together.



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of education

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