

**VerriBerri**

# Education Case Study.



**Inspired Learning Group**

VB X ILG

# Working with Schools Across the UK.

VerriBerri brings extensive experience within the education sector, partnering with schools, trusts and education groups to deliver strategic, design-led communications.

Our work combines clear messaging, thoughtful design and a deep understanding of the sector's nuances, allowing us to create materials that not only inform, but inspire confidence and trust. This experience positioned us perfectly to support Inspired Learning Group in elevating and unifying their brand across multiple touchpoints.

## Inspired Learning Group Case Study

Inspired Learning Group (ILG) operates across the UK, comprising a network of over 30 independent schools and nurseries. As one of the largest independent education groups in the country, ILG serves a diverse range of communities, delivering high-quality education from early years through to senior school.

**30+**

schools and  
nurseries across  
the UK

# The Design Challenge

ILG approached VerriBerri with a challenge many growing organisations face: their design and marketing materials lacked structure, consistency and a clear process.

With more than 30 schools and nurseries within the group, each had its own identity, aesthetic and range of facilities. While individuality was important, ILG also needed a more cohesive and streamlined way to produce marketing materials across the group.

The team required a wide variety of assets including flyers, brochures, roller banners and other promotional materials to support a busy schedule of events across multiple locations.

Without a structured design system or centralised branding resources, creating these materials quickly and consistently was becoming increasingly difficult.

Alongside fulfilling their immediate marketing needs, ILG also wanted to develop a set of design templates that would allow materials to be produced efficiently across multiple schools, locations and event dates while still maintaining the individuality of each school.

  
**100+**  
marketing assets  
streamlined across  
the entire group



## The Solution

To address both the immediate demand for design materials and the longer-term need for structure, VerriBerri implemented a two-part solution.

### 1. Interim Design Support

While brand strategy development took place in the background, we ensured ILG's day-to-day marketing needs continued to run smoothly.

We established a design helpdesk service supported by a Trello system that allowed teams across the group to submit design requests, feedback and deadlines in an organised way.

Each request included a brief, timeline and relevant branding elements. Our design team then created the required materials while also refining the visual quality and messaging to better reflect ILG's brand values and positioning.



This approach ensured that ILG could maintain momentum with their busy events calendar while improvements to their wider brand structure were being developed.

### 2. Building a Scalable Brand Framework

At the same time, we began developing a structured brand system that could support ILG's growing network of schools.

When the group was first onboarded, branding assets were spread across multiple locations with no clear structure, making it difficult to access the most up-to-date materials. Our first step was therefore to bring order to the system.

We created mini brand guideline sheets for each of the 30 schools, providing a clear reference point for their individual brand assets.

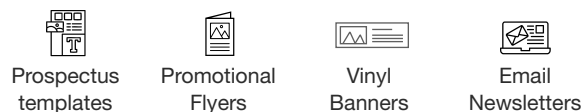
Next, we developed **style guides for key marketing entry** points, which acted as both strategy documents and practical brand guidelines. These included:

|                        |                    |
|------------------------|--------------------|
| Mission and purpose    | Key brand messages |
| Vision and positioning | Photography style  |
| Tone of voice          | Visual mock-ups    |

## Template Development

The second phase focused on creating **priority design templates** that could be used across print, digital campaigns and internal communications. These included:

