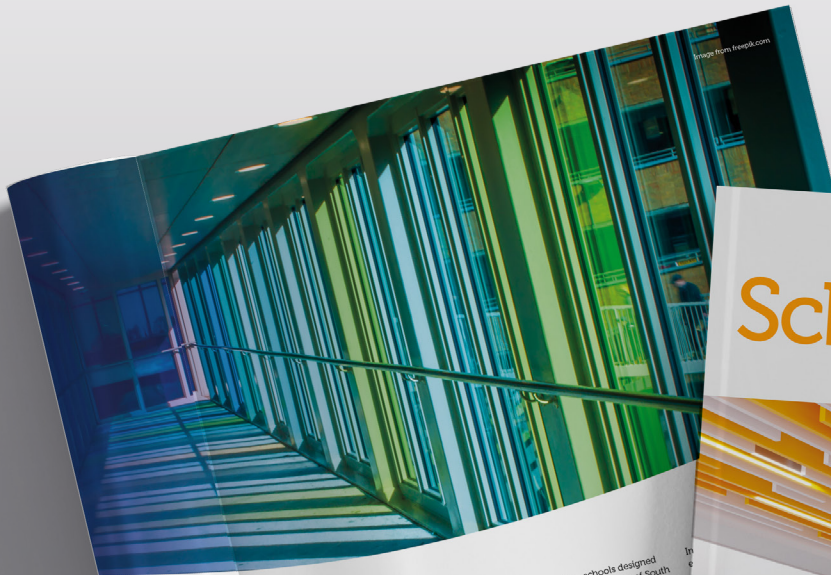


# School building



## School building

Summer 2023  
Issue 4172



TradeChoice Carpet & Flooring –  
Nationally Flooring Distributor

### McAvoy transforms the education sector with SmartSpace

McAvoy has been manufacturing a wide range of innovative space solutions for over 50 years

p4

### Top marks for modular classrooms

Modular solutions for hire can be easily and quickly integrated into your existing estate

p6

### The transformative role of AI in school construction

Artificial Intelligence (AI) is poised to revolutionize the construction sector

p8

### Passivent's Aircool range provides a breath of fresh air

Passivent's range of Aircool® wall and window ventilators offers solutions across a variety of sectors

p22

MEDIA  
PACK  
2026

schoolbuilding.org.uk

# School Building

## Construction News for the Education Sector

When it comes to the UK's educational building facilities, the construction sector is set to be in great demand in 2026 to both refurb and rebuild on a grand scale. The remedial action needed to deal with RAAC remains a critical factor as well as the need to provide the facilities required for today's and future generations of pupil intake.

Delivering ecological and sustainable construction methods is now a prime factor in any development and it is particularly relevant to the education sector.

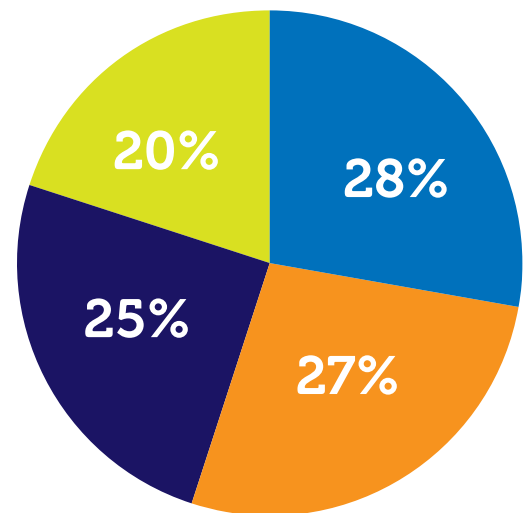
The need to ensure our school buildings are safe, secure and energy efficient, offering teaching environments that are bright and functional with first class air quality and sound absorption is essential.

School Building puts the spotlight on these issues informing our readership of educational construction specifiers of the latest products and services at their disposal to meet these aspirations.

## School Building Circulation 8000+

School Building reaches a circulation of over 8,000 named specifiers, plus an opted in digital readership of over 5,000 named building professionals.

