

From: [Susie Murtagh](#)
To: [Jane Jones](#); [Steve Roddy](#); [Richard Gray](#)
Subject: Edurio - proposal for Learn Academies Trust
Date: 11 September 2025 12:29:00
Attachments: [School Report - Staff Experience.pdf](#)
[Edurio-Unlimited-Survey-Preview-Pack.pdf](#)

Hi all,

Here's some info from my meeting with Edurio this morning. I had started to write a summary of the conversation then he sent over this email below and attachments which I think captures it all! The shorter version of this is that many trusts pay for a blended service of a professionally managed service for their staff surveys and use a self-service version for pupil and parent surveys which costs £13,133 for all 3 as opposed to £15,820 for 3 professionally managed surveys, with various other combinations and discounts for loyalty available and detailed below.

The main benefits of paying for any services would be their expertise to know what questions to ask and how to analyse results (including training for heads), their time and resources to set up, send and encourage participation, and the bench marking data from 85000 other staff nationwide which is updated annually.

I don't know how much staff absence and recruitment costs us, but it seems plausible that this cost could be reduced by having great tools to see staff feedback and taking actions based on expert survey results therefore a good investment upfront. From a marketing point of view, a parent survey could be used to provide quotes in literature, websites etc for prospective parents, could show positives that we could use to shape our open events and publicity and could highlight issues that can be addressed to improve retention and parent advocacy thus bringing in extra revenue that pays for the survey. From a comms point of view, it's quite time consuming to set up the survey and send out and looks less professional to recipients but could potentially be construed as a waste of trust money when using external provider (even if not the case).

Let me know if you need any further info. He can also run a demo for Kate or anyone else who wants to see it.

Thanks
Susie

Dear Susie

Many thanks for your time earlier today. From our discussion I have prepared the following options for your consideration.

Edurio are a trusted CST partner, and we are currently working with over 300 trusts. This gives us the largest and most up to date benchmark in the sector and will add real context to your data.

Please find a link to our full [range of surveys](#). You will have access to all the templates for

each stakeholder group you subscribe to. Your central team will have access to all the results, and each Head Teacher will be able to access the platform to see their own schools' results. They will also be able to launch their own additional surveys, for example the Ofsted survey if they are due an inspection or their individual results identify specific areas that they want to dig deeper into.

We offer two levels of service.

- **Professionally managed surveys** – you will be appointed a dedicated Customer Success Manager and Survey Specialist to work with you for the duration of your subscription to Edurio. They will work with you to identify your areas of focus and customise the survey to get the information you need. They will run training sessions for your Central Team and Heads on how to use the platform and how to analyse results. They will deliver the survey for you, create a bespoke Trust report, sample staff report attached, and arrange a results presentation to the Central Team. They will provide advice and guidance on next steps and how best to communicate the results.
- **Self-Service** – you will be appointed a dedicated Customer Success Manager who will provide training on how to edit existing survey templates, create your own and how to analyse results. You will have access to all the stakeholder templates and the ability to create your own surveys.

The most popular package with Trusts is **Edurio Unlimited (EU)**. This gives access to all 3 stakeholder groups and one professionally managed survey for each – usually the experience survey. One of the main benefits of EU is that it minimises the work you need to do allowing your time to be spent analysing the results and determining priorities to focus on. **The cost of EU is £15,820.**

We appreciate budgets are tight in the sector and we also offer a combination of Professionally Managed and Self-Serve which is popular with trusts that do want to engage all 3 stakeholders, but budget is limited. Generally, trusts will take the Staff Professionally Managed Survey, there is a positive perception from staff that they are being invested in, they like the 3rd party involvement as they are more comfortable that anonymity is protected which ultimately leads to a higher completion rate and honest answers. Trusts then take the Self-Service option for Parents and Pupils. **This combination would cost £13,133.**

For a single stakeholder group, the Professionally Managed service would cost **£6,990.**

The prices quoted provide a 1-year subscription to Edurio. Many trusts we work with subscribe for 3 years so they can build their own internal benchmark and track and monitor progress year on year, there is a 5% discount applied for a 3-year contract paid annually, or 10% for single payment.

