

Purple Education

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Experience in Educational Data Collection

Purple specialises in collecting, processing, analysing and reporting educational outcome data for schools, multi-academy trusts, charities and organisations delivering interventions and support programmes for children and young people. Purple is a secure data and impact analysis platform designed for use by schools, trusts and education partners, processing data including demographic information, attendance, behaviour, achievement and attainment, intervention and provision information, vulnerability indicators, safeguarding and wellbeing indicators.

Our experience is primarily in digital data collection and educational impact analysis, rather than direct in-person administration of standardised assessments. The platform brings together live school MIS data, participation records, engagement information, survey data, qualitative insight and programme evaluation data into one place, enabling consistent evaluation across programmes, schools and cohorts.

We support schools and organisations to understand the impact of programmes and interventions by linking participation and engagement data with outcomes such as attendance, behaviour, suspensions, exclusions, achievement, attainment and vulnerability indicators. Purple enables users to create custom groups for interventions, take registers directly within the platform and feed those registers into analytics so impact can be tracked consistently over time.

A key differentiator of Purple is our use of attendance-adjusted benchmarking and advanced statistical analysis. Rather than relying solely on raw outcome movements, we compare outcomes against appropriate peer groups and take account of contextual factors such as absence, helping organisations develop a more accurate understanding of programme impact and distinguish genuine improvement from natural variation or wider school trends.

Purple has developed functionality to support whole-school trend analysis, intervention tracking, individual student profiles and subgroup analysis. This includes filtering by year group, Pupil Premium status and other key demographics, as well as drilling down into individual student profiles to understand progress, engagement and impact in detail.

Specific measures and subjects

We are assessment-measure agnostic and can collect, process and analyse assessment and attainment data provided by schools, trusts, evaluators or partner organisations. We do not currently administer standardised assessments such as PIRA, NGRT, PUMA or PASS directly. Our expertise lies in securely collecting, integrating, analysing and reporting assessment and outcome data generated by schools, trusts, evaluators and delivery organisations.

The subjects and outcome areas we have experience analysing include attendance, behaviour, suspensions, exclusions, achievement, attainment, intervention participation, engagement, vulnerability, safeguarding and wellbeing indicators. We can also support survey and evaluation activity where this forms part of the service.

Year groups and phases

We currently work with primary schools, secondary schools, alternative provision settings, specialist settings, multi-academy trusts and organisations delivering programmes within schools.

Specialist areas

Our specialist areas include attendance, behaviour, suspensions, exclusions, intervention tracking, impact analysis, vulnerability analysis, SEND, FSM, EAL, Pupil Premium and wider inclusion-related indicators. Purple provides visibility of whole-school trends including Pupil Premium, SEN and EAL, alongside patterns in attendance, behaviour incidents and exclusions.

A key area of expertise is impact measurement. Purple combines the collection of raw school data with advanced statistical analysis, attendance-adjusted benchmarking and peer-group comparison methodologies built into the platform. Rather than relying solely on simple before-and-after measures, Purple uses contextual benchmarking and adjustment techniques to help

organisations understand whether changes are likely to represent genuine programme impact or natural variation. This enables more robust evaluation of interventions, programmes and support strategies, whilst providing a stronger evidence base for funders, evaluators and school leaders.

We also support analysis of disadvantaged students, vulnerability, AP and PRU settings, providing leaders with clearer insight across key pupil groups and educational outcomes. By combining demographic information, programme participation, engagement measures and educational outcomes within a single environment, Purple helps organisations identify emerging trends, understand which approaches are having the greatest impact and target support more effectively.

Assessment types and modality

Our data collection is primarily delivered through remote digital systems. Purple connects to schools' existing MIS systems using secure integrations and can bring together quantitative school data, participation records, engagement information, survey data and qualitative insight within one platform.

Purple is most suited to whole-cohort, group-level, school-level, trust-level and intervention-level data collection and analysis. It supports ongoing monitoring rather than one-off paper-based test administration. Where one-to-one, small group or whole-class assessment data is collected by schools or evaluators, we can support the secure storage, structuring, analysis and reporting of that data.

Scale of data collection

Purple has developed scalable education data infrastructure capable of supporting everything from single-school projects to large national programmes. The platform supports secure school onboarding, MIS integration, survey administration, intervention tracking, cohort management and evaluation reporting within a single environment.

We can collect, structure and analyse attendance, behaviour, suspension, exclusion, demographic, attainment, participation and engagement data, alongside survey responses and intervention records.

The platform is designed to support large-scale programmes, with standardised data collection, secure stakeholder access, anonymised reporting, evaluator exports and bespoke dashboards. We can provide schools, delivery partners, funders and independent evaluators with access to the same trusted dataset whilst maintaining appropriate permissions and governance controls.