Architects	2284
Builders, Contractors & Developers	2266
Schools, Colleges, Universities	2072
Local Authorities & LEA	1582



GET YOUR MESSAGE SEEN BY 8000+ SUBSCRIBERS

## School Building Features

### Winter issue

Exterior Building Structures  
Lighting Solutions  
Digital Technology

### Spring issue

Heating, Ventilation & Air Quality  
Flooring And Walls  
Plumbing, Drainage & Water Management

### Summer issue

Eco Buildings  
Sport & Leisure  
Interior Fit Out

### Autumn issue

Acoustics & Interior Fit Out  
Security, Fire & Access Control  
Heating, Ventilation & Quality

### ADVERTISING ENQUIRIES:

Sophie Clarke  
sclarke@datateam.co.uk  
01622 699168

### EDITORIAL ENQUIRIES:

sbpress@datateam.co.uk

# Advertising Opportunities & Rates

## Front Cover Packages

**Package 1** £3500

Includes image + logo  
+ full page advert + DPS editorial  
+ company profile

**Package 2** £2750

Includes image  
+ logo + DPS editorial  
+ company profile

## Display & Advertorial

**Single page gatefold** £2500

**Inside front cover** £2190

**Outside back cover** £2200

**Corporate spread** £2200

**Inside back cover** £1950

**Full page advert** £1650

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**Half page advert** £850

**Quarter page advert** £450

**Full page advertorial** £850

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**Paper Wrap Sponsorship** - Every issue will arrive in your sponsored paper wrap, example and price available upon request

## Press Release Inclusion

**Full page** £420

**Half page** £220

**Quarter page** £110

**Web upload & social media** £75

**School building** Summer 2023 issue 1472

McAroy transforms the education sector with SmartSpace  
Top marks for modular classrooms  
The transformative role of AI in school construction  
Passiver's Aircorol range provides a breath of fresh air

P4 P6 P8 P22

**School building** Autumn 2023 issue 1473

Education Estates\* in 11th year  
Solar Thermal for schools  
The concrete legacy of cutting costs  
Enersol™ meets brief for University

P6 P12 P28 P30

**School building** Summer 2024 issue 1474

SUSTAINABLE DESIGN IN A CLASS OF ITS OWN  
KAWNEER

Creating optimal learning environments  
Predicting the next wave of school design innovations  
An insight into the safety doors in schools  
Salvaging Solar Investments

P6 P10 P16 P20

**School building** Autumn 2024 issue 1475

Specialising in modular construction for 90 years  
Wernick BUILDINGS 90 Years

Join the conversation  
Future-proofing schools  
Lean System Design  
Building a sustainable future for schools

P10 P16 P22 P26

**School building** Winter 2026 issue 1352

ADVECO: Finding the balance in school building renovation

How Replicatool is redefining educational construction  
SEND college unveils new school building  
2026: Building the next generation of UK learning environments  
Martyr's Law

P8 P12 P20 P23

**School building** Autumn 2025 issue 4311

Rapid school refurb with Fast Supply Fast Fit  
Fidbo

Helping schools move to Zero  
Education Estates\* 2025  
The breath and warmth of learning  
Basilar's green roofs declared 'half-fit'

P6 P9 P18 P24

**ADVERTISING ENQUIRIES:**

Sophie Clarke

sclarke@datateam.co.uk

01622 699168

**EDITORIAL ENQUIRIES:**

sbpress@datateam.co.uk

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**Website Advertising** is a really effective medium and due to its popularity advertising is available on a first come first served basis. Visuals and Placements are available upon request.

Website Positions	6 Months	12 Months	Specs (Pixels)
Website takeover	£4800	£9800	240x780
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Leaderboard	£2595	£4495	728x90
Floating footer	£2595	£4495	970x100
MPU	£1795	£2995	300x250
Button	£595	£795	140x140

**Our weekly newsletter** provides a regular and cost effective distribution channel to your target audience. Solus emails are completely your artwork and branding ensuring all eyes are on your marketing message only.

E-Shots & Newsletters	3 Months	6 Months	12 Months
Weekly E-Newsletter banner	£1495	£2495	£3995
Weekly E-Newsletter MPU	£995	£1495	£1995
Solus E-Shots	£995 per email		
Weekly E-Newsletter Spotlight Article	£295 per insertion		
Weekly E-Newsletter Article	£150 per insertion		

**The digital issue** is emailed out to our circulation and is also promoted on our weekly newsletter (12 sends per issue), our social media channels and shared by many of partners, contributors and advertisers to their audiences extending reach even further. All adverts shown below offer a click through function to your website.

Digital Issue	6 months (2 Quarterly Issues)	12 months (4 Quarterly Issues)
<b>Takeover:</b> Ads running throughout the entirety of the issue	£3995	£5995
<b>Page zero:</b> Prime position next to the front cover	£2995	£5495
<b>Tickertape:</b> Scrolling Text along the top of every single page of the issue including the front cover	£1495	£1995
<b>Pop up:</b> To appear on contents page	£2495	£3495

## ADVERTISING ENQUIRIES:

Sophie Clarke

sclarke@datateam.co.uk

01622 699168

## EDITORIAL ENQUIRIES:

sbpress@datateam.co.uk

# School building

## Construction News for the Education Sector

 Article

### How the idea of the educational building has **evolved**

Educational buildings have always reflected more than teaching alone. They reveal how societies understand childhood, authority, community and the purpose of education itself. While curricula and technology can change quickly, buildings are slow to adapt, often locking in the assumptions of the era in which they were built.

