

Schools in England using Airbnb-style strategy to raise funds

Level 1: Elementary

1 Warmer

a. Answer the questions.

1. Have you raised money for something? What was it for?
2. Do you think schools have enough money? Why (not)?

2 Key words

a. Write the correct words from the wordpool to match the definitions below. Then, find and highlight them in the article to read them in context.

advertise

budget

competition

popular

rent out

1. offer a place for a particular amount of money and time _____
2. an event where people try to find out who is the best at something _____
3. tell people about a product or service to promote or sell it _____
4. enjoyed or liked by many people _____
5. the amount of money a person or organisation has and how it will be spent over time, e.g., a month or a year _____

behave

complain

increase

manage

promise

6. tell someone you will do or not do something _____
7. express that something is wrong or that you are unhappy about something

8. get larger in size, amount, or value _____
9. control or be in charge of a business, team, project, etc. _____
10. act in a particular way _____

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3 Comprehension check

a. Answer the questions using information from the article.

1. What are schools in the UK doing to raise money?
2. What is the name of the online site mentioned in the article?
3. How much has the school in Brent made this year?
4. What kind of schools are particularly popular for children's parties?
5. How much were school budgets reduced in October?
6. What happened when schools started selling advertising space?
7. What industry is "always looking for interesting spaces"?
8. What is the average amount of money that schools make yearly on the School Space platform?
9. According to Ann Flaherty, what do schools spend the money on?
10. Why is it popular for schools to rent out their car parks?

4 Key language

a. These words from the article can be used as nouns or verbs. Read the sentences and circle the form of the underlined word.

- | | | |
|--|------|------|
| 1a. I <u>promise</u> to keep your secret. | noun | verb |
| 1b. Quality is our company's <u>promise</u> to you. | noun | verb |
| 2a. An <u>increase</u> of 10% is a lot for customers. | noun | verb |
| 2b. The café <u>increased</u> their prices because their rent went up. | noun | verb |
| 3a. What is the <u>price</u> of these shoes? | noun | verb |
| 3b. That new toy is <u>priced</u> at £50. | noun | verb |
| 4a. They <u>limit</u> the amount of sugar they eat. | noun | verb |
| 4b. The speed <u>limit</u> is 50 miles per hour. | noun | verb |

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b. Complete the sentences with words from the previous activity. You might have to change the form of the word.

1. Teaching a child to _____ well takes a lot of patience.
2. He _____ not to tell anyone what happened.
3. They _____ about the noise from their neighbours' party.
4. The rent for their flat _____ by £100 this year.
5. Who _____ the schedules for this project?
6. Every year, the school has a science fair with a _____ for the best project.

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8 November, 2023

- 1 Schools use Airbnb-type services to earn money, renting out spaces from classrooms to canteens, holding puppy training in their car parks and wrestling competitions in their gyms. One state school said it made over £700,000 last year.
- 2 Schools typically advertise through online sites like Sharesy. One primary school in Brent has made £21,800 this year and expects more than £25,000 by the end of 2023.
- 3 Although they aren't real businesses, schools are looking for ways to make money and "are becoming increasingly innovative," said Felix Atkin, founder and CEO of Sharesy.
- 4 Special-needs schools are "particularly popular to rent out for children's parties", and schools can earn "up to £300 a party," Atkin said. "We also have schools that rent out their car parks at the weekends for puppy training and food markets."
- 5 In England, budgets were reduced even more in October after the government took away £370 million from money schools had been promised in July.
- 6 However, some communities complained after their local schools started selling advertising space inside and on the sides of their buildings.
- 7 Brandon Bennett from School Space said schools held many different activities. "The film and TV industry particularly are always looking for interesting spaces that match the script they're working on."
- 8 On average, schools using School Space make £88,800 yearly, with their biggest making £228,199 this year. "We see an average increase in income of 170 per cent in the first six months of handling lettings for schools," he said.
- 9 Ann Flaherty, the director of Solar for Schools, said that schools welcome the help from the extra money. She said the schools "tell me they spend the money on stationery and books."
- 10 Renting out school car parks on sites such as YourParkingSpace and JustPark is also popular because many schools are close to sporting and entertainment events. The prices at one college in Oxford are less than the council and shopping centre for weekend parking.
- 11 Charlie Gothold from SchoolHire said that the only limit is having enough staff to manage the rentals and be there when bookings occur. He said the schools "need someone doing the admin, and someone has to be there to open and close the premises and make sure the people renting the space are behaving."

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First published in *The Guardian*, 08/11/2023