For evaluation activity, Purple can provide structured datasets, anonymised or pseudonymised exports, cohort and control group management, survey monitoring, audit trails and bespoke evaluator dashboards, reducing manual administration and improving consistency across participating settings.

Field Force Capacity and Expertise

We maintain a substantial permanent team covering project delivery, onboarding, customer success, education data, analytics and engineering. Our team is able to travel anywhere within the UK to support data collection activities, school engagement, onboarding and implementation where required.

However, physical visits are rarely necessary due to Purple's digital-first approach. Through secure MIS integrations, school data can be collected, monitored and analysed remotely, allowing schools to participate without the burden of manual data returns, spreadsheets or repeated requests for information. Data begins flowing into Purple with minimal setup, enabling efficient large-scale data collection across geographically dispersed settings.

Our in-house expertise is focused on education data systems, onboarding, customer success, data engineering, impact analysis and platform support. Named Purple contacts guide organisations through onboarding, training and ongoing support, while our specialist data and engineering team continually develops and enhances the platform.

Purple's geographical reach is UK-wide and is not constrained by region due to its cloud-based infrastructure, remote onboarding model and secure data integrations. Where projects require in-person support, training or data collection, Purple can deploy team members nationwide.

Where a project requires direct in-person assessment administration, specialist assessors or test administrators, we would work with the evaluator to define the required delivery model and identify whether this should be delivered by Purple staff or through suitably qualified external personnel. We would be transparent about which elements are delivered in-house and which require additional specialist capacity.

Communication Systems

Schools and Settings

We communicate with schools, trusts and partner organisations through dedicated onboarding, named account management, training, ongoing support and customer success

activity. Every partner is assigned a named contact responsible for onboarding, implementation and ongoing support throughout the partnership.

Our onboarding process includes secure MIS connection, user setup, permissions, training and ongoing support. Purple connects to schools' existing MIS systems with the support of Wonde, enabling reliable data connections, real-time updates and secure setup. We proactively monitor data health and notify schools or project stakeholders where interruptions or anomalies are identified, such as missing attendance data or sudden drops in behaviour data.

We can confirm participation and implementation steps through written communication with school or trust contacts, structured onboarding meetings, data-sharing documentation and agreed project setup processes. Ongoing communication is maintained through named account management, regular check-ins and customer success support.

Evaluators

We communicate with evaluators by agreeing data requirements, reporting formats, data-sharing arrangements, dashboard requirements and secure export processes at the start of each project. We provide structured exports, evaluator-facing dashboards and secure data-sharing arrangements that support independent evaluation and analysis.

Purple can act as an underlying infrastructure layer to support evaluation activity, with a flexible model that can be scaled across individual projects or larger programmes.

Issues with data completeness, data feeds or unusual patterns are flagged promptly through our data health monitoring processes and escalated to relevant project stakeholders, including schools, trusts, delivery partners and evaluators where appropriate.

Quality Assurance Strategies

We use a range of quality assurance processes to support data completeness, accuracy and reliability. These include secure MIS integrations, data health monitoring, role-based access controls, regular data synchronisation and checks for missing or unusual data patterns. If a data feed is interrupted or unusual patterns are identified, we investigate the cause and work with the relevant school, trust or partner organisation to restore data quality and completeness.

Purple improves data quality by reducing reliance on spreadsheets, duplicated reporting and fragmented datasets. By bringing key data together into one platform, we create one trusted evidence base and reduce manual reporting burden.

Where missing data or complications arise, we investigate the data source, identify whether the issue relates to MIS synchronisation, data availability, data permissions or school-level input, and work with the relevant school, trust or partner organisation to resolve the issue. Our data health monitoring approach is designed to identify problems early and reduce the risk of prolonged data gaps.

Our data protection and security framework also supports data quality and integrity through role-based access, least-privilege permissions, school data segregation controls, encryption, secure hosting, confidentiality obligations, logging and contractual retention arrangements.

For projects requiring increased capacity, we mitigate capacity pressures by scoping requirements early, agreeing clear data specifications, prioritising automation where possible, using secure imports and integrations to reduce manual processing, and agreeing any additional external support required for activities outside Purple's core digital data infrastructure offer.

Project Leadership

Project leadership will be provided by a team with combined expertise in education, programme delivery, impact measurement, data governance and education technology. The team includes leaders who have built and scaled national education services working with more than 180 schools and trusts, alongside practitioners with direct classroom experience and specialists in education data, analytics, implementation and customer success.

This combination of operational, educational and technical expertise enables us to understand both the practical realities of schools and the requirements of robust evaluation and data collection projects. Our team has experience supporting large multi-school programmes, trust-wide implementations, impact reporting projects, secure MIS integrations, survey administration and complex stakeholder environments involving schools, delivery organisations, funders and independent evaluators.

