A consultancy supporting schools globally

Providing world-class services for international schools
Mission Statement

SBS Education is a globally recognised full service provider to the education sector that supports schools to improve, develop, expand and aspire to excellence.

Our core values

Integrity  Service  Professionalism  Excellence

Stay in touch

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@SBS_edu  sbs-education
Introduction

Based in the UAE, SBS Education is the international arm of British school support specialist School Business Services Ltd and our platform to offer local consultancy, supported by a dedicated, experienced team.

A leading global specialist in providing services and products to the education sector, School Business Services (SBS) was founded in 2007 by two owner-directors, Tina Brown and Mark Tadman, both of whom have many years of experience in delivering business services and consultancy for the education sector.

Expert team

Beginning with an initial workforce of approximately twenty people, SBS provides Finance, MIS & ICT services for schools. Our rapid expansion over the years has seen us grow to now support over 1000 schools, employ over 90 staff and open three offices in the UK and the global office in Dubai.

Constantly moving forward, our areas of expertise continue to expand as we discover the new challenges of international schools, and provide our extensive experience to make them exceptional schools. We relish partnering with passionate investors to produce ambitious international schools and Early Learning Centres (ELCs) to help deliver prestigious curriculum’s.

Why work with SBS?

By using our expertise, schools can benefit from our:

- **Knowledge** – Our experience of local and regional challenges enables us to advise, manage and operate at all levels of education and provide tangible solutions to investors, owners, operators and school leaders

- **Connections** – The SBS Education team has licensed, managed and delivered new school projects across the Middle East with a range of investors, schools, ELC’s and government bodies; navigating the regulatory challenges to establish leading schools in the region

- **Proximity** – The addition of international SBS offices has allowed us to further expand our business in the Middle East which allows us to maintain our relationships, monitor developments in the local education sector and provide a responsive service
Leadership team

Our team at SBS Education has licensed, managed and delivered outstanding education outcomes across the globe.

Tina Brown
Chief Executive

Tina is an expert within the education sector, in particular, the opening and management of new and existing schools, inclusive of implementing and analysing financial feasibility studies.

Starting her professional career in investment and mortgage sales within the banking industry, Tina’s pivotal shift to education happened 20 years ago through her work as a School Bursar and later in the strategic arena leading the Schools Financial Team for her local government. In 2004, she moved to private school consultancy and in a natural career trajectory, opened her own company in 2007.

Tina is the Chief Executive and co-owner of School Business Services (SBS) in the UK and SBS Education in the UAE. She leads our 90+ team to provide a full ‘school management solution’, offering highly trained and quality-specialised personnel to give the enterprise’s owners confidence that their new school project is being managed and grown by the most capable of teams.

Mark Tadman
Director

Mark has worked to deliver education services for over 20 years and has a wealth of experience in the sector. Previously his career had been in the private sector working for large IT organisations that delivered services for thousands of users. Mark’s move to education began with his passion to provide improved ICT services for schools, acknowledging that staff and students required corporate standard infrastructure and systems to enable excellent teaching and learning.

In 2008 Mark founded School Business Services with Tina Brown. The company immediately made an impact in the education sector due to its dedicated staff and excellent customer service. Mark is responsible for the ICT & MIS services within SBS and is constantly striving to improve services, make day-to-day operations more convenient for schools and reduce their costs.

Paul Grisewood B.Ed, B.A Ed, LCoIT, MACE MACEL
School Projects Director

Paul has worked as a school leader and is familiar with independent and international schools in many countries including Australia, UK, the Middle East and Japan.

He has worked in private, independent and international schools as a teacher, Deputy, Head of Primary, Principal, Director and CEO. He has also had the privilege of being a school governor and a Proprietor of an independent school in the UK.

Paul currently enjoys supporting a variety of Independent and International schools and organisations with marketing, school improvement, reviews and audits, governance, executive search recruitment and business operations, to ensure their viability in the long term.
Services

Drawing upon the best international education research and practice, we tailor our solutions to the specific needs and aspirations of each school.

We are a multidisciplinary educational consultancy company working with:
- International schools
- Independent schools
- International organisations
- Investors in education
- Government supported maintained and academies
- Free schools
- Government and their agencies

SBS provides full school management, with a local specialised team able to project manage and open new schools and Early Learning Centres (ELC’s), as well as provide school improvement and support services to the region.

With global offices, our services have been formulated to provide a comprehensive support package for schools. SBS’ areas of expertise continue to expand as we discover the new challenges facing modern schools and their leadership teams, including school improvement in the UK and international school development.

We support all school types across the UK & international schools abroad and currently provide services or manage over 700 schools globally.

New School Projects

Building a new school is a vast project. Our support ensures that your vision becomes a reality to create a world class facility for your students.

