

Daniel Cook, Development Manager at the University for Lloyds TSB, is helping Oaklands School in Cheshire to boost its image in the local community.

Oaklands School is a co-educational school catering for 11-18 year olds with special educational needs. It has never had to market itself before, but government policy changes to the role of special schools have spurred Headteacher Kevin Boyle to step up his marketing activity.

"Take5 not only gives me the opportunity to test my skills in a completely new environment, but it is also a very practical way of demonstrating our corporate support for schools." says Daniel, who is helping the school to review its promotional literature, identity and website.

Kevin who already appreciates the value of swapping work environments as an alumnus of HTI's secondment programme says

"It's vital that parents understand what services we offer and what they can expect from the school, which is why getting a fresh perspective from a professional is invaluable."



Daniel Cooke, Development Manager, Lloyds TSB (left) and Kevin Boyle, Headteacher, Oaklands School