



2008/09 activities

Omnibus research projects in association with BESA

- Resources & Procurement in Independent Schools
- Impact of New Technologies in English Schools
- ICT in English Schools
- Key Resource Use in Primary Schools

Other planned omnibus research projects in 2008/09

- Printed and Digital Content
- Review of Education Policy
- New Technology Outlook for 2009

ICT Provision in UK Schools—Update

ICT Provision & Use in 2008/09

The summer session and new academic year in a period when many schools have reviewed and begun to set their ICT development plans. For some, significant decisions are being made regarding the future of ICT provision and use. These decisions need to be based on a range of data which covers the UK. As a result, NERP researchers are reviewing their activities for 2007 and 2008 and will be producing a report which will provide some of the key ICT market indicators.

The article continues to our extensive panel of ICT co-ordinators and heads of IT who conducted in June 2008. The research team obtained responses from 788 primary and 852 secondary schools across the UK. The research was commissioned by the British Educational Suppliers Association (BESA). The full report continues on Volume 3 'Children's World' and Volume 2 'Provision and Services' are available for download in the members' area of BESA's website www.besa.org.uk.

If you require additional information and analysis on the state of research or other ICT services please email Research@C3education.com or telephone our research website on 01223 326000. Full reports and commentary related to the state of research is only available to BESA members.

Views on infrastructure provision
Schools continue to invest in ICT, with 52% of primary schools indicating that they are well-equipped with desktop computers, compared to 52% in 2007. Sixty percent of secondary schools consider themselves to be in the same position – compared to a third in 2007.

For mobile computers, schools continued to be under-equipped with only 29% of primary and 27% of secondary schools suggesting that they are well-equipped. This compares to 56% of primary and 45% of secondary schools being well-equipped with internet access and broadband connectivity.

Views on PC and internet access
77% of primary and 65% of secondary schools provide teachers with good access to computer equipment for substitution purposes. Seventy percent of primary schools provide good internet access to teachers – 44% more schools than in 2006. Within secondary schools the growth of good internet access for teachers has been slower, 52% compared to 70% in 2006.

In 2007, 20% of primary schools indicated good pupil access to the internet. This has now increased to 34% of schools. In 2007, 41% of secondary schools indicated that pupils had good internet access compared to 72% in 2006.

Category	2007	2008
Well-equipped	52%	52%
Under-equipped	48%	48%
Well-equipped	33%	60%
Under-equipped	67%	40%

C3 Education, in association with BESA, have provided educational providers with a wide-range of ICT research reports during 2008. You can now access a summary of our research which will provide some of the key ICT market indicators.

For our 'ICT 2008' report our researchers contacted ICT co-ordinators and heads of IT from our National Education Research Panel (NERP). The research team obtained responses from primary and secondary schools across the UK.

You can access this report which is provided free of charge, by directing your browser to <http://reports.nerp.org.uk/ICT2008.pdf>.

This report forms the foundation for a range of research activities taking place during 2008/09 and provides an indication of the outlook schools have on the new technologies and innovative services education supply companies are providing to the sector.

The ICT report covers some interesting issues identified by the educational ICT sector including the following:

- Trends in computer provision
- Effectiveness and age of computers
- Computer usage
- Specification of computers
- Fixed and wireless network provision
- Peripherals
- Internet bandwidth
- Teacher ICT use
- Pupil ICT use

Understand your market—bespoke independent views

C3 Education manages the National Education Research Panel (NERP) and throughout 2008 our researchers received comprehensive information from over 6,000 head teachers, ICT managers and heads of department. All contributors have opted-in to be contacted by our researchers. All schools are profiled by school type, technology index, location, resource spending and a host of other indicators. This ensures we receive a well-distributed sample of data.

The NERP members are available for use by our clients for their own company/brand/product awareness campaigns and for other research uses such as customer satisfaction audits. We can build campaigns of any size using our innovative online quantitative survey software and analyse using industry-strength statistical tools such as SPSS. We can complement this with detailed online qualitative views. We can then create presentations and high-quality DTP reports if required.