School Operations

We support the ongoing operational management for schools, working with principals, boards or owners to ensure sound governance and quality education.

School Improvement

Working with schools, and both owners and investors in a consultative role, we deliver improvement services and provide strategic education advice and support.
New School Projects
Creating a new school is an extensive, multi-faceted project.

Our end-to-end process ensures that your vision and investment becomes a reality to create a world class environment for teaching and learning.

Project phases
By developing a clear project brief, SBS will ensure that all parties have a shared understanding of the vision and objectives of the new school or Early Learning Centre (ELC).

We have a 5 phase approach to New School Projects:

- **Phase 1:** Visioning
- **Phase 2:** Licensing
- **Phase 3:** Planning and Design
- **Phase 4:** Pre-Opening and Project Management
- **Phase 5:** Management and Operation

Financial modelling

**How will we maximise your return on investment (ROI)?**

Prior to commencement of Investor discussions and school licensing, SBS will provide business and financial modelling to ensure the required internal rate of return can be achieved from the new school project. This will prevent jeopardising the quality of build and most importantly, teaching and learning.

Our business planning approach quantifies start-up capital requirements and operational budget, break-even point, IRR, the feasibility of the school model in the market, enrolment projections, site requirements and determination of the purpose and direction of the school, educational philosophy, human resource requirements, and conveyance of the proposition to the founding group.

Areas for action

We suggest that to be successful, all parties must satisfy themselves that a project of development, improvement or change is explicitly guided through distinct, quality assured phases. To assure all aspects are strategically project managed and professionally organised SBS focuses upon Areas for Action, which ensures that every aspect of a school’s needs are addressed.

**We methodically address the following areas:**

- Vision and Mission
- Strategy
- Marketing and Promotions
- Teaching and Learning
- Enrolment and Admissions
- Finance and Resources
- Back-Office Systems
- Facilities
- ICT Infrastructure
- Leadership Management and Organisation
- Staff and Training
- Campus and Facility
- Safety and Security
- School Community
SBS Managed Service
Operational elements required for a new school and its ongoing management.

To allow you to focus on creating a world-class environment for teaching and learning, we can manage all operational elements, implementing back-office systems, facilities and ICT infrastructure on behalf of the school.
School Operations

We support the ongoing operational management for new and existing schools, working with principals, boards or owners to ensure sound governance and quality education.

Our process builds local capacity and confidence to ensure that teachers and managers develop the skills and expertise they need to maintain school success.

Service Delivery

To cater for the varying nature of school management across the globe, where there are a number of scenarios that a school faces, we have several support options to suit the way you operate:

A. Fully managed service – Operating the school on behalf of the owners

Adopting the vision of the management, we can take a project brief and use our resources to steer the long-term operations of the school. This allows owners to focus their efforts on other activities, such as attracting investors, pursuing personal development or building new schools.

B. Bespoke service – Working alongside owners in the operational management of the school

Dovetailing seamlessly with school leaders, we can deploy strategic advisers and expert teams to support the day-to-day management of the school.

Support can include:

- Leadership
- Systems
- Development plans
- Business operations
- Quality assurance

C. Projects and Personnel – We can deliver standalone projects, services or provide interim roles to fill in the gaps when you need it most:

- Accreditation, inspection and regulatory requirements
- Administration support
- Financial management and support
- HR leadership and support
- Marketing, admissions and community development
- Procurement
- Teacher recruitment

D. Back-office support – On an annual basis, we can provide comprehensive solutions for the following key operational functions:

- Budget & Staff Management Software - SBS Online Turn to page 8 for details
- MIS Systems & Support Turn to page 10 for details
- HR Services Turn to page 12 for details
- ICT Support Services Turn to page 9 for details
- Finance Systems & Support Turn to page 11 for details
Budget & Staff Management Solution for Education

Developed to accommodate independent schools, and the first budgeting solution for the international market, SBS Online is a unique, cloud-based budget management software, offering:

• Unlimited budget scenarios
• Accurate salary forecasting
• Detailed analysis and graphical presentation over the next 10 years
• Customisable reporting suite
• Student contracts for accurate income projection
• Cashflow and balance sheets
• KPI projections aligned to curriculum needs
• Salary and budget monitoring for complete financial confidence
• Unique features for organisations supporting multiple schools
• Ongoing product development and user support at no extra cost

Contact us today at info@sbs-edu.com or visit www.sbs-edu.com for more information.

“The introduction of SBS Online into Ajman Academy has allowed me to produce more accurate, professional looking information to my Board of Directors. With excellent customer service by the service desk and the ability to use one platform to produce a five year budget, carry out financial scenario planning and also budget monitoring, SBS Online has proven invaluable to me. A thoroughly recommended tool that is so easy to use and yet produces excellent results. A lifesaver!