### Admissions Pack



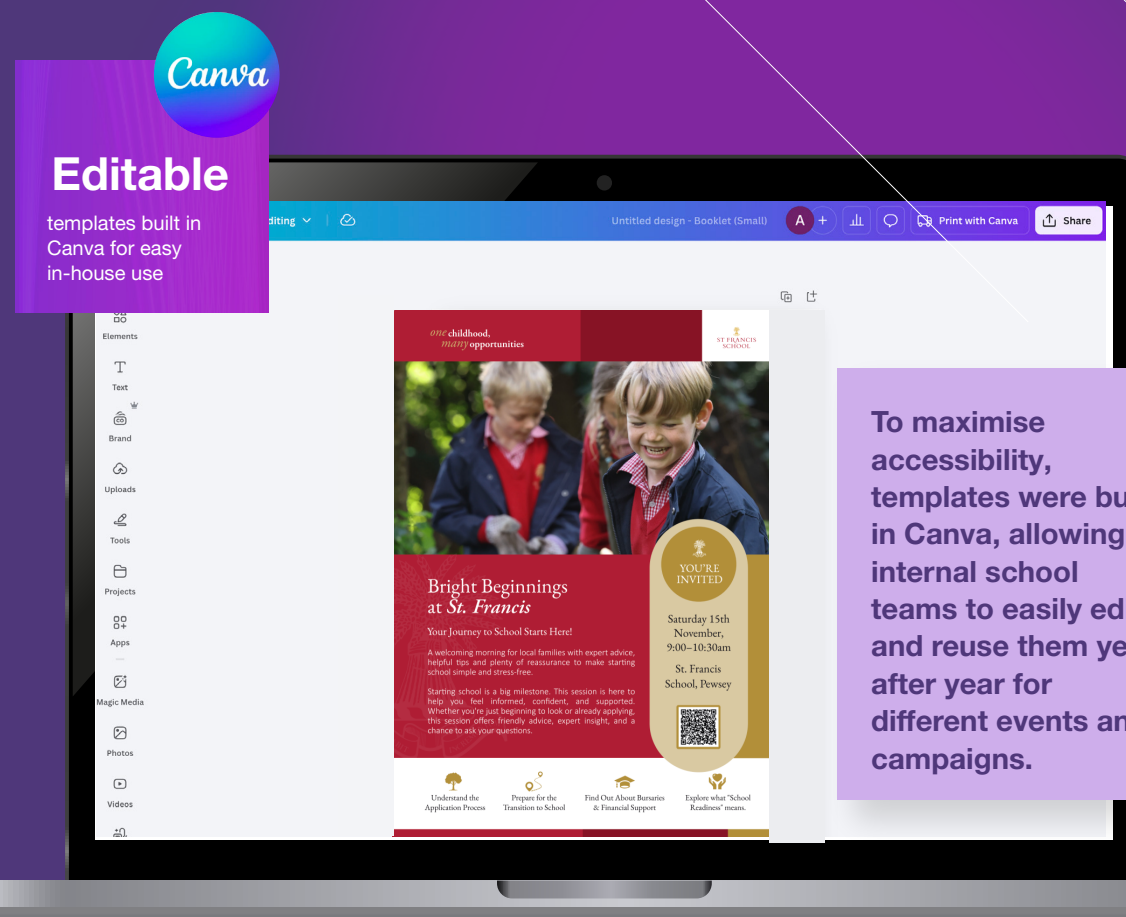
### Open Day Pack



### Always-On Content



All templates were designed to be flexible, easy to use and visually consistent, while still allowing each school's personality to shine through.



## Implementation & Rollout

The final phase focused on rolling out the new system across the organisation.

All approved templates were uploaded to Canva, alongside clear guidelines explaining how to use the templates and navigate the platform easily.

To support adoption, we also continued providing helpdesk support for schools across the group, ensuring teams could ask questions, troubleshoot issues and confidently use the system in their day-to-day work.



## Future-Proof

design system to maintain brand consistency.



## The Outcome

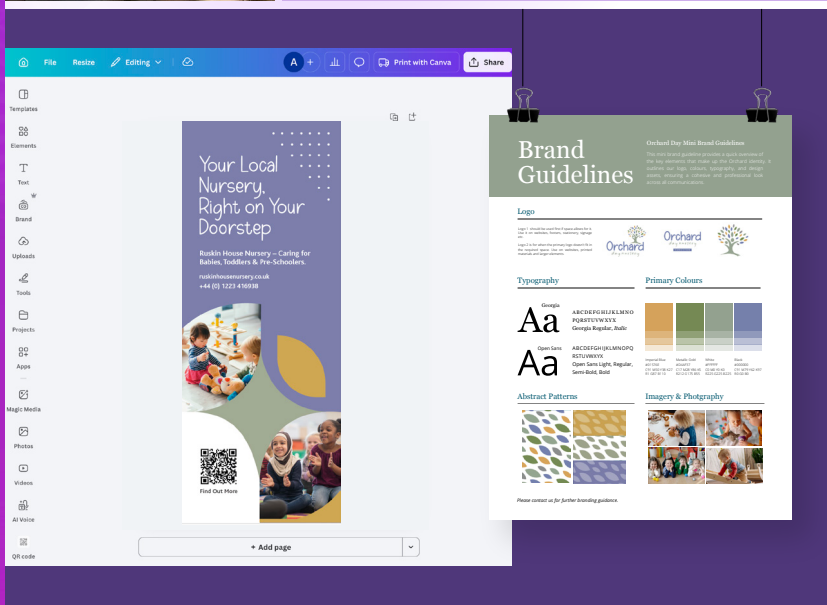
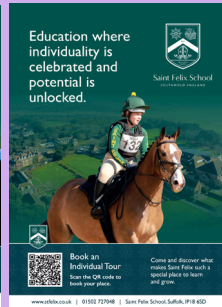
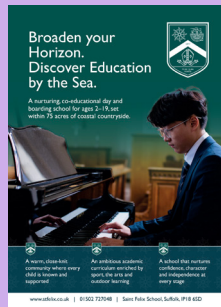
The result was a design system that supported both immediate marketing needs and long-term growth.

