

# Education is changing in 2025

Here's how!

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With the Labour government now at the helm and the growing role of AI transforming life as we know it, we're expecting some BIG changes to education in 2025. Our experienced education marketer, Jen Murphy, takes you through the changes we're looking out for to help you stay one step ahead with your marketing to schools.

What changes? (I hear you ask...). The government's got lots of new plans in the pipeline for education, and if everything goes to plan, there'll be new funding pots, greater collaboration between local authorities and schools, a refreshed approach to supporting and recruiting teachers, and more...

But there are also external factors impacting education, such as the rapid development of AI, the arrival of 'Gen Z' teachers with different work-life balance expectations, shifts in attitudes towards flexible working and mental health – there's a LOT of change in education right now. I suspect you're eager to dive in 😊, so let's get scrolling - here are the 5 changes I'm expecting to see.



# Attendance rates in the spotlight



Approx. 1 in 5 pupils are currently missing 10% or more of school.\*

\*According to government statistics.

## We're facing a "national epidemic of school absence"

According to the government, the education sector is experiencing an epidemic of school absence, with severe and persistent absence rates having not yet returned to what they were before the Covid-19 pandemic. In light of these challenges, the government is focusing on addressing the underlying causes of persistent absence, with a refreshed attendance mentoring programme, the rollout of free breakfasts clubs in all primary schools and access to specialist mental health professionals in all secondary schools.

## What schools should be doing in 2025 to improve attendance

In addition to the government's interventions, we're expecting schools to improve their mental health provision, ensuring all learners feel supported at all times, whether this be through mental health training for staff or the introduction of new wellbeing resources for learners. We're also expecting to see schools engage with new innovative technologies, making school a fun place to learn. New technologies will also help teachers to save time, meaning they can allocate more hours to working with students in need of support.

## Upcoming plans and changes

### Expansion of the Attendance Mentoring Programme

The government is expanding the attendance mentoring programme to reach 10,000 more learners, including learners in areas with the worst attendance rates (such as Blackpool, Ipswich and Nottingham).

How does it work? Attendance mentors support learners over a 12–20-week period with a plan tailored to the student's needs. The plan may involve focusing on boosting their confidence, help with managing low self-esteem, and more.

### Free Breakfast Clubs

As announced in the Autumn Budget, the government has tripled the funding allocated to breakfast clubs to over £33 million for 2025-26, with the clubs available to early adopters from April 2025. These breakfast clubs will provide 30 minutes of quality childcare, and free breakfast for learners.

### New registers to identify absent pupils

As outlined in the Children's Wellbeing and Schools Bill, children will be allocated a unique identifier number to help councils better monitor and support the welfare of learners. Teachers will also have greater involvement in the safeguarding process.



# Teachers' work-life balance rebalanced ?

Teachers and decision makers identified work-life balance as their top priority in the 2024-25 academic year, according to our 2024 School Surveys.

## Greater demand for flexible working in 2025

The pandemic revolutionised the world of work for many industries, disrupting the traditional 9-5pm structure and opening up new working practices for employees.

In 2025, we're expecting to see more and more schools embrace flexible working practices, helping to make teaching a more enjoyable profession and better support staff wellbeing. The government are also encouraging teachers to carry out planning at home to improve the flexible working opportunities in education.

As found in a government research report published in 2019, flexible working has been shown to improve retention of experienced teaching staff, promote wellbeing, and improve work-life balance.

## New teachers, new expectations

The government has started the process of recruiting 6,500 new teachers – one of the key commitments outlined in their manifesto.

The arrival of these new teachers, and specifically teachers belonging to Generation Z (or 'Gen Z' as they're known), will likely mean greater demand for improved work-life balance and flexible working practices. As this generation is famously known for prioritising work-life balance, the teaching profession will need to keep up with current demands to ensure teaching remains a desirable career option.

## More switch-off time

In our Teacher Insights Panel in 2024, we asked teachers how they engage with education marketing campaigns. The teachers we interviewed said they were regularly active on their work emails, even during school holidays. As we progress through 2025, we may find that more schools and education settings encourage stricter boundaries on teachers' work-life balance and less time 'switched on' during breaks.

## Reducing teachers' workloads

To improve teachers' work-life balance, one of the key steps will be reducing teachers' workloads. We're predicting to see more schools and teachers welcome the use of AI and new education technologies within the classroom, quickening lesson planning and content prep, and freeing up teachers' time with more efficient processes.



# Increased funding for schools

The government has increased the core schools budget by £2.3 billion.

In the Autumn Budget 2024, the Chancellor emphasised education as a top priority for the government, with their focus reflected in the funding allocations.

