



Brand Values

Mission	To encourage schools to connect with their local communities through letting their space out.				
Vision	To work with 100s of schools, revolutionising their income streams.				
Core Values	Transparency	Community	Fun	Initiative	Service
Positioning Statement	What differentiates School Space is that no one works to empower schools with as much passion as we do. We allow customers to have an easy access and satisfactory experience renting schools - something usually difficult and frustrating to do!				
Value Proposition	Our customers can have their events within schools, enjoying seamless customer service and access to a great venue. Our partner schools can see instant and constantly increasing returns from our service.				
Tagline	Connecting schools with their local community.				

CORE VALUE	Transparency
What we mean by it	<p>We fundamentally trust one another within School Space. Our customers can expect transparent and open service. Honesty guides all our people choices and daily business decisions.</p>
Wouldn't suit you if..	<p>If our relationships with schools were built on competitiveness and dishonesty it would harm rather than help the local community. If our office involved any of the following, we wouldn't be the company we want to be!</p> <ul style="list-style-type: none"> • Gossiping, or rumour spreading. • Not comfortable admitting to errors proactively • Not being open if things aren't working.
Story / Legend	<p>We're a dynamic, flexible company, yet one that works with the education sector. We need to be open about where we're going and our plans, as well as when something isn't working so that we can refine our model and benefit everyone we work with.</p>
How we use it every day / behaviour examples	<ul style="list-style-type: none"> • We are open and honest with the business plan with our staff • Our customers are on the same page on pricing and expectations are clear. • Showing schools how things are going and our aims. • We do trust, but we also check, monitor and adapt!

CORE VALUE	Community
What we mean by it	<p>We are strong believers in ‘giving something back’ and contributing to the local community. We also believe everyone has something to offer – democracy and equality are key.</p>
Wouldn't suit you if..	<ul style="list-style-type: none"> • Believe in competitiveness over working together. We believe in working hard and expanding, but not at the expense of the local community • Not comfortable with meeting new people or sharing our vision
Story / Legend	<ul style="list-style-type: none"> • Getting kids more involved with their local school through our 100s of clubs • Social enterprise and our social impact – 10,000 in our venues each month!
How we use it every day / examples of behaviour to encourage	<ul style="list-style-type: none"> • Contributing ideas to the company rather than holding back on being involved • Thinking about how we can make the school more open and available to the right people • Helping our customers to enjoy using the school • Representing the school in the best possible light

CORE VALUE	Fun!
What we mean by it	<p>We love what we do. We enjoy meeting the people who care about their community and are doing exciting things, as well as helping schools to succeed. We are motivated by the difference we make, but also the fact that everyone at School Space should enjoy their job!</p>
Wouldn't suit you if..	<ul style="list-style-type: none"> • Traditional 'inside the box' mentality • Don't like exploring grey areas, or thinking "What if?" or "How can it be done differently?" • Don't enjoy things moving fast • Working together with others and meeting new people
Story / Legend	<ul style="list-style-type: none"> • Foundation of Jemma and James • Meeting customers, inspiring them to think beyond their venue • Desire to succeed and think outside the box!
How we use it every day / examples of behaviour to encourage	<ul style="list-style-type: none"> • Being engaged and friendly with our customers (who have amazing stories!) • Enjoying the fact that we are helping schools every day to achieve more with their budgets • Constantly thinking about how we can make our jobs, and customer experience, more enjoyable.

CORE VALUE	Initiative
What we mean by it	<p>We love thinking entrepreneurially and believe everyone has something to offer. We can accept risk, and enjoy good rewards. We learn from our mistakes and constantly adapt to do better.</p>
Wouldn't suit you if..	<ul style="list-style-type: none"> • Feel a strong need for security • Your ego needs to be attached to a big Company or Government brand • Have a 'corporate stiff' attitude • Lack self-motivation
Story / Legend	<ul style="list-style-type: none"> • Foundation, enterprise from a young age • Enjoy encouraging entrepreneurialism
How we use it every day / examples of behaviour to encourage	<ul style="list-style-type: none"> • People are independent, don't mind working unsupervised • Although we have a strong focus on a clear mission and positioning, we also love to evolve and develop our business model. • James and Jemma are always on hand to answer questions and hear feedback • We believe often our employees (and customers) know best

CORE VALUE	Customer Service
What we mean by it	<p>We care about our customers – they’re everything to us. The reason we work with schools is in-house solutions aren’t enough, and people get let down. We work to make sure no one gets let down, and that our business is all about the people who use our facilities!</p>
Wouldn’t suit you if..	<ul style="list-style-type: none"> • Don’t like meeting new people or talking to them • ‘Every man for himself’ mentality • Don’t care about the community/giving something back • Sloppy execution, impolite
Story / Legend	<ul style="list-style-type: none"> • “Humans of School Space” • Our ‘evangelist’ customers who love us and everything we stand for • Social impact for schools, connecting communities
How we use it every day / examples of behaviour to encourage	<ul style="list-style-type: none"> • Always responding to emails in a timely fashion • Our community connectors providing insights into our customers wants and needs • Communication always clear and prompt • Chatting to all of our customers and respecting the ‘people’ relationships in the business • Going the extra mile but with a clear, transparent pricing structure!