



DATABASE COUNTS & FILE INFORMATION

THE EDUCATION UNIVERSE

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www.direct2education.com



The Education Universe, Direct 2 Education's in-house database is in our opinion the most comprehensive archive of Education related marketing data available. Our commitment to continuous improvement of our data and services enables us to ensure our clients achieve truly outstanding results.



For organisations wishing to effectively communicate with this exciting and lucrative market, the [Education Universe](#) contains comprehensive details of all Education related organisations including:

- Sure Starts, Pre-schools and Nurseries
- Primary Schools
- Secondary Schools
- 6th Form Colleges
- Special Schools
- Further Education, Higher Education Colleges and Universities
- plus comprehensive coverage of all Education related Interest Groups and Support Services

The file is fully selectable by institution type, funding status, pupil roll, age of students or key stage, contact seniority, job function or curriculum responsibility. All curriculum and administrative areas are covered.

We have over 120,000 establishments listed and the contact details of Head Teachers, subject heads, general teaching staff and support staff who work in them. The record set includes full address details, telephone, fax numbers, email addresses and with multiple profiling options, highly targeted data selections can be made.

Basic data selections available:

| SITE LEVEL | CONTACT LEVEL |
|---|---|
| School type Funding status Management status Pupils on roll Age range Key stage Gender LEA area or any Geographic – e.g. Town, County, Country, Political Region, Postcode or part of, Radial Specialist college status Academy status Grammar school status Boarding facilities Religion Has 6th Form Email Website Telephone Fax Preference flags – e.g. MPS, TPC, CTPS etc | Seniority Curriculum area Administrative responsibility |

RATES (excluding vat and delivery):

| Data Usage | Volume | Rate |
|---|-----------|--------------|
| Single use – school address data + job title | per 1000 | £45.00 |
| Single use – address + named contact | per 1000 | £85.00 |
| Single use – plus telephone numbers | per 1000 | £20.00 extra |
| Single use – site email address only | per 1000 | £65.00 |
| Multi use – address + one named contact + telephone | per 1000 | £150.00 |
| Multi use – all fields | per 1000 | £195.00 |
| Delivery | fixed fee | £10.00 |
| Minimum order | fixed fee | £75.00 |

Key Facts

- Contains over 500,000 named contacts and more than 120 organisation type selections are available
- All National Curriculum subjects are covered and over 30 areas of administrative responsibility
- Highly selectable – identify the Academic or Administrative staff you need to reach, to sell your products and services
- Ideal for multi-channel campaigns – direct mail, telesales and e-marketing
- Accurate and up-to-date data

Site Counts by Organisation Type & Sub Sector

| MAIN UK SCHOOLS & COLLEGES | | | | | |
|----------------------------|------------------------------|-------|-------|-------|-------|
| Code | Description | Sites | Tel | Fax | Email |
| AES | Adult Education Services | 1009 | 1009 | 597 | 5 |
| BFM | BFPO Middle | 4 | 3 | 3 | 3 |
| BFN | BFPO Nursery | 31 | 15 | 0 | 0 |
| BFP | BFPO Primary | 35 | 34 | 32 | 26 |
| BFS | BFPO Secondary | 6 | 6 | 5 | 4 |
| BS0 | Ballet Schools | 63 | 63 | 19 | 0 |
| CC0 | Catering College | 45 | 45 | 22 | 0 |
| CLC | City Learning Centres | 101 | 101 | 0 | 85 |
| DRS | Drama Schools | 459 | 459 | 179 | 0 |
| EAZ | Education Action Zones | 56 | 56 | 54 | 44 |
| FEH | FE & HE Colleges | 484 | 482 | 227 | 127 |
| HBT | Hairdressing & Beauty | 75 | 75 | 40 | 0 |
| HOS | Hospital Schools | 138 | 119 | 48 | 1 |
| LSC | Language Schools | 1072 | 1072 | 558 | 1 |
| MAR | Multiple Age Range | 1163 | 1161 | 1095 | 706 |
| MED | Medical Schools & Colleges | 172 | 26 | 0 | 0 |
| MUS | Music Schools | 307 | 307 | 115 | 0 |
| OIS | Other Independent | 78 | 66 | 5 | 1 |
| PRI | Primary | 22107 | 22059 | 20202 | 14825 |
| PSE | Pre-school Education | 17584 | 14804 | 2305 | 273 |
| SEC | Secondary | 4390 | 4375 | 4190 | 3409 |
| SEN | SEN Unit | 36 | 35 | 26 | 0 |
| SIX | Sixth Form College | 186 | 185 | 167 | 88 |
| SSC | Sure Start Children's Centre | 3008 | 2528 | 875 | 1923 |
| SPS | Special Schools | 1401 | 1393 | 1264 | 832 |
| UNI | University | 156 | 153 | 78 | 0 |

