



Headteacher:

Mrs J Callaway BA Hons QTS, FCCT  
jcallaway@avalon-school.co.uk

Caldy Road  
West Kirby  
Wirral  
CH48 2HE

Telephone: 0151 625 6993  
E-mail: Schooloffice@avalon-school.co.uk

20<sup>th</sup> May 2024

Dear Parents and Carers,

### School Fees for Academic Year 2024/2025

As we approach the final half term of this academic year, as usual at this time of year, we write to advise parents of our tuition fees and charges for the next academic year 2024/2025.

It is our commitment to keep fee rises to a minimum and we work hard to make Avalon one of the most affordable independent schools in the local area through our diligent financial stewardship and control of costs. We appreciate the sacrifices many families make by prioritising the value of their children's education and choosing Avalon as their unique learning environment.

Nevertheless, we are not immune from the exogenous pressures or changes in circumstances, that the independent sector faces as a whole. This year is no different. The prices of services and materials have continued to escalate alongside inflation and interest rates. To enable Avalon to continue to provide a high quality, well-resourced education, while addressing rising costs of salaries, and other employment on costs for our staff, as well as other rises in fixed expenses, such as utilities and other essential supplies required in operating a school, we have endeavoured to keep fee increases as modest as possible.

The Board of Governors and Senior leadership team have been actively reviewing our strategic priorities and long-range financial planning. At the core of the strategy is a recognition that providing the best educational experience for our pupils is fundamental to Avalon, and that there can be no reduction in ambition nor outcomes.

While we are cognisant of the fact that many of our families may experience financial strain through the current cost of living crisis, we also recognise that there is an expectation for further investment and development of our facilities and provision, whilst also continuing to attract and retain high-performing staff.

Like many other businesses, if a future Government imposes VAT on school fees, Avalon School will be able to reclaim a proportion of the full amount, for example the VAT charged on capital projects and certain other costs. We are continually looking at ways to seek efficiencies in the operating model and staffing costs, without sacrificing quality or outcomes. However, the timing of an election, the outcome and the timescale of any legislative changes remains uncertain, as does the definition of what might be imposed. We will keep you informed as we move through this period and want to reassure you that the School will endeavour to minimise the impact on fee increases arising from the measures that we may eventually face.

The following information pertaining to the increase in tuition fees and other charges that will be implemented in the Autumn term 2024, are detailed overleaf. Should you have any enquiries





**Headteacher:**

Mrs J Callaway BA Hons QTS, FCCT  
jcallaway@avalon-school.co.uk

Caldy Road  
West Kirby  
Wirral  
CH48 2HE

Telephone: 0151 625 6993  
E-mail: Schooloffice@avalon-school.co.uk

regarding the fee increase, please contact our finance personnel, in the school office, who will be pleased to assist you.

In closing, I would like to thank you for your continuing support for the pupils and staff team at Avalon. We maintain our commitment to delivering a top-quality education for all our pupils and have done so with steady resolve for over 115 years, through many political and economic changes.

Yours sincerely

Mrs J Callaway  
**Headteacher**