Cherie White founded Think for the Future in 2013 and has led its growth into a national organisation supporting schools and trusts across the UK. Her experience spans education, social enterprise, impact measurement, organisational leadership and the development of scalable school-facing services. She has overseen the development of Purple from an internal impact measurement system into a standalone education data and analytics platform.

Billie Westwood, Growth & Accounts Executive at Purple, brings direct frontline education experience to project delivery. Prior to joining Purple, Billie was a teacher in Nottingham. She now works with schools, trusts and education organisations across the UK, supporting

implementation, onboarding, strategic partnerships, customer success, data protection and impact analysis projects. This combination of classroom experience and education technology expertise helps ensure projects remain grounded in the realities faced by schools and practitioners.

Craig Land brings specialist impact and evaluation expertise, supporting the development of meaningful analysis, outcome reporting and impact measurement. His role helps ensure the platform remains focused on clear, practical and evidence-led reporting for schools, trusts and partner organisations.

The wider Purple team includes specialists in education data, analytics, software development, Power BI, customer success and implementation. Together, the team supports school onboarding, MIS integration, data governance, dashboard development, impact analysis and long-term partner support. Purple has experience developing solutions for individual schools, multi-academy trusts, charities, delivery organisations and large-scale evaluation programmes involving multiple stakeholders, funders and independent evaluators.

At present, Purple has not completed an EEF-funded project. However, our experience is highly relevant to EEF evaluation activity because of our work supporting secure school data collection, survey administration, programme monitoring, impact analysis, evaluator exports and multi-stakeholder reporting.

Additional Data Services Offered

In addition to data collection, Purple offers data cleaning, data structuring, dataset combination, MIS integration, dashboard development, survey and evaluation support, cohort analysis, intervention tracking, benchmarking, impact analysis and secure data exports for evaluators.

Purple brings together live school MIS data, participation records, engagement information, qualitative insight and programme evaluation data into one platform, enabling consistent evaluation across programmes, schools and cohorts.

A key part of our offer is the ability to use raw school data to provide a more accurate understanding of programme impact. Purple combines raw outcome data with attendance-adjusted benchmarking, peer-group comparison and advanced statistical analysis, helping organisations identify genuine change rather than relying solely on headline outcome movements or simple before-and-after comparisons.

We can support survey and evaluation activity where this forms part of the service, including survey creation, distribution, analysis and reporting. We can also provide structured exports and bespoke dashboards for independent analysis.

Tools and platforms used include the Purple platform, secure MIS integrations, Wonde, Microsoft Azure-hosted infrastructure, Power BI reporting infrastructure where applicable and secure data processing arrangements governed by our data protection framework.

Cost Model and Pricing Structure

Purple's pricing is designed to be flexible and proportionate to the scope of each project. We recognise that evaluation projects can vary significantly in terms of school numbers, data requirements, reporting needs, stakeholder access and implementation complexity, so costs are always tailored to the specific requirements of the work.

Key factors that influence cost include the number of schools or settings involved, the volume and complexity of data being collected, onboarding requirements, dashboard development, survey administration, evaluator reporting requirements, data storage requirements, user access levels and the level of ongoing support required.

To provide an indication, a typical secondary school with full access to Purple, including all dashboards, intervention tracking, benchmarking, advanced impact analysis and reporting functionality, would generally cost around £2,700 per year excluding VAT. This figure should be viewed as illustrative only, as costs can vary depending on project requirements and the level of functionality required. Every school, trust and evaluation project is different.

For projects where the requirement is limited to data collection, secure data processing and evaluator reporting without access to the wider Purple dashboard suite, costs are significantly lower and are typically in the region of £300 per school excluding VAT. The final cost would depend on factors such as the amount of data being collected, reporting requirements, storage requirements and the level of support required.

Unlike traditional fieldwork models, assessment length is not usually a primary cost driver within Purple's digital data collection approach. However, costs may increase where projects require bespoke survey creation, additional evaluator dashboards, complex data preparation, manual processing, paper-based collection methods or external assessment administration.

Costs will also vary depending on:

- The number of schools or settings participating
- The type of school or setting involved
- The volume and frequency of data collection

- The amount of survey or evaluation activity required
- The level of dashboard access provided
- The complexity of evaluator reporting requirements
- Data storage and infrastructure requirements
- One-to-one, small group or whole-cohort delivery models where additional support is needed

We aim to keep costs as low as possible whilst ensuring services remain sustainable, secure and reliable. A significant proportion of costs relate to secure infrastructure, data processing, hosting, storage and ongoing support. Wherever possible, we maximise automation, MIS integration and efficient workflows to minimise costs for schools, trusts, evaluators and funders whilst maintaining high standards of service delivery, security and data governance.

