Schools' Enterprise Association

STRATEGIC REVIEW OF ENTERPRISE

The Schools' Enterprise Association (SEA) offers a review of the enterprise/commercial operations of a school including the following:

- Review of facilities and opportunity
- Assessment of current enterprise activities/specific subject and related resource
- Analysis and benchmarking
- Opportunity and gap analysis

The results of this review are captured in a succinct document, which includes recommendations for the identification and development of the enterprise opportunities. An additional spreadsheet provides opportunity to map the possible potential revenues across the school's assets.

The strategic review of enterprises includes: a full site visit, extended interviews with additional members of the school's team including the Head, Deputy Heads and other key members of staff; review of enterprise set up and value within the school's income mix; and recommendations of required organisational and perception shifts in order to optimise the school's enterprise opportunities. The site visit is completed by one lead consultant.

The site visit will include but may not be limited to:

- Opening session with the school lead (Head/Bursar/Commercial Director)
- A site tour
- Short 1:1 sessions with each of the SLT members through the day
- A single wrap-up session with the SLT together at the end of the day

Pre-work is requested from the school prior to the site visit:

- A history of bookings over the past 2 years including numbers, rates and timings.
- A view of future bookings and current availability/opportunity.
- Ratecard(s) and an overview of currently lettable spaces
- Site plan/map if available
- Any notes on proposed capital development/refurbishment work within the next 2 years.
- The school's strategy/vision for the next period (1 -5 years)
- A strategic site plan if there is one.
- Organogram showing the overall structure of the school staff, highlighting the SLT/SMT and the departmental structure