



School licensing and academic Planning leadership

Working with Advanced Education Services, a UAE based entity, Ruskin Education was commissioned with work with a premium UK grammar school to bring the brand to the Middle East. Ruskin education worked closely with the school to determine the curriculum and structure of the operation in the UAE as a K-12 premium facility, quality and priced school focused at the very top end of the education market. Where the UK school was grade 7-13 only, Ruskin worked hard to draw down its USPs and, in partnership with the school, to create the structure of its early years and primary offer whilst maintaining the ethos and values of its UK operation.

Ruskin staff spent time with the school staff in the UK and carefully crafted and created a localized structure for the curriculum that met the regulatory authority's ambitions and local priorities. A dynamic Arabic and Islamic Studies programme was created and additional focus given to the way in which the local content and culture could be embedded across the curriculum of the school. The financials were put together with full P&L and investment commitment identified along with target numbers and required growth targets to secure the school at operational break even within an appropriate timeframe and also to set tuition fees. The Academic Plan and License Application was completed on time and submitted successfully. Ruskin education maintained a strong relationship with both the UK school and the local Education Investors to maintain good communications and to ensure that the two organisations successfully worked together to secure a strong working relationship and a successful plan for opening.

Ruskin Education's team maintain a close liaison with all regulatory authorities to ensure that the team is up to date with current requirements and regulations relating to the licensing process, and also on current priorities for the strategic authorities. Consequently, Ruskin is well placed to advise school investors and to support the licensing process. License applications by Ruskin Education's team have covered, UK and American curriculum schools as well as Early Years Development Centres and both premium and mid-range price schools.