

2021



BRITISH EDUCATIONAL  
SUPPLIERS ASSOCIATION



# SMS-UK UK Sales Monitoring Scheme

Issue 1

What is it and why join the scheme?

 [besa.org.uk](https://besa.org.uk)

# Scheme benefits

Currently BESA operates several schemes to monitor sales of specific products and services to schools. However, it does not have a full sector overview of sales performance across the membership, as a whole, or by education level. BESA are launching a new UK sales monitoring scheme to better understand our sector.

This document outlines why we would like your company to join the scheme, the benefits of doing so for your business, and what we need from you to begin the process of inclusion. You can then start benefiting from insight into 2019, 2020 and 2021 sales and as we move into 2022, sales performance on a quarterly basis.

There are many benefits to compiling data, initially comprising historical annual sales data and later introducing quarterly updates. Benefits include:

1. Helping companies understand market size and share of the membership
2. Highlight growth sectors and those under pressure
3. Ensure accurate market data is available to government and partners to help support the sector

# What are you monitoring?

The aim is to assess sales data across the following categories (TBC):

## Sectors

1. Early Years: nursery (inc. private) and FS
2. Primary: KS1 and KS2
2. Secondary: KS3 and KS4
3. Post16: A level/vocational (school based)

## Product classification

1. Assessment/Feedback
2. Classroom resources / arts & crafts
3. Consultants/recruitment
4. CPD/Training
5. Curriculum content / Publishing
6. Stationery and consumables
7. EdTech / ICT hardware
8. Education services
9. Equipment / furniture
10. School administration / management
11. Special educational needs

# What are you monitoring?

Below is a sample of what your input spreadsheet may look like, where we will ask for total sales and either actual value sales for each classification, or a reliable percentage assessment when it is not viable or possible to extract exact value of sales for products across more than one product classification.



		2020						
		EARLY YEARS	EYFS	KS1/KS2	KS3/KS4	Post-16	TOTAL	
as a percentage of sales	TOTAL SALES (£)	£ 250,690	£ 320,540	£ 410,260	£ 120,350	£ 1,101,840		
	<i>of which (in % terms)</i>							
	1. Assessment/Feedback	7%	21%	37%	54%	27%		
	2. Classroom resources / arts & crafts	0%	0%	0%	0%	0%		
	3. Consultants/recruitment	0%	0%	0%	0%	0%		
	4. CPD/Training	17%	17%	7%	7%	12%		
	5. Curriculum content / Publishing	47%	13%	15%	15%	22%		
	6. Stationery and consumables	0%	0%	0%	0%	0%		
	7. EdTech / ICT hardware	8%	18%	9%	6%	11%		
	8. Education services	7%	9%	15%	6%	10%		
	9. Equipment / furniture	0%	0%	0%	0%	0%		
	11. School administration / management	8%	11%	11%	6%	10%		
	12. Special educational needs	5%	9%	5%	5%	6%		
Other	1%	2%	1%	1%	1%			
Check	100%	100%	100%	100%	100%	100%		
		EARLY YEARS	EYFS	KS1/KS2	KS3/KS4	Post-16	TOTAL	
sales value in £s	TOTAL SALES (£)	£ 250,690	£ 320,540	£ 410,260	£ 120,350	£ 1,101,840		
	<i>of which (in % terms)</i>							
	1. Assessment/Feedback	£ 17,548	£ 67,313	£ 151,796	£ 64,989	£ 301,647		
	2. Classroom resources / arts & crafts	£ -	£ -	£ -	£ -	£ -		
	3. Consultants/recruitment	£ -	£ -	£ -	£ -	£ -		
	4. CPD/Training	£ 42,617	£ 54,492	£ 28,718	£ 8,425	£ 134,252		
	5. Curriculum content / Publishing	£ 117,824	£ 41,670	£ 61,539	£ 18,053	£ 239,086		
	6. Stationery and consumables	£ -	£ -	£ -	£ -	£ -		
	7. EdTech / ICT hardware	£ 20,055	£ 57,697	£ 36,923	£ 7,221	£ 121,897		
	8. Education services	£ 17,548	£ 28,849	£ 61,539	£ 7,221	£ 115,157		
	9. Equipment / furniture	£ -	£ -	£ -	£ -	£ -		
	11. School administration / management	£ 20,055	£ 35,259	£ 45,129	£ 7,221	£ 107,664		
	12. Special educational needs	£ 12,535	£ 28,849	£ 20,513	£ 6,018	£ 67,914		
Other	£ 2,507	£ 6,411	£ 4,103	£ 1,204	£ 14,224			
Check	£ 250,690	£ 320,540	£ 410,260	£ 120,350	£ 1,101,840			

# What is it and Why?



What does the scheme provide?



Over September we will collect your annual sales for 2019 and 2020. Then in January 2022, we'll collect your annual total for 2021 sales. From this point onwards, we'll collect quarterly updates.



How does this help me?



At a glance you will be able to assess your own sales performance against a wide range of complimentary providers. Find out if you are above or below the market average for sales each year and assess market movements on a quarterly basis then on.



Why should I join?



Only contributors see the full reporting and with no other reliable source in the marketplace, it finally allows a flow of market data to your management team, board and investors. We can then assess this data against what school tell us about their spending each year to develop a clear supply and demand assessment of this marketplace.

What  
&  
Why?

# When and How?



When does the scheme start?



We want to have everyone onboard by the end of September, so that we can gather your previous year's data from you, allowing us to immediately present past performance as a base for the ongoing quarterly reporting as we move into the new calendar year.



Who sees our sales data and is it safe?



Having signed a group NDA to ensure all joiners are committed and know that, as with our other market schemes, your data is secure and confidential and only held by our trusted external data processor (Richard Connor from C3 Education) and BESA's directors.



How is the data collected?



You will be provided with a blank and anonymous coded spreadsheet at the beginning of each year where you enter sales and return to our data processor. As soon as all returns are received, you will receive a copy of the cumulative data and a market assessment report.

When  
&  
How