Gary Wills | ACMA | CGMA
Finance & Administration Manager, Ajman Academy
ICT Support Services
A range of support to establish and maintain a secure, smooth-running school ICT estate.

ICT Infrastructure
To allow you to focus on creating a world-class environment for teaching and learning, we can manage all ICT requirements, implementing a robust and innovative infrastructure on behalf of the school.

This service is ideal for both new school builds and existing schools who are looking to improve their facilities.

ICT Audit & Forward Strategy
Does your technology strategy support teaching & learning?

We can deliver a comprehensive audit of your school’s ICT to create a detailed 5 year development plan.

Our process is designed to suit you:

1. **Visit** – An SBS ICT specialist will visit your school at a suitable time to ensure minimal.
2. **Audit** – We will complete a review of your school’s ICT, including make, model, age
3. **Report** – A detailed report of your ICT will be provided to outline recommended upgrades and draft budgeting information.

Once provided, we can carry out the upgrades recommended in our ICT Audit via our Forward Strategist role.

**Forward Strategist**
At SBS we strive to deliver a complete ICT service for your school as this level of support allows us to maximise our impact on teaching and learning.

To implement your technology strategy we can provide a responsible and proactive Forward Strategist.

• Provide leadership
• Be communicative
• Coordinate ICT projects

ICT Service Desk
The SBS Service Desk is staffed by experienced personnel who are on hand to assist you in resolving your day-to-day queries.

Our support includes:

• Proactive account management
• Remote system monitoring
• Network management
• Email account setup
• System issue identification

• Office 365 migrations
• Online backup management
• Latest news via blog subscriptions

The ICT strategy audit was exemplary with detailed briefing notes at all stages. SBS made the most of the summer break to complete the project in time for the autumn term. Furthermore, George Mitchell School staff were involved in the process which is important for the Continuing Professional Development (CPD) of the team.

*John Lawrence*
School Business Manager • George Mitchell School
MIS Systems & Support

Are you using your MIS to its full potential?

We have a range of support levels to allow you to maximise pupil and staff data.

Support levels

Health Checks
A comprehensive health check is provided to evaluate and ensure that your MIS system is used effectively and efficiently. A full report will be provided for the senior leadership team to show the areas where improvements and timesaving could be made.

Migrations
Our experienced consultants have successfully managed the amalgamation and migration of data to a number of different school sectors, by providing an efficient and cost effective service to ensure minimal disruption and a smooth transition to the new system.

Training
The data within your MIS system is critical to the success of your school and using the system to its full capability can help you achieve your goals. SBS can work with your school, on any aspect of your MIS system, with a training programme which is tailored to suit your needs.

Support
Delivered by a dedicated, accredited team of experienced educational consultants, our support packages are designed and optimised to meet the schools’ requirements to the highest standard.

Contact us today at info@sbs-edu.com or visit www.sbs-edu.com for more information.

“I can’t thank SBS enough for all their hard work preparing for our Ofsted inspection. They are our fourth emergency service! The consultants always go out of their way to help and do things in minutes that would have taken me hours. Our SIMS experts are invaluable to us.”

Mary Draper
Office Manager • Gwyn Jones Primary School
Finance Systems & Support

Does your school make the most of its resources?

We’ve designed a support level structure to suit schools that need help in managing their finances.

Support levels

**Health Checks**
We offer finance system health checks and can project manage the implementation of recommendations. The health check review covers income, expenditure, accounting practices, reporting procedures and the adequacy of the existing processes.

**Migrations**
To accurately analyse your resources and provide a platform from which to make educated decisions, our expert team can setup new finance software or convert from an existing package.

**Training**
Our programmes are developed to be practical, relevant and innovative and are constantly reviewed to ensure they are always focusing on the latest issues in education finance.

**Support**
Using a combination of bursary, remote and consultancy approaches, the SBS team can support your school to optimise your finance system and maximise your resources.

Contact us today at info@sbs-edu.com or visit www.sbs-edu.com for more information.

Governors have said in a committee that our school is receiving “brilliant financial support” from SBS. With SBS support I am confident in my budget plans, as are my governors. Governors are receiving effective briefing, monitoring reports and budget plans that help them understand the school’s financial position, including year-end projections and management of any surplus balances, allowing for challenge of expenditure proposals.

Stewart Harris
Headteacher • Phoenix Primary and Secondary School
HR Services

Need to stay compliant with the complex aspects of employee management?

Our CIPD qualified experts provide advice & guidance, audits & reporting, contract management, or simply support your in-house team when you need extra capacity.

