



New School Openings: Capital school Dubai 2014

Ruskin Education was commissioned to provide the strategic direction, education license and the full mobilization of a new British curriculum school to open in Dubai in September 2014. The timescales were very tight with the commission being confirmed in March 2014.

A team was deployed, led by a Ruskin Lead Consultant, and a strategy team covering HR and recruitment, marketing and admissions, and administration set to work to complete the entire turnkey operation to establish and open the school in 7 months. Branding and advertising was quickly established along with a recruitment campaign to secure appropriate teaching and non-teaching staff. Through a combination of adverts and relationships that Ruskin Education already has, the school was quickly staffed with high quality British trained teachers under the leadership of an outstanding international school principal. An admissions team was trained up along with the development of comprehensive school policy guidelines and operating processes to underpin the school's operational systems.

Everything from policies, staffing, learning resources and books were secured and marketing events and activities draw interest through radio, mailshots, SMS messaging and local events, built an increasing brand awareness and interest in the school. By late August 2014, a full team of teaching and non-teaching staff were on-boarded and both building and resources were in place for a successful start to the academic year. The school opened on time with twelve classes in Foundation Stage up to Year 6. Numbers on roll hit the target for the opening and have increased steadily through a highly successful first year of operation.

Ruskin Education maintains a longer-term contract with the school to support school improvement and ensure quality through until the first school inspection. However, due to the successful opening and effective systems established from the outset, Ruskin has been able to reduce the intensity of support very quickly as the school becomes sustainable and secure for the future.