

Your UK schools guide

One of the big decisions when you're marketing to schools is which schools to target.

You'll need to think about what type of school and what level or age-group your product or service is suitable for.

To help you decide, here's a quick guide to UK schools:



Types of Schools

Academy Schools

Schools that are outside of Local Authority control. This means they have complete control over their own spending decisions.

Faith Schools

Religious based schools which follow the National Curriculum but can choose what to teach in Religious Studies.

Independent Schools

Schools which pupils often pay fees to. Entry can be based on academic ability or outstanding ability in other areas like sport.

Special Schools

Schools which help students with a range of needs including social, emotional and mental health needs, physical needs or learning needs.

City Technology Colleges

Free, independent schools run in urban areas and with an emphasis on science and technology.

Free Schools

Similar to Academy Schools, they are free from Local Authority control and meet a specific community need.

State Schools

The most common type of school in the UK. State Schools are funded and controlled by the government and local authority. Strictly speaking the term 'State Schools' doesn't exist anymore but is still widely used by education suppliers. There are many different kinds of schools that are considered State Schools.*

* These include: Community Schools, Controlled Schools, Foundation Schools, Grant-Aided Schools, Local Authority Schools, Maintained Schools and Voluntary Schools.



Phases of Education

Private Nursery Schools

Providers that offer sessional or full day care to children from the ages of 2 to 4.

Primary Schools

Schools which teach pupils from the ages of 4 to 11.

Secondary Schools

Schools which teach pupils from the ages of 11 to 16. Some also have attached Sixth Forms.

Sixth Forms

Schools which teach pupils of the ages 16 to 18, often attached to Secondary Schools.



Key Stage

The National Curriculum is divided into fixed stages of study. Schools teach a prescribed course of study for each stage, and pupils complete standard assessments at the end of each stage.

Early Years Foundation Stage (EYFS)

Ages 3 to 5, Nursery and Reception Class

Key Stage 1

Ages 5 to 7, Primary School Infants, Years 1 and 2

Key Stage 2

Ages 7 to 11, Primary School Juniors, Years 3 to 6

Key Stage 3

Ages 11 to 14, Secondary School Years 7 to 9

Key Stage 4

Ages 14 to 16, Secondary School Years 10 and 11

Key Stage 5

Ages 16 to 18, Sixth Form



What It All Means

The Education Acronyms Explained

CEIAG	Careers Education, Information, Advice and Guidance
EAL	English as an Additional Language
EYFS	Early Years Foundation Stage
IEP	Individual Education Plan <i>Usually for children with special needs</i>
INSET	In-Service Education and Training
ITT	Initial Teacher Training
KS	Key Stage
MLD	Moderate Learning Difficulties
MFL	Modern Foreign Languages
NAHT	National Association of Head Teachers
NASUWT	National Association of Schoolmasters and Union of Women Teachers
NUT	National Union of Teachers
NQT	Newly Qualified Teacher
OFSTED	Office for Standards in Education
PGCE	Postgraduate (or Professional Graduate) Certificate in Education
PPA	Planning, Preparation and Assessment <i>Most teachers have 10% of their time set aside for PPA</i>
PRP	Performance-Related Pay
PRU	Pupil Referral Unit
PSHE	Personal, Social and Health Education
PTA	Parent-Teacher Association
QTS	Qualified Teacher Status
RARPA	Recognising and Recording Progress and Achievement
SACRE	Standing Advisory Council for Religious Education
SEN	Special Educational Needs
SENCO	Special Educational Needs Coordinator
SEF	Self Evaluation Form <i>Issued to schools by Ofsted</i>
SIP	School Improvement Plan
SLD	Severe Learning Difficulties
SLT	Senior Leadership Team
TEFL	Teaching English as a Foreign Language
VA	Voluntary Aided
VC	Voluntary Controlled