



News Release

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Grange School goes MaD with a smart way to attract pupils

Runcorn's Grange School joined forces with award-winning Cheshire creative design agency Media and Digital (MaD) to attract record-breaking numbers of prospective pupils to a school open evening.

Like the golden ticket in Charlie and the Chocolate Factory, feeder school pupils were given a magic key which, for one lucky winner, would unlock a casket to a free i-pad.

Deputy Head Kelly Jackson explained: "Although many of the youngsters were attracted by the chance to win a wonderful prize, once inside the Grange School, the children and their parents discovered they had really been given the key to a wonderful education.

"Not only do we have the benefit of a brand new school and state-of-the-art facilities, we are also offering pupils a chance to engage with the digital age."

In an innovative new collaboration, the Grange is working with Media and Digital to create a new MediaHub at the school. Each week, creative specialists from MaD will visit the school and work with groups of students to form their own professional media team. The youngsters will then create digital content to showcase the Grange School to the outside world through video, social media and the web.

MaD managing director Stuart Atherton explained: "It's fantastic to be invited by the Grange School to engage with their pupils in this way. We live in a digital world and by giving pupils the opportunity to work with industry professionals, it helps to raise their aspirations and provide them with valuable skills relevant to today's workplace.

"The MediaHub goes live in January and we can't wait to get started."

The MaD agency, which is based at studios in Widnes and Media City, is hoping to roll out the idea of the MediaHub to help schools across the North West.

One of their films – a video diary following Grange Year 7 pupil Elenor’s first five weeks in school – was premiered at the open evening

Mrs Jackson continued: “The film demonstrated to prospective parents the success of the school’s transition programme. The feedback for the whole open event was extremely positive. One parent wrote – I was really impressed with the evening. Your staff and students were very approachable and enthusiastic. I’ve not been to many open evenings but I thought your approach was brilliant and engaging for my four children who were with me. I’ve never seen children scrambling to do maths before!”

For more details of Media and Digital, phone 0800 542 0700 or email hello@mediaanddigital.com. www.mediaanddigital.com.

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Issued by Lynn Pegler, Pegler Communications

Tel: 01928 789042. Mob: 07783 686246. lynn@peglercommunications.co.uk

On behalf of Media and Digital. www.mediaanddigital.com