| INTERNATIONAL SCHOOLS | | | | | |
|-----------------------|------------------------------|------|------|------|------|
| INT | International Schools | 3391 | 3353 | 3214 | 2164 |
| REC | EIRE Education Centre | 30 | 27 | 26 | 22 |
| RHE | EIRE HE Colleges | 31 | 31 | 7 | 6 |
| RIT | EIRE Institute of Technology | 12 | 12 | 1 | 10 |
| RPR | EIRE Primary | 3200 | 3139 | 0 | 5 |
| RSE | EIRE Secondary | 751 | 751 | 745 | 529 |
| RSS | EIRE Special Schools | 78 | 73 | 0 | 0 |
| RTP | EIRE Traveller Pre-schools | 41 | 0 | 0 | 0 |
| RUN | EIRE University | 7 | 7 | 5 | 3 |

| CAREERS | | | | | |
|---------|-----------------------------|------|------|-----|-----|
| BFF | BFPO Family Welfare Officer | 231 | 0 | 0 | 0 |
| CAA | Army Careers | 134 | 134 | 0 | 0 |
| CAB | Citizens Advice Bureau | 1059 | 748 | 566 | 157 |
| CAC | Connexions Centres | 1064 | 1027 | 312 | 310 |
| CAU | University Campus Careers | 254 | 250 | 232 | 238 |

YOUTH OFFENDING & CRIMINAL JUSTICE

| Code | Description | Sites | Tel | Fax | Email |
|------|------------------------------|-------|------|------|-------|
| INT | International Schools | 3391 | 3353 | 3214 | 2164 |
| BSC | Behaviour Support Centres | 16 | 14 | 7 | 15 |
| DC0 | Detention Centre | 5 | 5 | 3 | 0 |
| HMP | HM Prisons | 118 | 116 | 113 | 1 |
| HMY | HM Prison & YOI | 25 | 25 | 24 | 1 |
| PCW | Police Community Welfare | 1381 | 1381 | 728 | 0 |
| PRU | Pupil Referral Unit | 409 | 371 | 149 | 10 |
| STC | Secure Training Centres | 2 | 2 | 0 | 0 |
| SU0 | Secure Units | 24 | 20 | 16 | 0 |
| U21 | Under 21's Remand Centres | 2 | 2 | 2 | 0 |
| WP0 | Women's HM Prisons | 6 | 6 | 6 | 1 |
| WPY | Women's HM Prison & YOI | 6 | 6 | 6 | 0 |
| YOI | Young Offenders Institutions | 29 | 29 | 29 | 0 |
| YOT | Youth Offending Teams | 142 | 141 | 141 | 127 |

LOCAL GOVERNMENT & EDUCATION INTEREST GROUPS

| | | | | | |
|-----|---|------|------|-----|-----|
| CF0 | Children's Fund | 51 | 33 | 15 | 29 |
| DAT | Drug Action Teams | 178 | 176 | 151 | 130 |
| DES | Department for CS&F | 22 | 22 | 12 | 12 |
| EDA | Education Agencies | 1021 | 1021 | 748 | 0 |
| EIC | Excellence in Cities | 100 | 99 | 81 | 68 |
| ESC | Education Support Centre | 40 | 40 | 26 | 0 |
| FBO | Faith Based Organisations | 314 | 300 | 189 | 293 |
| FLN | Family Learning Networks | 47 | 47 | 2 | 46 |
| HST | Healthy Schools Teams | 123 | 122 | 66 | 100 |
| LAC | Local Authority Children's Services | 442 | 442 | 418 | 178 |
| LAF | Local Authority Family Services | 261 | 261 | 252 | 95 |
| LEA | LEA Offices – Main Site Address | 202 | 202 | 181 | 0 |
| LEA | LEA Contacts – Overall Responsibility | 202 | 202 | 181 | 161 |
| LEA | LEA Contacts – Grants | 52 | 52 | 46 | 41 |
| LEA | LEA Contacts – Inspection | 14 | 14 | 12 | 11 |
| LEA | LEA Contacts – Pre-school / Early Years | 24 | 24 | 20 | 19 |
| LEA | LEA Contacts – Psychology | 199 | 199 | 179 | 159 |
| LEA | LEA Contacts – Pupil Assessment | 53 | 53 | 47 | 42 |
| LEA | LEA Contacts – Special Needs | 64 | 64 | 57 | 51 |
| LEA | LEA Contacts – Strategy | 317 | 317 | 285 | 253 |
| LEA | LEA Contacts – Travel Planning | 185 | 185 | 166 | 148 |
| LEA | LEA Contacts – Welfare | 57 | 57 | 51 | 45 |
| LEA | LEA Contacts – 14-19 Strategy Manager | 187 | 187 | 168 | 149 |
| MOD | MOD Low Val Purchase Group | 236 | 0 | 0 | 0 |
| MP0 | MPs | 659 | 0 | 0 | 0 |
| PIB | Professional Bodies | 193 | 193 | 165 | 0 |
| PSH | PSHE Contacts at LEA | 606 | 493 | 294 | 468 |
| SSP | Sure Start Program Managers | 290 | 285 | 237 | 273 |
| SSR | Sure Start Regional Teams | 27 | 17 | 9 | 18 |
| TTA | Teaching & Trade Associations | 792 | 707 | 574 | 534 |
| YS0 | Youth Services | 61 | 58 | 41 | 51a |

