

Swallowfield Lower School

Case Study

Partnership Education provided the school with the development of a full marketing and communications suite, including a new website, prospectus, communication materials, letterheads and a smartphone application.

The Client:

Swallowfield Lower School is a friendly, caring school that provides education for children of all abilities aged 2-9, situated in Woburn Sands.



The Challenge:

Governors and Senior Leaders at Swallowfield had identified the need for the redevelopment of all communication materials, both physical and online to represent a vibrant and forward thinking school in the heart of the community. It was felt the previous school website looked out of date and consumed a significant amount of administration time and effort to keep updated.

The Solution:

New website design, implementation, hosting, training and management – Partnership Education was tasked with working with Governors to design bespoke website which incorporated all of the schools requirements.

These included:

- Tailored website design in line with school colour scheme and brand guidelines
- Content Management System (CMS) which is simple to maintain and update
- News feed and blog capability
- Mobile responsiveness for mobile and tablet devices
- News banner for snow days or trips
- Contact Us, Google map and Contact Form with Auto E-mail redirect
- High visibility option: Button that enables view for the visually impaired
- Training for SLT, teachers and Governors
- Administrator rights and levels of security for a range of users
- Low cost, secure webhosting with regular back ups

Prospectus design – The school required a refresh of its prospectus which informed potential parents of the ethos, curriculum and facilities within the school. Partnership Education delivered a full design solution which included:

- Bespoke Design for 14 page prospectus
- Brand Guidelines Document which details the school pantones, font and marketing standards
- Photo Shoot providing high quality photos for prospectus and website
- Liaison with printing provider to ensure quality of final drafting process

Swallowfield Smartphone Application – As a school which pioneers 21st century learning, Governors wanted the parent communication to reflect

- Personalised Application downloadable from the iTunes store,
- Compatible on Apple, Android and Windows Devices
- Push news items to parents and pupils
- Share downloadable content, documents and photos
- Translated into 70 different languages
- Schedule dates and reminders in a calendar, which synchronises to phone calendars

The Verdict

“Partnership Education were excellent. Our website was designed specifically to our needs and is now much easier to update. The mobile application is straightforward to use and allows us to communicate to parents on a regular basis via the website content management system. Thank you Partnership!”

Kim Brewer – Headteacher

Linda Bishop – ICT Teacher/Assessment

About PTS Consulting: PTS Consulting Group (PTS) is a world class IT Consulting and Project Management company, providing Consultancy, Managed Services and Resourcing solutions to the world's biggest names. Since 1983, PTS has successfully delivered high-value, vendor independent solutions to satisfy its clients' needs in over 70 countries and in some of the most demanding environments. We are not a body-shop but instead provide business solutions delivered by a technically proficient and highly motivated team. Our 'know how' and experience can make the difference between excellence and mediocrity. PTS has delivered over 9,000 engagements across the Americas, EMEA and Asia-Pacific. www.ptsconsulting.com