

Satchel's statement on removing parent mobile ads

12th June 2020

- As school closures were announced, schools moved to operate remotely providing their learning online. This resulted in Satchel One being an essential resource for schools and we have been overwhelmed by the gratitude from our partners during this time.
- With schools operating remotely we saw their usage increase by over 4 times the previous levels. This of course resulted in substantial cost increases across all areas of our business with the most notable expense being our hosting costs which increased by over £80k per month.
- Although we are in a good financial position, there is no knowing how long these increased costs will go on for, and, conscious of school budgetary constraints, we did not want the increased expenses to be a financial burden for our schools.
- To date we have taken on the full increased cost burden without passing on anything to education providers during this difficult time as we appreciate that they are also under immense pressure with expenses related to school reopenings and distance learning.
- After consideration and seeking extensive legal advice and professional guidance, we took the decision to test limited parent advertising on the parent mobile apps only. These apps are free for parents to use, and the revenue generated helps with covering some of the increased costs we face without passing the costs onto our schools.
- To be clear, introducing advertising onto our platform was not taken lightly or seen by our executive team as a profit making exercise but instead a method of covering some of our increased costs during this unprecedented period. Our aim is and will always be to offer exceptional software solutions to support schools in the education of students throughout the UK and the rest of the world.
- We communicated and consulted with schools from April 26th with subsequent follow up messages. Only a limited number of schools provided feedback which we addressed and many more thanked us for the support we had been providing. We should have also taken into consideration the increased communications schools were receiving during COVID-19 and tried other methods to consult with them before proceeding.
- We communicated to parents that this would also be coming soon on their mobile apps only. On reflection, we could have done more to consult with parents directly and we are now reviewing our processes.

- On launching the adverts outside of the main platform and only to parents, we then received concerns from some of our parents and schools particularly around ensuring that we were not passing on student data to 3rd parties. Throughout this process guided by our professional advisors we have remained GDPR compliant and operated on industry best practice.
- We recognise our importance to schools, students, teachers and parents so would like to apologise for any distress this has caused anyone and to learn from this situation about how we can improve our communication.

Satchel has been a trusted partner working with schools since 2011. As a business, our mission is to empower teachers, learners and parents with the best tools and services they need on their journey through education. When we received these concerns, we listened, and we took the decision to pause advertising the very same day so that we could seek to address these concerns. **As a result we commit to not turning back on advertising on parent mobile apps as a mechanism to cover the exceptional costs we are incurring and will consult with schools to find alternative solutions.**

- We are still addressing feedback and we are now working out our plans moving forward to address our increased costs, which we will continue to do collaboratively with our user base.
- We are committed to listening to our users and improving, and we will continue to do so.

Best wishes,

Satchel



So beneficial

This system is so beneficial to children and parents, especially at this time of lockdown. My daughter should have been taking GCSEs this summer, and what she's achieving now will be showing her teachers of what she is capable. I can't praise the staff at Penrice Academy too highly, as they diligently prepare and assess the work they set.

by [Bramshill1](#) for v5.9.0 via App Store (GB) • March 27 • [Reply](#) • [Translate](#) • [Mail](#) • [Embed](#)



Mrs Davies

Show my homework has always been a fantastic resource to allow me to be aware of what my two daughters should be doing for homework but now it is also allowing positive communication with their teachers and that is priceless as they are continuing to support the children with projects and links to keep them occupied, calm and fit. We really appreciate the connection between teachers and pupils more than even in this strange new time. Thank you

by [Choctoi](#) for v5.9.0 via App Store (GB) • March 27 • [Reply](#) • [Translate](#) • [Mail](#) • [Embed](#)



Really effective and efficient way to manage home-schooling

In light of the current pandemic, SMHW has been an absolute winner. My son's school days have been able to be planned and filled by his teachers, and the teacher feedback/comment facility is particularly valuable for me as a parent.

by [S.Dickenson](#) for v5.9.0 via App Store (GB) • March 27 • [Reply](#) • [Translate](#) • [Mail](#) • [Embed](#)



Helen Ross
@drhelenross

I love [@Showmyhomework](#)
Just marking work from a kiddo at school and got a "thank you ma'am" when I posted feedback. [#distancelearning](#) like this is a new thing for me and my kiddos, but how blooming lovely is that [#edutwitter](#) [#ilovemyjob](#) [#teacherlife](#)

6:35 pm · 21 Mar 2020 · [Twitter Web App](#)



Essential school work

Works really well for our triplets. Essential during covid-19 learning from home

by [trkest](#) for v5.9.0 via App Store (GB) • March 27 • [Reply](#) • [Translate](#) • [Mail](#) • [Embed](#)



Great for parents

This is a great App for parents to help support their children's learning. If you allow notifications, it literally tells you every time there is activity on your child's account. Really easy and straightforward. Great App!

by [Cherub_Elle](#) for v6.1.1 via App Store (GB) • June 9 • [Reply](#) • [Translate](#) • [Mail](#) • [Embed](#)



Great app

Wonderful resource! A great way of the teachers communicating with the pupils/students and parents at this most difficult of times.

by [ROARY14](#) for v5.9.0 via App Store (GB) • March 27 • [Reply](#) • [Translate](#) • [Mail](#) • [Embed](#)



Very useful to keep track on kids progress.

Excellent.

by [P.Ziddy](#) for v6.1.1 via App Store (GB) • June 11 • [Reply](#) • [Translate](#) • [Mail](#) • [Embed](#)



Excellent app for kids and parents.

Definitely no hiding your homework assignments from your mum and dad anymore! This is a great app and all tasks can be seen by both parent and child and we can see when she has checked off her assignments as completed. Very easy to log in and use.

by [FeeTec2](#) for v6.1.1 via App Store (GB) • June 10 • [Reply](#) • [Translate](#) • [Mail](#) • [Embed](#)



Ossett Academy
@OssettAcademy

As of 11.30 this morning, 1278 students had logged in to Show My Homework to complete today's tasks! Well done and keep it up! Your teachers are there to support your learning, answer any questions and provide feedback. [@Showmyhomework](#)