



## the schools register

Direct dialogue with  
the education  
sector made easy



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## **A wealth of experience in the marketplace**

The team behind The Schools Register has over 35 years' combined knowledge of the education sector, past and present...and extensive expertise in how to engage in direct dialogue with key contacts at every level, from early years to secondary and beyond.

## **Unique school lifestyle variables for precision targeting**

Well-known amongst B2C marketers, but only available on The Schools Register's education database, these variables offer an insight into school life: equipment and services already in place or lacking, types of school trips, catering arrangements and much more. As a result, you can define your target audience with pinpoint accuracy.

## **Quality data, rigorously checked and updated**

Our continuous and systematic programme of data collection - gathered direct from schools themselves, via postal surveys and telephone research for optimum response rates - ensures The Schools Register offers the most comprehensive, accurate and up-to-date commercial database of its kind available today. Our data is also audited by a dedicated research team against Local Education Authority (LEA) and official government sources, making sure that you reach all the educational establishments within your target market.

## **The flexibility of single or multi-channel communication**

You can choose the channels of direct mail, telephone or email to deliver your marketing message to your target audience; alternatively you could opt to combine any or all of these media for optimum exposure, to help boost your response rates and improve your return on investment.



# What can The Schools Register bring to your education marketing campaigns?

## Select from:

51,887	UK Schools
22,982	State Primary/Middle Schools
1,501	Independent Primary/Middle Schools
4,564	State Secondary Schools & Sixth Form Colleges
1,080	Independent Secondary Schools & Sixth Form Colleges
2,092	Special Needs Schools
19,883	Early Years Establishments
16,926	Site email addresses



[www.dlg.co.uk/educationdata](http://www.dlg.co.uk/educationdata)  
email: [education@dlg.co.uk](mailto:education@dlg.co.uk)

For further details and specific counts, please call 01923 281700

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## State & Independent Primary/Middle Schools

Job Title	Names
Headteacher	25,170
Head of Maths	25,105
Head of Special Needs	25,337
Head of Science	25,127
Head of Technology	19,173
ICT Coordinator	25,751
Head of English	25,005
Head of PTA	15,665
Head of PE	21,568
Head of Music	20,762
School Secretary	24,646
Deputy Head	19,899
Head of History	17,721
Head of Geography	17,559
Head of Modern Languages	2,247
Chair of Governors	21,034
Bursar	11,454
Head of PSE	16,031
Librarian	15,955
Head of Nursery	10,481
Head of Assessment	3,301
Head of Religious Studies	16,333
Assessment Co-ordinator	11,041
School Trips Organiser	6,980
Head of Drama	8,653
Head of Art	19,135
Head of Media Studies	49

The Schools Register allows you to target named contacts by subject and area of responsibility, so that your message reaches the person most likely to be interested in – and make decisions about – your products and services.

Job Title	Names
Head of Vocational Education	52
Catering Manager/Supervisor	11,128
Keystage 1 Co-ordinator	15,136
Keystage 2 Co-ordinator	16,011
INSET Co-ordinator	15,451
Site Manager	18,957
Head of Year 1	4,378
Head of Year 2	4,338
Head of Year 3	4,458
Head of Year 4	4,486
Head of Year 5	4,486
Head of Year 6	4,461
Head of Citizenship	3,108
Fundraising Officer	5,576
NQT Co-ordinator	6,482
Head of Reception Class	8,875
School Nurse	68
Health and Safety Officer	4,340
Person Responsible for Child Protection	5,414



# Target the contact of your choice for optimum exposure... and response

## State & Independent Secondary Schools/Sixth Form Colleges

Job Title	Names	Job Title	Names
Headteacher	5,702	School Trips Organiser	2,819
Head of Maths	6,010	Head of Drama	4,846
Head of Special Needs	5,601	Head of Sixth Form	3,491
Head of Science	5,893	Head of Politics	895
Head of Technology	5,489	Head of Art	5,495
ICT Coordinator	5,923	Head of Media Studies	2,408
Head of English	5,909	Head of Vocational Education	2,523
Head of PTA	3,230	Head of Physics	3,463
Head of PE	5,799	Head of Biology	4,197
Head of Music	5,484	Head of Chemistry	4,115
School Secretary	5,585	Head of Sociology	1,435
Deputy Head	5,549	Catering Manager/Supervisor	3,825
Head of History	5,613	Keystage 3 Co-ordinator	3,295
Head of Geography	5,592	Keystage 4 Co-ordinator	2,674
Head of Modern Languages	5,396	INSET Co-ordinator	3,778
Chair of Governors	5,094	Site Manager	5,183
Bursar	4,841	Head of Psychology	1,601
Head of Careers	5,441	Head of Year 7	3,368
Head of Law	581	Head of Year 8	3,623
Head of Economics	2,373	Head of Year 9	3,760
Head of Classics	1,096	Head of Year 10	3,717
Head of Business Studies	4,192	Head of Year 11	3,677
Head of PSE	5,297	Head of Citizenship	3,426
Librarian	5,169	NQT Co-ordinator	2,728
Head of Assessment	2,411	Health and Safety Officer	1,502
Head of Religious Studies	5,237	Person Responsible for Child Protection	1,632
Assessment Co-ordinator	1,268		