We are also open to discussing flexible commercial arrangements for EEF projects where there is potential for sector-wide learning, evaluation value or opportunities to improve outcomes for children and young people at scale.

Data Protection

Purple operates in accordance with UK GDPR and the Data Protection Act 2018. Schools, trusts and partner organisations act as Data Controllers, while Purple acts as a Data Processor and processes personal data only on documented instructions from the relevant Data Controller and in accordance with contractual agreements.

All personnel with access to personal data are trained in data protection responsibilities and are bound by contractual and professional confidentiality obligations.

Purple limits access to personal data to personnel with a business need to know, including relevant subcontractors performing services under the agreement.

We maintain appropriate technical and organisational measures for protection, security, confidentiality and integrity of school and trust data in accordance with UK GDPR and the Data Protection Act 2018.

Our controls include role-based access, least-privilege permissions, school data segregation, logical segregation of customer data, encryption, secure hosting, confidentiality obligations, logging, approved processor governance, contractual controls, transfer safeguards, retention arrangements and secure deletion.

Our data protection agreements include breach management procedures, with notification to the relevant school or trust within 72 hours where feasible after becoming aware of a personal data breach.

For any test administrators or personnel involved in EEF-related work, Purple would ensure that individuals receive appropriate data protection, confidentiality and secure data handling training before accessing project data.

Safeguarding

Purple works with sensitive pupil information and therefore treats safeguarding, confidentiality and appropriate staff suitability as core requirements. Depending on the service provided, Purple may process safeguarding and wellbeing indicators as part of its platform services.

All Purple team members are vetted to appropriate safeguarding standards, hold enhanced DBS checks and receive mandatory safeguarding, GDPR, confidentiality and cyber security training.

Our safeguarding approach for EEF-related work would include ensuring that any personnel with access to pupil-level information receive appropriate safeguarding, confidentiality and data protection training, and that access to sensitive information is limited to staff with a clear business need to know.

Where a project requires in-person assessment administration or direct contact with pupils, Purple would confirm safeguarding responsibilities, DBS requirements, school visitor protocols and any additional safeguarding training requirements with the evaluator, school or setting before delivery begins.

Project Examples

Project	Partners	Phase/Year Group	Data Collection (test name/s and type/s)	Description (including number of learners tested)
Organisation impact analysis model	Education organisations working across partner schools	Primary, secondary and school-based intervention settings	Live school MIS data, participation records, engagement information, qualitative insight, programme evaluation data and attendance-adjusted benchmarking. Purple combines raw outcome data with advanced statistical analysis and peer-group benchmarking to provide a more accurate measure of programme impact, helping organisations identify genuine change rather than relying solely on headline outcome movements.	Purple supports organisations working across multiple schools to understand programme impact by bringing together live school MIS data, participation records, engagement information, survey responses and outcome data into one platform. Delivered for organisations working across mentoring, inclusion, attendance and youth-development programmes, including Think for the Future, AllChild and School of Hard Knocks.
SHINE Programme Evaluation & Impact Reporting	SHINE and 18 participating schools	Year 7	Custom pupil and staff surveys, attitudinal surveys and programme feedback surveys	Purple designed and delivered the survey infrastructure for the programme, including survey creation, distribution, collection and analysis. Survey results were combined with wider school and programme data to create bespoke impact and reporting dashboards. The solution enabled programme-wide monitoring, demographic

				analysis, impact reporting and stakeholder dashboards, providing a single source of evidence for programme evaluation and decision-making. 18 schools are currently participating, with the survey distributed to more than 2,000 students.
Multi-academy trust and school data and impact analysis	Multi-academy trusts, individual primary and secondary schools across the UK	Primary, secondary, AP and specialist settings	Attendance, behaviour, suspensions, exclusions, achievement, attainment, demographic data, intervention tracking and vulnerability indicators	Purple provides trust-wide dashboards, school-level insight, real-time analysis of attendance, behaviour, suspensions and key pupil groups, plus survey and qualitative insight at scale. This supports trust leaders and school leaders to monitor trends, identify pupils requiring support and evaluate the impact of interventions and strategic decisions.
Intervention tracking and impact analysis	Schools, trusts and partner organisations	Primary, secondary, AP and specialist settings	Intervention registers, participation data, attendance, behaviour, suspensions and achievement data	Purple enables staff to create custom groups, take registers and link intervention participation to outcome data, supporting analysis of programme effectiveness and impact over time. This allows organisations to understand which pupils have received support, how consistently they have engaged and whether outcomes have changed meaningfully over time.