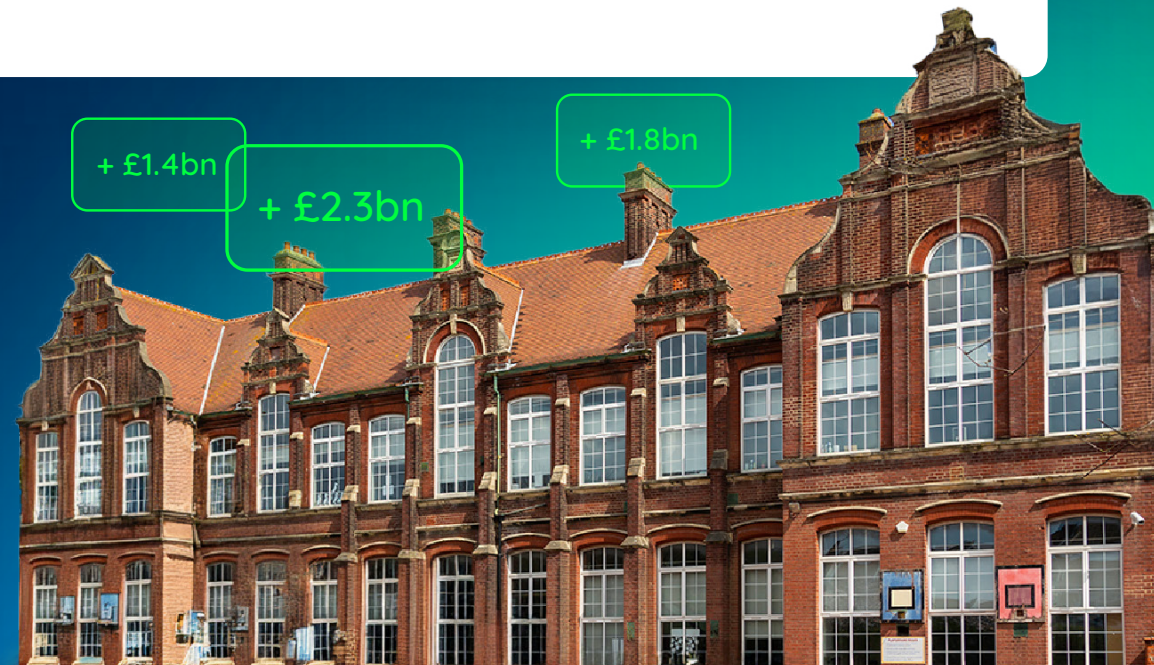
The funding announced covered a broad range of areas, such as supporting the acceleration of teacher recruitment, repairing and rebuilding unsafe school buildings, and helping the government achieve their wider mission of breaking down barriers to education.

We're expecting 2025 to be a big year for education funding - and schools may be able to access funding to invest in your offering.

My advice? Subscribe to the government's education updates so you don't miss an announcement - we monitor these daily (it's one of the many ways we're always in the know).

## An overview of the funding announcements

- £ The core schools budget is set to increase by £2.3 billion. £1 billion of this will be used to improve the SEND provision.
- £ £6.7 billion of capital investment will be allocated to the Department for Education. This funding includes £1.4 billion for the School Rebuilding Programme (to rebuild unsafe school buildings) and £2.1 billion to improve school maintenance.
- £ An additional £300 million will be allocated to further education.
- £ £1.8 billion will be allocated to help with the expansion of government-funded childcare, with an extra £15 million of capital funding to support the expansion of school-based nurseries.
- £ Breakfast club funding has been tripled to over £33 million for 2025-26.



# New efforts to tackle staff shortages

According to government stats, the number of teacher vacancies has more than doubled since November 2020.

As mentioned earlier, the government has increased the core schools budget to help support the recruitment of new teachers into the profession. But what other initiatives are in progress?

## ↗ 5.5% pay award for teachers

Education Secretary, Bridget Phillipson, has accepted the School Teachers' Review Body recommendations of a 5.5% pay award.

This means the salary for classroom teachers will increase by over £2,500 in the 2024-25 academic year. This increase in pay will incentivise more teachers to stay in the profession and encourage new staff to join.

## 📄 6,500 new teachers to be recruited

The Education Secretary has started the process of recruiting 6,500 new teachers, one of the key steps in resolving teacher shortages.



**“Making teaching a rewarding and fulfilling profession will be a top priority for the government moving forwards.**

We're working closely with an increasing number of education suppliers that are adapting their products and services to include greater benefits for teachers, whilst tackling the challenges that young children are facing during their day-to-day school life. It's been rewarding to see the increase in engagement for these suppliers as teachers take advantage of the support available to them.”

**Kate Kalkerts**

*Client Relationships Manager*

# AI as the new classroom companion

According to a survey by TeacherTap, nearly 50% of teachers are already using AI to support their work.



The role of artificial intelligence in education is quickly evolving, and we're expecting these technological advancements to accelerate in 2025.

## £3 million invested into new education AI project

In August 2024, the government announced a new AI project designed to support teachers with marking homework, creating classroom materials, and reducing the time teachers spend on school admin tasks.

The project, known as 'the content store', will involve AI companies using the national curriculum guidance, lesson plans, and student assessments to train AI tools to develop a wide range of teaching and learning resources.

## Technology we expect more schools to introduce in 2025...

### + Augmented Reality Technology

This technology enables teachers and learners to project images and content onto their classroom environment, creating a more interactive and immersive learning experience.

### + Virtual Reality Technology

This technology allows learners to view and interact with educational content through wearing VR headsets or goggles.

### + Intuitive Devices

We expect to see devices such as *AV1 robots* become more commonplace in schools. These robots enable children to engage with learning without being physically present in the classroom.



And there you have it – our 5 education predictions for 2025.

Got any questions about the changes or your 2025 strategy? Get in touch! We're here to help.