In the UK, the school estate is a physical record of shifting values – from discipline and efficiency to wellbeing, flexibility and inclusion. Internationally, the contrasts are even starker, with climate, culture and politics shaping radically different interpretations of what a place of learning should be. School Building Magazine editor Joe Bradbury discusses:

#### Schools as places of control

The earliest purpose-built schools in the UK were designed first and foremost as instruments of order. Victorian and Edwardian school buildings mirrored the logic of factories, prisons and churches: clear hierarchy, rigid organisation and constant supervision. Classrooms were arranged in rows facing a single authority figure. Windows were often high-level, allowing light in while limiting distraction. Corridors were narrow and directional, designed to move pupils efficiently rather than encourage lingering or social interaction.

These buildings projected civic pride, but also discipline. Education was something delivered to children, not shaped with them, and the architecture reinforced that message at every turn. It is no coincidence that many of these buildings still feel imposing today, even when repurposed or refurbished.

#### Mass education and the rise of standardisation

While these schools dramatically improved access to education, many were never intended to last more than a few decades. Lightweight construction, poor thermal performance and limited adaptability are now among the reasons large parts of the post-war school estate require replacement.

Yet these buildings also embedded a powerful idea: that a school was essentially a collection of classrooms, connected by corridors, with specialist spaces added only where necessary.

**When learning theory begins to influence design**  
From the late 20th century onwards, educational theory started to exert greater influence over how schools were designed – albeit unevenly.

Research into child development, collaboration and different learning styles challenged the assumption that teaching

was a one-way transmission of knowledge. The result was a patchwork estate, with pockets of experimentation surrounded by familiar forms.

#### The contemporary UK school: pulled in multiple directions

Today's educational buildings in the UK are expected to do far more than their predecessors. They must support diverse teaching approaches, integrate SEND provision, meet increasingly demanding environmental standards, remain secure, and often serve as community hubs – all within tight financial constraints and complex accountability frameworks. This has led to a shift in how schools are conceived. Rather than fixed arrangements, new buildings are increasingly designed as adaptable frameworks. Spaces are expected to change use throughout the day, and over the life of the building.

At the same time, operational realities impose

informal seating and strong connections to the outdoors. That is built into both the education system and the architecture itself, allowing pupils greater autonomy and teachers more freedom to use space creatively.

In contrast, dense urban contexts in East Asia have produced highly efficient, vertical schools. In cities like Tokyo and Hong Kong, limited land availability has driven stacked classrooms, rooftop playgrounds and compact circulation. These buildings are tightly organised, yet remarkably effective, supporting high student numbers within small footprints. Neither approach is inherently superior. Each reflects different societal priorities, from wellbeing and autonomy to efficiency and resilience.

#### Extreme environments, extreme responses

Some of the most revealing educational buildings emerge in response to environmental extremes. In northern

Perhaps most striking are schools designed for instability. In flood-prone regions of South Asia, floating schools rise and fall with water levels, ensuring education continues despite seasonal disruption. These buildings challenge conventional ideas of permanence and demonstrate how architecture can respond directly to lived reality.

#### Schools as community infrastructure

Across many countries, schools are increasingly viewed as shared civic assets rather than single-use buildings.

In parts of Europe and Australia, educational buildings are routinely designed to host libraries, sports facilities and adult education programmes. This approach maximises public investment and embeds schools more deeply into community life.

The UK has begun to explore this model more seriously, particularly in areas where other public buildings have been lost. However,

Instead, technology has expanded expectations of what educational spaces should support. Quiet areas for independent work sit alongside collaborative zones and digitally enabled classrooms. Infrastructure has become more important, not less.

Crucially, technology evolves faster than buildings ever can. This reinforces the need for adaptability and restraint. Overly prescriptive design risks becoming obsolete long before the building itself.

#### In summary

As the UK embarks on another cycle of investment in its school estate, the lessons of the past are clear. Educational buildings work best when they respond to real patterns of use, local context and long-term change – not when they attempt to impose a single vision of learning. The most enduring schools are rarely the most radical on day one, but those capable of absorbing change quietly over time.

