

THE MAYFIELD LOOP

**BUSINESS
CASE**

Version 1.1





Purpose: THE MAYFIELD LOOP

Let's kick off a journey!

The Mayfield Loop is all about helping schools dream up, test, and improve their learning spaces together. We want to make it easy (and fun!) for everyone to share what works, what doesn't, and what could be even better.

Our mission: Build a tool that grows with you, shaped by real feedback from students, teachers, and the whole school community.

HOW DO WE MAKE THIS HAPPEN?

To bring the Loop to life, we'll need people, time, and a bit of funding at each stage:



PROTOTYPE PHASE: mostly in-kind Mayfielders building lightweight mock-ups, with small costs for workshops and materials.



PILOT PHASE: modest grants or support from LEA, education departments, or research partners to test in schools.



SCALING PHASE: bigger commitment professional developers, data management, legal input and training. Could be funded through a mix of government support, partnerships, and ongoing funding from LEA membership and/or a subscription model.

WHO'S INVOLVED?

This project is a team effort! Here's who will be on board:



THE WORKING GROUP: Mayfield, LEA and advisors



SCHOOL COMMUNITIES: leaders, teachers, and students



APP DEVELOPERS: both student based and professional



DESIGNERS: Architects and educational designers

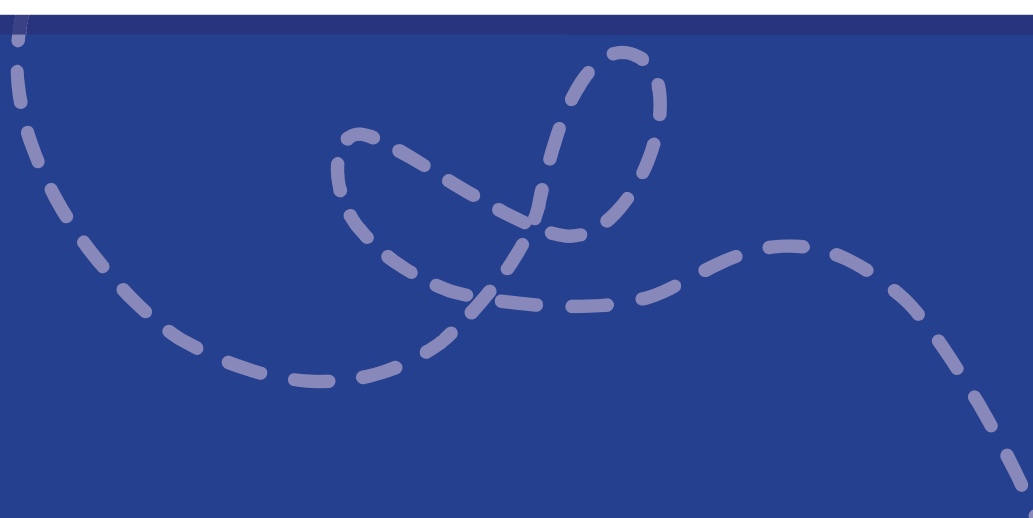
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GOVERNANCE & STEWARDSHIP

How does this **fit** in?


The Loop App is part of the Mayfield Project's big vision: making sure every voice shapes the spaces where we learn. We're blending stories and stats, so schools can make smart, evidence-based decisions and build a community that learns together.

We need clear ownership and care structures from the start:

- **Data Custodianship:** Privacy, consent, and anonymisation baked into every stage.
 - **Oversight Body:** A small steering group under LEA, including teachers, designers, industry members and professional advisors to keep the tool aligned with real needs.
 - **Version Control:** Documenting changes and updates so the tool evolves transparently.
 - **Sustainability:** A plan for ongoing support, so schools know the Loop won't disappear after a year.
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THE LOOP IS WORKING WHEN....

- Engagement: Schools, teachers, and students using the tool regularly.
 - Action: Examples of feedback shaping change; small (moving furniture) and big (influencing masterplans).
 - Satisfaction: Users reporting that the tool is simple, helpful, and worth their time.
 - System Impact: Departments and funders starting to use Loop data in procurement, briefing, and policy.
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WHAT COULD GET IN THE WAY?

RISK

Low uptake by schools

Data privacy concerns

Student developer capacity

Funding shortfall

Tool fatigue

WHY IT MATTERS

If it feels like “just another thing to do,” people won’t use it.

Trust is everything. If people worry about misuse, they’ll drop out.

Great for prototyping, but not a full build.

Without money, momentum stalls.

If it’s clunky or boring, no one will bother.

WHAT WE’LL DO

Keep the tool lightweight, link it to curriculum and wellbeing programs, workshop the visual interface, keep testing.

Clear consent, plain-language agreements, anonymisation at all levels.

Pair with mentors, bring in pros for later phases.

Diversify funding sources: grants, partners, subscriptions.

Keep it fun, visual, playful, and show visible results (“your feedback led to...”).

OUR ROAD MAP



1. DREAM IT, BUILD IT, TEST IT!

- Start with a simple prototype (think: interactive PDF or web mock-up).
- Try it out in a few schools and workshops.
- Gather honest feedback, what's fun, what's confusing, what's missing?
- Tweak and improve before building the real thing.



2. FIELD TESTING & REFINEMENT

- Test the tool across varied contexts
- Support local adaptation
- Refine insight interfaces and enable participatory analysis
- Building a flexible, comparative framework with actionable feedback and insights for broader educational impact.



3. BUILD THE REAL DEAL

- Create a shared measurement system to unify data across projects.
- Support adaptive planning, participatory analysis, visual insights, and feedback loops
- Building a strong framework and a collaborative, evidence-based learning community.



4. MAKE IT LAST!

- Scale the framework responsibly
- Embed it into daily workflows
- Establish strong governance
- Integrate with policy systems
- Support ongoing learning, and enable research, advocacy

