

REVIEW QUESTION

Why are Tuesday and Wednesday pre-school places still underfilled despite a steady flow of parent enquiries?

SETTING

[REDACTED] • one setting • South East England

SCOPE One agreed commercial issue. Remote review.

INFORMATION CONSIDERED

- 01 Occupancy by room and day for the next 12 weeks
- 02 The last 10 parent enquiries and recorded outcomes
- 03 Current fee sheet and session pattern
- 04 Website availability wording and enquiry route
- 05 Manager notes on tours and follow-up

COMMERCIAL FINDING

The evidence points to a conversion and session-fit problem, not simply a shortage of enquiries.

The setting is receiving interest, but availability is described too broadly and the enquiry record does not show a consistent follow-up point after tours. Before spending more on lead generation, the nursery should make the Tuesday/Wednesday offer clearer and measure where existing enquiries are being lost.

ILLUSTRATIVE EVIDENCE SNAPSHOT

Measure	Tue	Wed	Other days
Pre-school occupancy	61%	64%	84%
Recent enquiries mentioning these days	4	3	3
Recorded post-tour follow-up	1 of 4	1 of 3	2 of 3

Figures above are made up solely to demonstrate the format of the review.

PRIORITY ORDER OF WORK

01 Make the availability specific

Replace generic "spaces available" wording with the actual room, days and likely start dates the setting wants to fill. Use the same wording in the website enquiry path and local marketing.

02 Fix the enquiry record before buying more leads

Record reply time, tour booked, tour attended, registration outcome and reason lost for every new enquiry. One owner or manager should be accountable for the record.

03 Introduce one post-tour follow-up standard

Send one useful follow-up within 24-48 hours, then record the outcome. Do not rely on managers remembering which families need another contact.

04 Review after four weeks

Compare Tuesday/Wednesday enquiries, tours and registrations with the previous four weeks. Only then decide whether extra paid marketing is justified.

WHAT TO MEASURE

Response time	Same working day where practicable
Tour conversion	Enquiry → tour booked → attended
Registration conversion	Tour attended → registration
Capacity outcome	Tue/Wed occupancy by room and start date

THE DECISION AFTER THIS REVIEW

Do not increase advertising spend yet. Run the four-week conversion fix first. If the setting then has a measured shortage of suitable enquiries for Tuesday and Wednesday, scope a focused occupancy campaign against that gap.

WHAT A TNB SINGLE-ISSUE REVIEW GIVES YOU

A defined question, review of the information you provide, a 60-minute remote session and written next actions. The actual length and content depend on the issue. This two-page document is deliberately illustrative and does not claim to be a real client case study.