ILG gained reliable, ongoing design support that allowed them to continue promoting their busy events calendar without disruption.

At the same time, each individual school was given the tools to manage many of their own design requirements independently.

The new template system created a scalable framework that allows ILG to maintain brand consistency across its growing network of schools, while still allowing the ability to highlight the individuality of each location.

As the organisation continues to expand, the structure we implemented ensures new schools can easily integrate into the system and maintain a cohesive visual presence across the entire ILG group.



# The PR Challenge

We also worked with Inspired Learning Group (ILG) engaged on a targeted media relations campaign to announce its acquisition of the Royal Hospital School. The aim was to secure high-quality coverage across education, regional, and national media.

## Our Key Objectives -

- Build awareness of the acquisition among key stakeholders (parents, educators, and the wider community)
- Position ILG as a growing and credible group within the independent education sector
- Secure a mix of national, regional, and trade media coverage
- Generate positive sentiment and opportunities for further media engagement



## Targeted

national, regional  
and trade media  
outreach



# The Solution

## 1. Media List Development

A targeted media list was created covering:

- National media
- Regional outlets (East Anglia focus)
- Education and independent school trade press
- Parenting and community-focused publication

## 2. Press Release Distribution

The press release and supporting imagery were distributed directly to journalists and editors, with outreach tailored where possible to maximise relevance and increase coverage. Priority contacts were then followed up to strengthen engagement and drive further pickup.

## 3. Media Monitoring & Engagement

Media monitoring and engagement were managed in real time, with coverage closely tracked as it landed. Any journalist enquiries or emerging opportunities were quickly identified and relayed to ensure timely responses and maximise further exposure.



# The Outcome

The campaign secured strong multi-tier coverage across national, regional, and sector-specific outlets:

## National Media

- BBC News

Significant mainstream exposure, lending credibility and broad public reach.

## Regional Media (East Anglia)

- East Anglian Daily Times
- Ipswich Star / Ipswich Times

These titles ensured strong local visibility, particularly among parents, staff, and the immediate community connected to the school.

## Trade & Education Media

- Study Travel Magazine
- Independent School Management
- School Management Plus

This coverage directly reached decision-makers and professionals within the independent education sector.

## Results & Impact

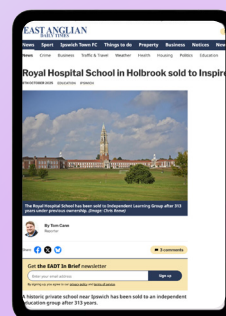
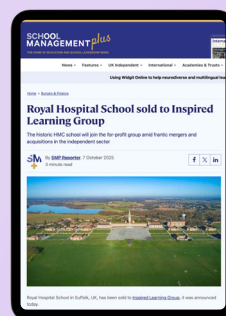
The campaign delivered really strong, well-rounded coverage across national, regional, and education-focused media. Being picked up by the BBC gave the story a big boost in credibility and helped it reach a much wider audience, while regional titles made sure the news landed with the local community, especially parents, staff, and those directly connected to the school.

At the same time, coverage in respected education and trade publications helped position Inspired Learning Group as a serious and growing presence in the sector, getting in front of key decision-makers. Overall, it struck a good balance between broad visibility and targeted reach, helping to build both awareness and trust.



## Multi-tier

coverage across national, regional, and specific outlets.



## Private school sold to independent education group



JOHN FAIRHALL/BBC  
Royal Hospital School in Holbrook has been sold to an independent schools group

Alice Cunningham  
Suffolk

7 October 2025

A private school has announced it has been sold to new owners.

The Royal Hospital School in Holbrook, Suffolk, where fees range from £22,000 to £52,000, had been under the ownership of Greenwich Hospital since the school was founded in 1712.

Greenwich Hospital said at that time all of the children were from Royal Navy families, but since there was a much lower number today, it was transferring ownership to Inspired Learning Group.

Deirdre Mills, director of Greenwich Hospital, said it was "proud" of all it had achieved over the years.

# Let's Chat!



**Got questions? We've got 'berry' good answers.**

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