



Beswick & Watton CE (VC) School

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Executive Headteacher: Mrs E Harros

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Dear Parents/carers

I hope this letter finds you well. I am writing to you today to discuss an important matter regarding the effective marketing of our school, Beswick and Watton.

The falling birth rate across the East Riding has presented us with a significant challenge, and it is crucial that we take proactive steps to secure as many children for our school as possible. Funding is directly dependent on pupil numbers, so ensuring that we showcase the excellent educational opportunities we offer to the widest audience is of the utmost importance.

To this end, I am working closely with the Friends of Beswick School (FOBS) to produce a comprehensive social media campaign. This will involve the use of photographs, short video pieces, parent testimonials, and pupil comments. We know that Beswick is a hidden gem, and that our children thrive in our nurturing environment. Our goal is to share this message with the wider community and emphasise that everyone, even those outside our catchment area, can apply for entry to our school.

I am pleased to announce that Alex Day has volunteered to handle the videography, while Fawn Wood will take photographs and together, we will start to create a bank of content that we will release throughout the year. If you would like to share your story as a parent or speak on camera about the positive impact Beswick has had on your child, they will be in school on Monday, 3rd March. This will be an ongoing process as we continue to tell the story of our wonderful school.

I am confident that, together, we can effectively market Beswick and Watton and secure the future of our institution. Please do not hesitate to reach out if you have any questions or would like to get involved in this exciting initiative.

Yours faithfully

E Harros

Mrs E Harros
Executive Head Teacher