Our expertise and understanding of the commercial realities of selling into the education sector ensure we continue to work closely with many of the leading educational suppliers. Recent projects have been conducted for Microsoft, RM, Pearson, Cambridge University Press and Canon, along with our various partner projects with BESA and the Publishers Association.



Make use of NERP

C3 Education has used its NERP network of key senior teachers and management to obtain comprehensive commercially-relevant survey responses from over 6,000 senior teachers in 2008. NERP is the most active market research agency supporting educational providers in the UK.



Service profile

C3 Education is a leading provider of online surveys to the educational supply sector.

With the launch of the National Education Research Panel (NERP) in June 2005, our researchers now have access to over 16,000 ICT managers, senior managers and subject co-ordinators with the experience to provide the community with valuable market information.

Our fully customisable survey software, statistical tools and reporting structures offer clients a professional service.

Over 14 years direct experience surveying schools. Over 230 surveys developed.



Quick turn-around online surveys are our speciality.

NERP membership by contact type (sample)

Head teachers / senior managers	1,960
ICT co-ordinators & network managers	2,700
Science co-ordinators & departments	1,770
English co-ordinators & departments	1,940
Maths co-ordinators & departments	1,640
Bursars & resource managers	1,130
Heads of ICT	840

*BESA members:
 Please use your BESA website user account to download these reports.

How do I ensure I make good business decisions from my data

Educational suppliers are increasingly using online survey tools to develop their own data to support business decisions. Our researchers are happy to support these activities and can provide advice on ensuring you obtain accurate answers.

To achieve this you need to ensure the wording of questions is robust, but even more importantly the population has to be representative. Some marketers send emails to thousands of schools and receive responses from a few percent. That few percent is unlikely to represent the population.

The ease and low-cost of emailing schools is eroding quality as well as quantity of data. NERP obtains response rates on its known population of between 22% to 34% - rather than 1% or 2% often achieved through blanket mailings.

Microsoft Vista Update

In January 2007, Microsoft launched Windows Vista to the education sector. At this time, the majority of schools were making use of Windows XP (see tables below), rather than previous versions such as Windows 2000 or Windows 98SE. The progression to Windows Vista is currently limited when used in desktop PCs. When it comes to laptops adoption has been more significant with around 8% of laptops using Windows Vista in June 2008.

OS Use / Desktops	Primary	Secondary
Vista	1.8%	0.8%
XP	73.1%	91.7%
2000/NT	9.5%	1.5%
95, 98 & ME	3.8%	0.2%

OS Use / Laptops	Primary	Secondary
Vista	7.9%	2.3%
XP	76.6%	87.2%
2000/NT	0.9%	0.7%
95, 98 & ME	1.3%	0.4%

Wireless technology highlights

In association with Becta, C3 Education managed a survey with primary and secondary school ICT managers on our NERP network of contributors.

The full results from this report will be available in late June, but below are some highlights we agreed to share with Becta. Our report will be more comprehensive and from a larger sample than the 555 used in the Becta report. Additional information in our report includes information on preferred suppliers and level of penetration of services.

- 57% of primary schools and 34% of secondary schools had over 75% wireless coverage of their school buildings.
- The most popular reason for implementing wireless was to support the use of ICT in classrooms other than ICT suites (81% primary and 66% of secondary schools).
- In terms of speed 85% of primary schools said their wireless network performed better than expected or as expected. For secondary schools this figure was 77%.
- In terms of reliability of connections 69% of primary schools said their wireless network performed better than expected or as expected. For secondary schools this figure was 65%.
- In terms of ease of management 83% of primary schools said their wireless network performed better than expected or as expected. For secondary schools this figure was also 83%.
- 1% of primary schools and 22% of secondary schools allow personally owned pupil devices onto the wireless network. 26% of primary schools and 42% of secondary schools allow personally owned teacher devices onto the wireless network..

Wireless 2007 data	Primary	Secondary
802.11b	36%	46%
802.11g	70%	80%
802.11a	10%	16%
WEP	37%	48%
WPA & WPA2	16%	33%