* Post a hard copy with a school brochure, with this template covering letter and CTA

Dear [insert name or sir/madam],

To introduce you to the new Premier, we’ve enclosed a brochure that’ll help break down all of our exciting changes as well as our local CQI (continued quality improvement) infographic.

As you may have noticed, we’ve made a few changes here at Premier! Whether you’ve known us as Premier Education Group, Premier Sport or PEG, we are still the same friendly company, committed to helping your children lead healthier lifestyles through physical activity.

Every year we run a ‘National Annual Quality and Impact Review of School Provision’ survey which informs the direction, development and priorities for improvement for the coming year, at both national and local level. It influences change, and enhances the work we do, improving PE, school sport and physical activity for the children within your school.

Based on last year’s feedback we are already making changes, but we wanted to demonstrate to you the impact we are having at a local level. The enclosed infographic provides an insight into the contribution we provide to pupil outcomes, your school’s quality of provision and children’s engagement and enjoyment levels of physical activity.

**How can Premier help your school?**

We’d love to demonstrate to you how we can help your school and your pupils, so we’d like to offer you:

A FREE fencing taster session

(Did you know we are British Fencing’s Official Delivery Partner in Primary Education?)

Or

A FREE healthy taster day

Worth up to £200\*

\*Prices vary in different parts of the country

Please contact us to arrange your FREE taster and we can start our journey together to improve the opportunities available to children and improve their wellbeing.

Thank you,

[Insert local contact details]

* Send a copy via email using this template email and CTA

Subject Line: Claim your FREE taster sessions...

Dear [insert name or sir/madam],

To introduce you to the new Premier, we’ve attached our local CQI (continued quality improvement) infographic for your perusal and would be delighted if you took a look at our new website:

[www.premier-education.com](http://www.premier-education.com)

As you may have noticed, we’ve made a few changes here at Premier! Whether you’ve known us as Premier Education Group, Premier Sport or PEG, we are still the same friendly company, committed to helping your children lead healthier lifestyles through physical activity.

Every year we run a ‘National Annual Quality and Impact Review of School Provision’ survey which informs the direction, development and priorities for improvement for the coming year, at both national and local level. It influences change, and enhances the work we do, improving PE, school sport and physical activity for the children within your school.

Based on last year’s feedback we are already making changes, but we wanted to demonstrate to you the impact we are having at a local level. The enclosed infographic provides an insight into the contribution we provide to pupil outcomes, your school’s quality of provision and children’s engagement and enjoyment levels of physical activity.

**How can Premier help your school?**

We’d love to demonstrate to you how we can help your school and your pupils, so we’d like to offer you:

A FREE fencing taster session

(Did you know we are British Fencing’s Official Delivery Partner in Primary Education?)

Or

A FREE healthy taster day

Worth up to £200\*

\*Prices vary in different parts of the country

Please contact us to arrange your FREE taster and we can start our journey together to improve the opportunities available to children and improve their wellbeing.

Thank you,

[Insert Email Footer]