SCHOOL TRIPS – AFTER SCHOOL ACTIVITIES – SPORTS – YOUTH RELATED

| Code | Description | Sites | Tel | Fax | Email |
|------|----------------------------|-------|------|------|-------|
| ASC | After School Care Services | 362 | 362 | 72 | 0 |
| CCS | Childcare Services | 1451 | 1451 | 264 | 0 |
| CPA | Children's Play Centres | 664 | 664 | 221 | 1 |
| CS0 | Camp Sites | 551 | 551 | 221 | 0 |
| HOC | Holiday Centres | 471 | 471 | 341 | 0 |
| LC0 | Leisure Centres | 2819 | 2819 | 1823 | 1 |
| LTP | Leisure and Theme Parks | 34 | 34 | 29 | 0 |
| MAS | Martial Arts School | 729 | 729 | 157 | 0 |
| PFZ | Wildlife Parks and Zoos | 293 | 293 | 181 | 0 |
| PG0 | Parks & Gardens | 452 | 452 | 259 | 0 |
| PSP | Public Swimming Pools | 527 | 527 | 313 | 0 |
| SC1 | Sports Clubs | 6306 | 6306 | 1518 | 0 |
| SG0 | Sports Grounds | 397 | 397 | 173 | 0 |
| VA0 | Visitor Attractions | 968 | 968 | 640 | 0 |
| YCC | Youth Clubs and Centres | 3377 | 3377 | 1422 | 1 |
| YH0 | Youth Hostels | 265 | 265 | 185 | 0 |

OTHER EDUCATION AND TRAINING RELATED

| | | | | | |
|-----|-----------------------------|------|------|------|----|
| AC0 | Arts Centre | 501 | 501 | 294 | 0 |
| BFF | BFPO Family Welfare Officer | 231 | 0 | 0 | 0 |
| BKS | Book Shops | 3569 | 3569 | 2114 | 0 |
| BSE | Brook Sex Education Centres | 34 | 0 | 0 | 0 |
| CH0 | Children's Homes | 392 | 392 | 278 | 0 |
| DAS | Dance Schools | 1695 | 1695 | 358 | 0 |
| DLC | Distance Learning | 19 | 19 | 13 | 0 |
| ETL | Educational Toy Libraries | 24 | 24 | 11 | 0 |
| ITT | IT Training | 884 | 883 | 513 | 4 |
| LEC | Life Education Centres | 112 | 110 | 25 | 42 |
| PL1 | Public Libraries | 3797 | 3797 | 1880 | 0 |
| PMT | Private Music Tuition | 1336 | 1336 | 184 | 0 |
| PSC | Playing for Success Centres | 73 | 64 | 31 | 0 |
| PT0 | Private Tutors | 1160 | 1160 | 203 | 0 |
| ST0 | Speech Therapists | 98 | 98 | 28 | 0 |
| TC0 | Teachers Centres | 77 | 75 | 14 | 0 |
| TC1 | Training Centre | 1871 | 1871 | 1426 | 0 |
| TC2 | Training Company | 4202 | 4202 | 3163 | 0 |
| TC3 | Training Consultancy | 1772 | 1772 | 1201 | 0 |
| TP0 | Training Providers | 647 | 647 | 462 | 0 |
| TTC | Teacher Training College | 34 | 28 | 0 | 0 |

For more information, targeted list counts or advice call **01634 26 36 26** or email enquiries@direct2education.com



NAMED CONTACTS

Research is conducted on a daily basis, so contact counts are changing all the time. Please call for an up-to-date count of your preferred named contact selection. Named contacts available include:

Administrative

Head Teacher
 AV Manager
 Bursar
 Catering Manager
 Chair of Governors
 Chair of the PTA
 Deputy Heads
 Facilities/Site Manager/Caretaker
 Fundraising Officer
 Head of Assessment
 Head of Sixth Form
 Health and Safety Officer
 INSET Co-ordinator
 IT Manager
 Key Stage Co-ordinators
 Librarian
 Network Systems Manager
 NQT Co-ordinator
 Pastoral Heads
 Person Responsible for Child Protection
 School Nurse
 School Secretaries
 School Trips Organiser
 Science Technician
 Year Heads

