

THE YEAR, MONTH BY MONTH

SEP	Open event dates live and bookable. Posters into nurseries, playgroups.	MAR	Pre-Reception events. Nursery open mornings.
OCT	Open events peak. Advertising runs. First mention of the deadline.	APR 16	National offer day. Welcome your new families publicly.
NOV	Last open events. Say the deadline. Follow up everyone who visited.	MAY	Transition begins. Stay and play for September starters.
DEC	One reminder before term ends. Families decide over Christmas.	JUN	Sports day and summer fair. Photograph everything for next year.
JAN 15	Applications close. Push in week one, then stop.	JUL	Book photography and film for Sept. Y6 leavers.
FEB	Quiet. Toddler groups, stay and play. Fix the website now, not in autumn.	AUG	Schedule September's posts. First-day reminders for new starters.

15 JANUARY — applications close · 16 APRIL — national offer day

Everything before January is about being seen. Everything after it is about next year.

FIVE THINGS WORTH KNOWING

£5,115	An empty Reception place costs this much a year — and seven years of it if the child never joins.
7th	Where parents ranked Ofsted when asked what mattered. Top were the school's atmosphere and the headteacher.
1 · 2 · 3	The most useful sources parents named: open days, word of mouth, your website. All three above Ofsted.
15 Jan	Nursery children don't roll up automatically. Their parents must still apply by the deadline, same as everyone.
10	Responses needed to publish your Ofsted Parent View results. Fewer than one parent in twenty ever fills it in.

Not sure which of these your school is missing?

The Marketing Health Check takes fifteen minutes. It's free.

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