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Refine your audience and boost your return on investment... with school lifestyle variables

Number of computers:	Records available
0-5	1,856
6-10	4,220
11-15	4,177
16-20	4,046
21-25	3,511
25+	7,801

Catering arrangements:	Records available
Schools' own catering staff	4,571
Catering by Local Authority Staff	11,025
Catering company, appointed by Local Authority	8,218
Catering company, appointed by School	1,962
Meals cooked/prepared on school premises	18,747
Meals cooked/prepared off site, and delivered	5,527

Religious denomination:	Records available
Church of England	4,773
Roman Catholic	2,909
Methodist	27
Jewish	26
None	402

Languages taught:	Records available
French	2,525
German	1,643
Spanish	1,081
Italian	255
Latin	435

School has:	Records available
Minibus	3,509
Orchestra	7,645
Playground	7,575
Playing field	17,796
Pool	3,014
Refreshments	3,099
School uniform	23,681
Sports hall	16,119
Summer school/s	2,911
CCTV	4,408
Homework club/s	5,316
Audio visual equipment	13,505
Boarding	1,148
Book club	10,809

School trips taken:	Records available
UK visits to educational venues	15,316
UK theatre trips	10,075
UK field studies trips	10,739
UK outward bound/activity trips	9,314
UK religious retreats	1,483
UK ski holidays	657
UK sports tours	4,174
UK musical tours	3,512
UK day curricula	345
UK overnight curricula	214
UK day extra curricula	227
UK overnight extra curricula	214
UK cultural exchange with other schools	1,028
Overseas visits to educational venues	439
Overseas theatre trips	45
Overseas field studies trips	369
Overseas outward bound/activity trips	662
Overseas religious retreats	73
Overseas ski holidays	1,789
Overseas sports tours	544
Overseas musical tours	489
Overseas curricula	234
Overseas extra curricula	241
Overseas cultural exchange with other schools	1,367

The Schools Register's unique datasets on numerous aspects of school life offer the opportunity to hone in on those establishments with the most likely need for your products and services. This allows you to keep your campaign costs down and increase your ROI potential, simply by adopting a more focused and targeted approach.



### **The Early Years Database... opening up direct communication with the pre-school sector**

Part of The Schools Register, The Early Years Database is an innovative tool for marketing direct to playgroups and other pre-school establishments.

It provides the most comprehensive, accurate and up-to-date source of named prospects available in the pre-school educational sector... giving you a prime opportunity to reach individuals with decision-making and purchasing power on early years products and services.

#### **• Size of establishment by number of pre-school places**

0-20 places	9,383
21-40 places	7,353
41-60 places	2,009
61-100+ places	594

#### **• 16,872 named heads of nurseries / pre-schools**

#### **• Establishments throughout the UK**

Scotland	943
Northern Ireland	193
England	17,989
Wales	734



### **Further services from The Schools Register to help you reach the education sector**

The Schools Register team can also arrange a number of additional services, designed to give you seamless access to educational establishments and decision makers throughout the country.

#### **Fulfilment**

Whether it's catalogues or a complex combination of leaflets you want to send, we can offer you a competitive and efficient fulfilment service. Your mailing campaign will be project managed by a dedicated account handler, who will see the project through from start to finish and keep you informed every step of the way.

#### **Printing and personalisation**

Using either The Schools Register's unrivalled database of named contacts, your own customer database or a combination of the two, you can give your sales message that personal touch with our mail-merge print facilities. Simply supply your letterhead, a sample signature and the text you require and we'll produce the finished letter. We can then mail the letters on your behalf with any additional inserts you intend to post, or simply return the printed letters to you.

#### **E-broadcasting services**

We offer a dedicated broadcasting service to reach over 16,000 schools on our database, either in a stand-alone campaign or as part of a multi-channel marketing approach.

In essence, your message is delivered to market via our bureau facilities in one seamless service; all we require is your HTML or text creative, your target audience requirements and we'll do the rest. For full details and pricing structure, simply call us on

**01923 281700.**

#### **About DLG**

The Schools Register is a specialist education database offered by DLG, one of the UK's leading providers of fresh consumer data, multi-channel partnership programmes, list broking and planning services and customer insight strategies.

At DLG we pride ourselves on delivering outstanding data-driven products and solutions. Our customer-centric culture, our unique speed to market and our dynamic approach to business empower us to achieve outstanding results – to transform the expected into the exceptional.

The cornerstone of our success derives from strong relationships with our clients, grounded in deep business understanding – we listen, understand and respond to your needs. And while we're big enough to handle your most complex and critical challenges, we're small enough to care passionately about meeting your goals.

If you're interested in any of the data solutions services offered by DLG, please contact Marketing on 01923 281700 to discuss your requirements.