HR service

Our HR support for international schools includes:

- Recruitment for new schools
- Service desk advice & support
- HR policies & administration
- Headship & senior level recruitment
- Training
- Performance management & development
- HR casework
- Investigations
- Wellbeing & EAP
- Change management
- Employment law updates

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Castleman Academy Trust has been using SBS HR services for the last two years and we have been so impressed with their professionalism, knowledge and response times to our queries.

From raising a question with service desk staff to meeting personally with our HR advisor, we have always felt hugely supported. The expertise and knowledge provided by all we work with at SBS has been most impressive. They have supported us with such a variety of issues, from restructuring to policy development.

Rhonda Moore
Executive Headteacher • Castleman Academy Trust
School Improvement

Working with schools in a consultative role, we deliver improvement services and provide strategic education advice and support.

Drawing upon our wealth of experience, technical expertise, international schools research and best practice, we tailor our solutions to the specific needs and aspirations of each client and project. We work with schools, organisations, governors, owners and investors to deliver operations excellence.

School Improvement Model

We aim for excellence and subscribe to the belief that there must be an organisational alignment and focus to achieve this.

For maximum performance, the key components within the educational organisation, including its mission, vision, values, strategy, structure, systems, and especially the hearts and minds of its people, must be aligned.

Consistently remarkable and focused organisations, inside and outside education, clearly specify the difference between their core values (which never change) and their operating strategies and cultural practices (which endlessly adapt to a changing world).

To drive operations excellence for each school, we use our improvement model (see below), encompassing community, vision, support systems and teaching & learning, to ensure that key areas are addressed throughout the project.

Contact us today at info@sbs-edu.com or visit www.sbs-edu.com for more information.
Completed Projects

The following are examples of bespoke projects completed by the SBS Education team:

**IDEA Early Learning Center**
*Support*: New School Project, Pre-Operations Project

**Newlands School**
*Support*: New School Project, ICT Support Services

**Riverston School Dubai**

**Rising School**
*Support*: New School Project, Pre-Operations Project, HR Services

**Sharjah English School**
*Support*: SBS Online Budget Management Software

**Ajman Academy**
*Support*: SBS Online Budget Management Software

**IDEA Nursery**

**Infinite Learning**
*Support*: Finance Systems & Support

Contact us today at [info@sbs-edu.com](mailto:info@sbs-edu.com) or visit [www.sbs-edu.com](http://www.sbs-edu.com) for more information.
The following is an example of a bespoke project completed by the SBS Education team.

For more information visit www.ideaelc.ae

Project phases
Phase 1: Visioning
Phase 2: Licensing
Phase 3: Planning & Design
Phase 4: Pre-Opening & Project Management
Phase 5: Management & Operations
The SBS Group is proud to have opened successful schools with large annual intakes across the globe and have a defined, phase-by-phase approach to New School Projects that creates a world-class environment for students.

This approach was at the core of our project for an inspiring Early Learning Centre at the heart of the Victory Heights community of Dubai, UAE. The IDEA ELC, owned by IDEA Education, is a 240 capacity facility that is licensed to operate from ages 1 to 6 and follows the highly regarded Creative Curriculum from the United States.

We have partnered with IDEA Education to bring the gulf the very best in early years’ education. As the field of early childhood education has evolved, so too has The Creative Curriculum, incorporating the latest research and best practices and taking the needs of every type of learner into account. The Creative Curriculum helps every early childhood program create a high-quality learning environment that enables each child to become a creative, confident thinker.

We provide education up to the age of 6, preparing them for the more formal curriculum and aligned with the English National Curriculum and the American Core Standards. Children develop quickly in the early years and a child’s experiences between birth and age six has a major impact on their future life chances. We aim to create an attractive, welcoming and stimulating learning environment that encourages children to explore, investigate and learn through first-hand experience. Activities are planned for both inside and outside learning. Continuous provision in The Creative Curriculum includes water, tactile, sand and creative workshops, ICT, numeracy activities, drawing, with a strong programme for literacy, writing and reading, including languages.

ELC’s are not dependent upon academic years, giving potential for a mid-year opening as soon as building work is complete and the ELC is safe to open. In our experience the build work to completion and fit out can take between 6-8 months. SBS Education will govern into the future on behalf of IDEA Education.

IDEA Early Learning Center was a new start-up in 2016 and had minimal IT support until we appointed SBS as our IT Support provider. Since then, staff confidence and morale has improved significantly and our IT environment is now running smoothly with SBS’s pro-active support. The Service desk is always quick to respond and all staff are so helpful. Future IT planning and recommendations by SBS has now made us feel in safe hands.

Ashleigh Thompson
Founding Director • IDEA Early Learning Center, Sports City, Dubai