



# The Global Opportunity for Independent Schools

MTM International Strategy:  
supporting independent schools to expand around the world

# The Global Opportunity for Independent Schools

The independent school sector is at a pivotal moment. With significant financial and political pressures reshaping the UK market, schools are increasingly looking beyond domestic borders to secure their long-term future.

Our latest research shows that **50% of UK independent schools** are actively considering opening an international campus. For many, international expansion is no longer an ambition - it's a strategic necessity.

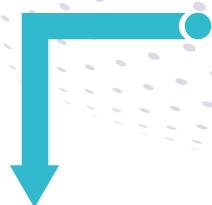
MTM Consulting's International Strategy supports schools and groups at every stage of this journey, from early exploration to successful delivery.

We break down the global opportunity landscape, highlighting the most viable models for UK schools, providing clarity on how to approach international strategy with confidence.

## Why Are Schools Looking Overseas?

### A Challenging UK Landscape

- VAT on school fees
- Rising staff costs
- Escalating energy bills
- Loss of charitable business rates relief,
- Internationally mobile families are choosing to relocate from the UK



### The Need for Resilient Income Streams

- These pressures have created an urgent need for diversification.
- International campuses offer schools the opportunity to develop robust, sustainable income streams that are not dependent on UK fees alone.

### Growing Global Demand for British Education

- While the UK market tightens, the international K-12 education sector continues to expand rapidly.
- Growth is driven by an aspirational global middle class - particularly in Asia and the Middle East - seeking the prestige, values and academic rigour of a British independent education.

**UK schools are uniquely positioned to meet this demand.**

### Financial Resilience

International schools generate additional revenue that can be reinvested into the UK school - supporting capital projects, facilities, staffing and bursaries.

### Brand Extension and Recruitment

A global footprint strengthens brand visibility and reputation, supporting pupil recruitment internationally and domestically.

### The Strategic Benefits of International Expansion:

**opening an international campus can deliver transformational benefits**

### A Truly Global Curriculum

International campuses enable meaningful cultural exchange, enrich curriculum delivery and prepare students for an increasingly globalised world.

### Mission Protection

Most importantly, international expansion helps protect the school's core educational mission -safeguarding excellence in teaching, pastoral care and co-curricular provision despite domestic pressure

## How MTM Consulting Can Help

MTM's International Strategy provides clear, evidence-based guidance to help schools:

- Assess international market opportunities
- Understand financial and operational risks
- Define a sustainable and values-led expansion model
- Protect the UK school while growing overseas

We combine deep sector knowledge, market research expertise and strategic insight to ensure schools expand with confidence and clarity.

## Securing the Future of Your School

The first stage of MTM's International Strategy begins with a focused, high-level session with governors and the board. This strategic discussion is designed to create shared understanding and clarity around why international expansion is being considered, set within the current financial and political realities facing the sector. Using robust market insight and sector benchmarks, MTM supports boards to explore opportunities, risks and models for expansion, test assumptions, and align international ambition with the school's long-term mission, values and risk appetite - ensuring any next steps are well-governed, evidence-based and strategically sound.

**For an initial confidential chat, contact: Duncan Murphy, Chief Strategy Officer, MTM Consulting**

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