

## **BESA Sales Monitoring Scheme**

Our industry is facing turbulent times. Covid, Brexit and non-competitively tendered government grants and contracts all represent threats that could have potentially significant impacts on the trading revenues of UK educational suppliers. On top of that the move towards digital products and the dominance of online retailers such as Amazon will continue to disrupt our marketplace.

It is essential that as an industry we are able to monitor and quantify the impacts of these events. To do this we need a way of gathering reliable sales data and regular reporting on that data.

This is not an industry-specific requirement. Industries such as retail, construction and car manufacturing are all able to report regularly on the total sales of their sector, trends, threats and opportunities. This is an area where BESA, and the education suppliers' sector more widely, currently lags behind.

### **Why do we need sales data?**

- To help members understand the market and benchmark their performance
- To help members with their strategic planning
- To accurately measure the value of the industry
- To highlight trends
- To support BESA's influencing work
- To showcase and champion the UK industry overseas

### **Why do we need it now, more than ever?**

2021 -2022 are critical times for the industry. As we emerge from the pandemic it is vital that we accurately monitor the impact that school closures and remote learning has had on the industry. Similarly, we want to measure the long-term effects of Brexit on the sector. But most importantly we need to be ready to provide robust data-driven responses to any government initiatives that are potentially damaging to our sector.

We know that Oak National Academy has been granted another 12-month licence and we also know that the DfE is exploring the option of making it an arms-length body of the department. We expect that these plans will be finalised in the Autumn, corresponding to the timing of the spending review. We need to be able to demonstrate the impact that any government intervention in this area could have on commercial suppliers. We believe this will give us the best chance of influencing any decision. For this we need maximum participation in the Sales Monitoring Scheme.

### **What does BESA want to do?**

We aim to build on our existing sales data gathering surveys to create an industry-wide scheme that is:

- Comprehensive – all members participate
- Accurate – based on real sales data
- Detailed – data broken down by sector and product classification
- Up-to-date – regular reports throughout the year

### **How will it work?**

All members will be contacted and asked to participate. Each participating company will allocate a single point of contact to administer the scheme. This should be someone who has access to your sales data and is able to prepare it for transfer to us.

All participating members, BESA and our research partner (currently R3 Education) will sign an NDA agreement which outlines the very specific terms under which the data will be shared and used.

You will be provided with a blank and anonymous coded spreadsheet into which to enter your data. This is then returned to our data processor at R3 Education. Staff within BESA do not have access to your raw data.

R3 Education will aggregate and anonymise the data. The data will be published in reports broken down by sector such as Early Years, Primary, Secondary and by product classification such as furniture, assessment, curriculum content.

### **Challenges**

We know from our existing data schemes that the way companies classify their products varies, as does their ability to break down their sales by sector and school type. R3 Education will work with all participating members to develop consistency that will support our reporting. We recognise this may prove challenging and may not be perfect, but we believe we can resolve the issues over time. We also believe we need to start as soon as possible, even if we can only report at a top line level initially, in order to mitigate the risks we currently face.

The finished reports will be published for all BESA members to access. Selected headlines will be published publicly and made available to interested parties such as the DfE and DIT. We will use extracts in our influencing work, to selected partner organisations where applicable and in articles or speeches.

**We will never share any source data with other BESA members or any organisation outside of BESA and our research partner.**

### **How else will the data be used?**

BESA already provides market data based on our annual research reports, which is used by the Department for International Trade to champion the UK education brand internationally. Again, the more comprehensive and accurate this data, the better.

### **Timescale**

This Sales Monitoring Scheme is a big undertaking to get it right, so we are rolling out in phases:

Phase 1 Full membership survey of sales data 2019 and 2020

Collecting historical sales will give us a benchmark against which to measure the impact of any future initiatives. 2019 -2020 takes in Covid and Brexit and will enable us to monitor the longer-term impact of these two factors.

Data will be required to be submitted by 30 September for publication later in the Autumn 2021.

#### Phase 2 Report updated with 2021 data

We will update this initial report with sales data to end of December 2021 by the Spring 2022. This will give us the first opportunity to report on trends on a rolling three -year basis.

Data will be required to be submitted by 28 February for publication later in the Spring 2022.

#### Phase 3 Increase frequency of updates to quarterly

Throughout this period, we will be working with you and your data analyst to perfect the categorisation and data presentation process. We expect that by Summer 2022 we will be able to increase the frequency of reporting to quarterly, and to broaden the reports to include breakdowns by sector and market.

Phase 1	<ul style="list-style-type: none"><li>• Full membership survey of sales data 2019 vs 2020</li><li>• To be published Autumn 2021</li></ul>
Phase 2	<ul style="list-style-type: none"><li>• Report updated with 2021 sales data</li><li>• To be published Spring 2022</li></ul>
Phase 3	<ul style="list-style-type: none"><li>• Increase frequency of updates to quarterly</li><li>• From Summer 2022</li></ul>

#### What do you need to do now:

- Read the attached documentation from R3 Education which explains how the scheme works in more detail
- Sign up to the scheme by 1 September – [sign up here](#)
- Assign a dedicated contact person at your organisation
- Be prepared to submit your data by 30 September

#### Important – data security

All data will be aggregated, anonymised and treated in complete confidence. All participants will need to sign NDA agreements and the raw data will never be shared with anyone other than BESA and our research partner.