

HOW DO SCHOOLS BUY?

HOW MUCH MONEY DO SCHOOLS HAVE?

Schools each have a slice of the UK Education Budget (£85.2 billion in 2017-18). This budget is allocated to schools based on the number of pupils, geographic location, pupils on Free School Meals, pupils with Learning Difficulties, pupils with English as an Additional Language (EAL) and more.

ARE SCHOOLS AUTONOMOUS BUYERS?

By and large, schools can buy what they want when they want (budget permitting of course). Academy Schools have complete autonomy from Local Authority control so can procure anything they need at the best value rate. Non-Academy Schools will occasionally be required to 'buy-in' Local Authority services. For example, Catering and HR services will be provided by some Local Authorities and schools may be obligated to use these. In the main, though, Schools will make their own purchasing decisions.

WHEN DO SCHOOLS BUY?

In essence, Schools can and will purchase throughout the year. The financial year for Academy Schools runs from September to August, and for non-Academy Schools runs from April to March. Anecdotal evidence suggests schools tend to procure more towards the end of their financial year, having perhaps been cautious prior to this stage.



WHAT DO SCHOOLS BUY?

Anything a school needs. Since 1997, School Mailings has been privileged to work with clients promoting products and services as diverse as sports equipment, school visits, teaching resources, HR services, charity awareness campaigns, 3D printing, TV shows, furniture and much more. If a school can make use of your product or service, there is every chance they will look to purchase it.

HOW DO SCHOOLS SELECT SUPPLIERS?

This comes down to proactive marketing on the part of the supplier. There are exhibitions, trade magazines and other marketing opportunities available. At School Mailings, we believe the quickest and most effective route to market is a direct marketing campaign. Effective use of direct mail and email campaigns will put your business in front of the right person.

HOW WILL A SCHOOL ORDER?

Typically, a school should send you a Purchase Order to confirm their intention to procure your services. Some teachers and school staff may attempt to place an order over the phone or by email. You can take these orders at your risk (be sure to get the full school details and name of the person you are speaking to) but ideally you need to ask for the Purchase Order or, at the very least, a Purchase Order number.

WHEN DO SCHOOLS PAY?

Most schools who send you a Purchase Order will pay on around 30 days. Typically, you will receive payment direct into your bank account. Some schools still pay by cheque. You can occasionally take card payments, but schools won't always be keen on paying upfront for products and services without good reason.