+Pay – Online Payments System
Schools And Academies Show
From ParentMail
Gary Kemp
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<tr>
<th>ParentMail</th>
<th>Gary Kemp</th>
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<tr>
<td>• Founded in 2001</td>
<td>• Senior Sales Manager</td>
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<td>• ParentMail is one of the largest providers of school to parent comms</td>
<td>• Working for ParentMail and +Pay since 2011</td>
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<td>• Working with over 5,400 schools</td>
<td>• Visiting schools and trusts across the country</td>
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<td>• Working with schools to develop a system that works</td>
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<td>• Part of the IRIS Education Group – supplying software to more than 11,000 schools nationally</td>
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Parental engagement: what’s it all about?

• Keep parents updated with the school day, curriculum and topics covered

• Manage pupil finances and reduce parent debt

• Improve attendance, behaviour and attainment

• Get a quick response to forms, permissions and parents’ evening

When schools partner with parents, children achieve more
The Smartphone-Generation Parent

- 95% of adults ages 16-34 and 91% of adults aged 35-54 own a smartphone*

- 79% of UK adults have a Facebook account

- It is predicted that 35 million people – 72% of the UK adult population – will bank via a phone app by 2023
Parent and Dinner Money Debt

• There has been focus on dinner money debt in regional and national press

• There are a number of factors that can contribute to this:
  • Parent arrears
  • No automatic low-balance reminders for parents
  • No alternative methods of payment
  • Unreliable online payments providers
What should online payments look like to help schools tackle this?

• Easy-to-use for staff and parents

• Reliable

• Cost-effective

• Progressive and adaptable
What should online payments look like to help schools tackle this?

- Secure and safe
- Socially-inclusive
- Multiple payment option
- Powerful in-built communications
Collect Money in a Central System

• Easily track what has been paid for
• Reduce parent arrears
• Comprehensive and accurate reporting
Communications and Payments in a central system

• ParentMail and +Pay keeps everything for parents in one place.

• Parents can respond to forms, payments or communications quickly and easily

• High parent response rates leads to even more time saved in the school office

• A joined-up approach links emails and updates to children, and reminders can be drafted and set up automatically
Collect Money in a Central System

• Carlton Le Willows in Nottinghamshire

• 1650 students

• Switched to +Pay in September 2016

• 94% parent registration

• Previously used Council payments system – still had to collect trip and uniform money using cash

• +Pay has helped the school manage the administration and payments for their “trip week”, in which 40-50 events and trips take place

• Automatic low-balance dinner money reminders help parents manage their funds

“Our office staff are extremely pleased with how much easier +Pay has made managing trips and events and they’ve saved hours as a result.”

School Business Manager
The Power of Joined-Up Communications

- ParentMail and +Pay keeps everything for parents in one place.

- Parents can respond to forms, payments or communications quickly and easily.

- A high parent-response rate leads to even more time saved in the school office.

- A joined-up approach links emails and updates to children, and reminders can be drafted and set up automatically.
The Power of Joined-Up Communications

- Kesgrave High School in Suffolk
- 1840 students
- Switched to +Pay in June 2016
- 99% parent registration

- Kesgave High School uses +Pay, as well as Emails, Forms and Parents’ Evening Manager
- 3,500 parent mobile app downloads | 20,800 Parents’ Evening appointments booked
- Collecting £17,000 a week through +Pay’s online payments platform
- Weekly settlement report help auditors within school to keep on track of transactions and cost centres

“Dinner money top ups [are] going straight into the cashless account system with no work required from [the] office, +Pay is a huge time saver for both staff and parents.”

PA to the Headteacher
Should Primary Schools go Cashless?

- Removes the need for children to bring envelopes of money into school
- Keeping all payments online eliminates the risk of lost money
- Reduces the need for parents to queue at the school office to pay or query how much they owe
- Reduces parent arrears
- Reduces time the school office spends counting, banking and administering payments from each child
- Reduce the risk of bullying in school by eliminating cash in school
Should Primary Schools go Cashless?

- Sacred Heart Primary School
- 460 pupils
- Switched to +Pay in 2017
- 98% parent registration

- Has taken the bold decision to go completely cashless across the school
- Managing dinner money in this way means the school kitchen knows exactly how many dinners to prepare, reducing waste and further saving money
- Preparation for the switch to cashless involved giving parents a term’s notice, using ParentMail to send emails and

“We are now completely cashless. If parents come in wanting to pay cash, we give them a barcode to pay at an external site.”

Office Manager
This is what parents say about our App:

“This app is great, especially as my eldest son is in primary school and my youngest son is in pre school and I get updates and newsletters for both schools in one app. It helps us keep up to date with what's happening in our children's school life; I wouldn't be without it.”

“All the info I need is stored in one place and means that emails or letters don't get lost. I love that I can make payments to the school via the app especially using PayPal - so easy!“

“Love this app. Saves so much hassle not giving money to my daughter for lunch and trips etc. I could even pay for her Duke of Edinburgh on it!”

“Love that I can check the balance and top my son's dinner money up on the go, so quick and easy. Also love the parental consent and text messages from the school. So simple and it doesn't rely on paperwork getting home to me. Better for the environment too as less paper!”
This is what schools say about our payments system:

Almost all the parents are paying for school dinners with +Pay; we’ve set up payments for locker rentals, trips and revision guides, and all have been a huge success.

Director of Finance, Casterton College

“The biggest benefit for me has to be online payments! We can keep a close track of who has paid for what and when, which makes it so much easier now, as it’s all recorded automatically on the system, saving hours each week.”

School secretary, Sandford Hill Primary

“If parents forget to top up, they can do it instantly on the App and it’s ready for lunchtime – no more children being nagged to top up their accounts, and no more frustrated parents! I think a large majority of our parents would say this has been the biggest benefit for them!”

Head of Marketing & Admissions, Leicester Grammar School
Visit +Pay and the rest of the IRIS Education Product Suite

For end-to-end back-office management, so you and your team can focus on what matters most – educating the next generation.

Visit us at stand 610