Curriculum

Art & Design
 Business Studies / Economics
 Careers Education
 Citizenship
 Classical Studies
 Design & Technology
 Engineering / Manufacturing
 English / Literacy
 Food Technology
 Geography
 Head of Drama / Performing Arts
 Head of Nursery / Early Years
 Health and Social Care
 History
 Hospitality & Catering
 ICT (Information and Communication Technology)
 Law
 Leisure & Tourism
 Mathematics / Numeracy
 Media Studies
 Modern Foreign Languages (including French, German, Spanish, Italian, Latin, Russian and Mandarin)
 Music
 Physical Education
 Politics
 PSHE (Personal, Social and Health Education)
 Religious Education
 Science (including Physics, Chemistry, Biology)
 Social Science (Sociology, Psychology, Philosophy)
 Special Needs
 Vocational Training / NVQ Co-ordinator

BASIC FILE STRUCTURE

| Field Name | Type | Length |
|---------------------------------|---------------|--------|
| D2E URN | Number (Long) | 4 |
| Title | Text | 50 |
| Initials | Text | 25 |
| Surname | Text | 150 |
| Job Title | Text | 150 |
| Institution Name | Text | 255 |
| Address 1 | Text | 150 |
| Address 2 | Text | 150 |
| Address 3 | Text | 150 |
| Town | Text | 150 |
| County | Text | 150 |
| Postcode (e.g. ME8 8GL) | Text | 50 |
| PCode (Part Postcode – e.g. ME) | Text | 50 |
| PCOut (Outward – e.g. ME8) | Text | 50 |
| PCIn (Inward – e.g. 8GL) | Text | 10 |
| Country | Text | 50 |
| LEA Code | Text | 10 |
| LEA Description | Text | 255 |
| Political Region | Text | 50 |
| Telephone | Text | 50 |

BASIC FILE STRUCTURE (CONTINUED)

| Field Name | Type | Length |
|---------------------------|------|--------|
| Facsimile | Text | 50 |
| Email Address | Text | 150 |
| Web Address | Text | 150 |
| Institution Type | Text | 50 |
| Funding Status | Text | 50 |
| Management Status | Text | 50 |
| Religious Character | Text | 150 |
| Key Stage | Text | 50 |
| Age Range | Text | 50 |
| Lowest Age | Text | 50 |
| Highest Age | Text | 50 |
| Pupil Roll Banding | Text | 50 |
| Actual Pupil Roll | Text | 50 |
| Gender | Text | 50 |
| Specialist College Status | Text | 50 |
| Grammar School Status | Text | 50 |
| Beacon School | Text | 50 |
| Reception Class | Text | 255 |
| State Nursery | Text | 50 |
| Independent Nursery | Text | 50 |
| Early Excellence Centres | Text | 50 |
| Boarding Facilities | Text | 50 |

List research, maintenance and development of the Education Universe are central to our operation.

Our systems are constantly monitored, reviewed and improved. We have found that a multi-channel approach gives the best results and we maintain the file in the following ways:

Data User Groups

Clients who purchase our data are invited to join our Data User Group. When using our data for marketing communications, accounting and administration purposes our clients are in regular contact with the institutions maintained on the list. When an anomaly in the data is identified, we ask Data User Group members to feed this information back so that the Education Universe can be updated accordingly.

Direct Mail Returns

We deliver many successful mailing campaigns for our clients. Most envelopes used will feature Direct 2 Education's return address, so any gone-away items are automatically returned to us for checking. The Education Universe is then updated where necessary.

Dedicated Research Team

We maintain and develop the Education Universe on an ongoing basis. All aspects of the list including address, telephone numbers, emails and contact details are verified.

Screening Programme

We can suppress against all the major preference files including MPS, and TPS and CTPS.

OTHER LISTS ALSO AVAILABLE

Many suppliers to Education also sell to other vertical markets. As your one-stop marketing partner we are pleased to offer a wide selection of high quality lists including:

Government

50,000 key decision makers across all Government organisations

Health Sector

130,000 sites - 200,000 named contacts - personal and site level emails

Business to Business Lists

1.6 million records - over 1700 business activities profiled – over 400,000 emails

Consumer Marketing Data

44 million UK consumers - over 300 selection methods

List Broker Service

For anything we don't have in-house

List Build Service

For creation of lists from scratch, where not commercially available elsewhere

For more information call 01634 26 36 26 or email enquiries@direct2education.com



UNDERSTANDING EDUCATION

DIRECT 2 EDUCATION

The Education Marketing Specialist

For more information please contact:

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List Warranty No's. 003242/003243/003244 Data Protection No. PZ8693705

