



Jakeman Nursery School with Daycare
Jakeman Road, Balsall Heath,
Birmingham, B12 9NX
Tel: 0121 440 3066
Email: enquiry@jakeman.bham.sch.uk
Executive Head Teacher: Samantha Richards

Friday 30th June 2023

Google reviews and an ask for help

Dear Parents / Carers,

I am writing today to ask for your support and help. You may know a little about the challenges schools and maintained nurseries face with budgets and funding. Funding is very tight and running a school effectively is very expensive! We strive for providing the very best early education for our children.

We have not currently filled our available spaces for September 2023 and ultimately, our budget is determined by the number of children we have. Despite having our fantastic grading of Outstanding from Ofsted recently, we must continue to do more to ensure families in the local community know about us. We have looked at ways for us to use advertising and marketing to help increase our numbers.

We currently:

- Have marketing leaflets that we drop to houses and attractions in the local area
- Have Facebook, Instagram and Twitter social media accounts that we post on regularly
- Update our website regularly with information and newsletters

Our plea for help:

- We currently have only 4 Google reviews and would kindly ask that you visit and leave a review. Google reviews make a difference to Google searches for childcare in local areas and the more reviews we have, the better. If you can spare a few minutes, please see instructions overleaf to leave a Google review for Jakeman Nursery School.
- If you work in the local community and may be able to help us with additional marketing, please get in touch.

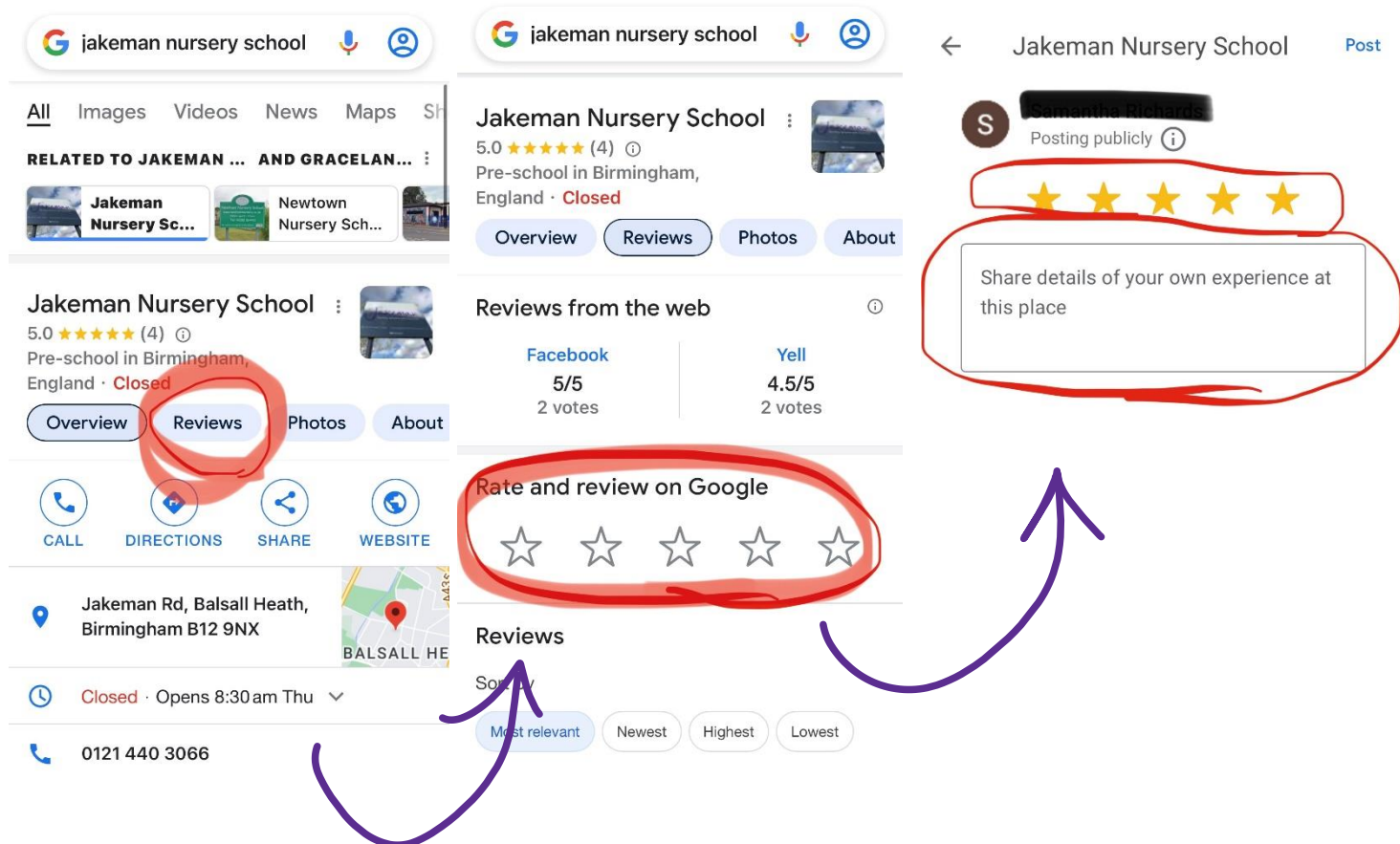


review us
on Google



Leaving a Google review (images below):

1. Using a phone, Google 'Jakeman Nursery School'
2. Click 'reviews'
3. See 'Rate and review on Google' and select the number of stars you would give Jakeman
4. Sign in to your google account or add one
5. Type a short review in the 'share details of your own experience at this place' box
6. Click 'post' in the top right corner



Our goal is to get 30 reviews by the summer break. Can you help us?

If you need any help, please let us know and we can complete a review with you.

Yours faithfully,

Samantha Richards
Executive Head teacher

