



PRESS RELEASE + PRODUCT BRIEFING



Loudwater connects the school day.

One connected platform for the school day.

Press release and product briefing

ATTENDANCE

See attendance coverage, absence patterns and measure improvements.

BEHAVIOUR

Connect incidents, recognition, actions and intervention.

ASK AI

Permission-aware answers and bounded agentic actions.

BESA Launchpad Subscriber 2026/27

Meet Loudwater at Bett UK 2027

V1.1 | 9 September 2026



Loudwater launches a connected alternative to the fragmented school MIS

Blundens unveils Loudwater, a modern school management platform, ahead of Bett UK 2027 following its approval as a BESA Launchpad Subscriber for 2026/27.

Blundens today announces the public launch of Loudwater, a modern school management platform designed to bring the operational, educational and family-facing work of a school into one connected system.

Built for schools and education groups frustrated by rising costs, fragmented software, duplicated data and disconnected workflows, Loudwater provides a shared operational picture across the organisation.

Its connected data and relationship model bring together students, families, staff, classes, rooms, finance and operational records, allowing information and context to follow the user rather than remain trapped inside individual systems.

LAUNCH PROPOSITION

One connected operational picture for schools and education groups, with transparent pricing and permission-aware access to shared data.

Loudwater brings attendance, behaviour, curriculum planning, communications, family services, finance, HR, safeguarding and school operations into a consistent experience.

Loudwater also includes **Ask AI**, a permission-aware assistant designed specifically for the school environment.

Rather than operating as a simple chatbot, Ask AI works within the same identity, permissions and data policies as the user. It can interpret a user's request, retrieve approved guidance, query permitted live school data and carry out defined actions within those controls.

Sensitive controls remain application owned. Actions require appropriate authorisation and explicit confirmation before they are carried out, with schools retaining full control over what is permitted for each action.

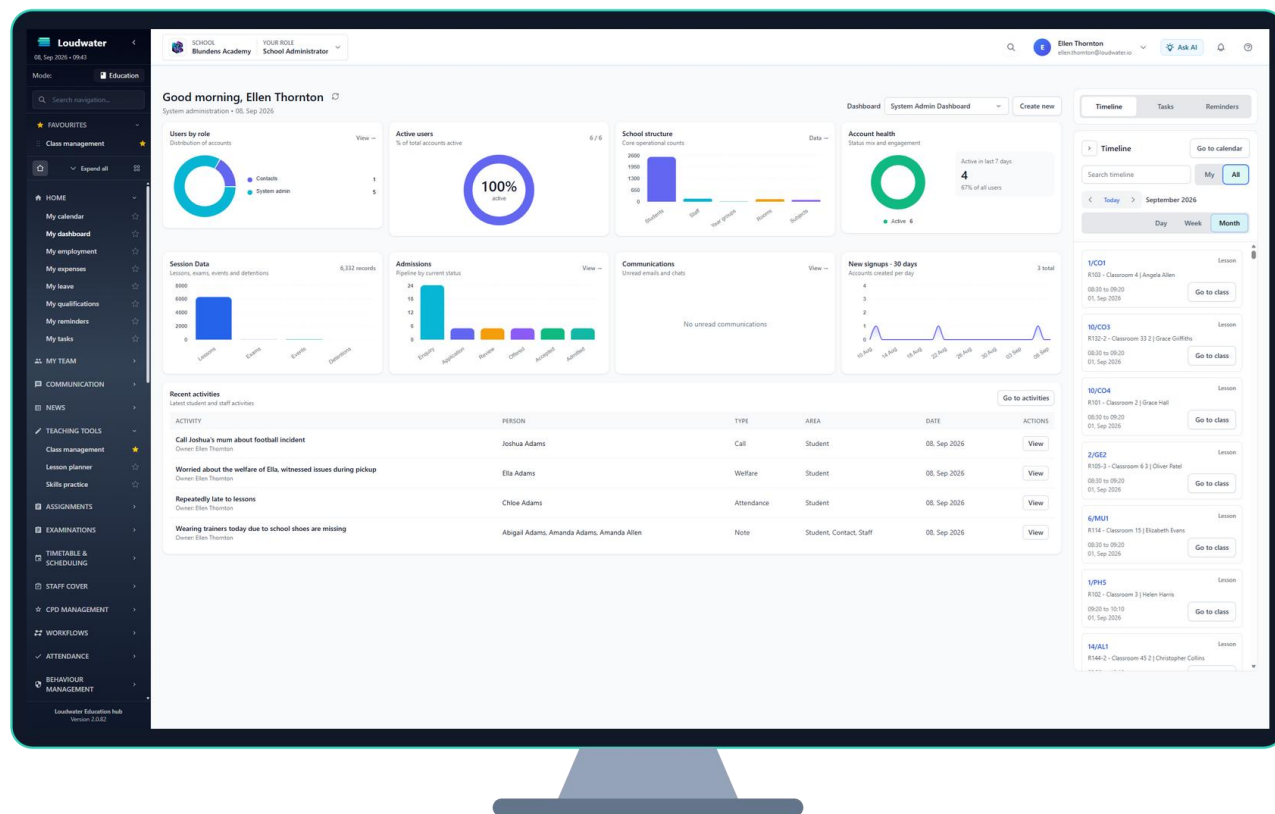
A clear commercial model

£3 per student per year when billed annually, or **£0.30 per student per month**. Self-serve CSV migration is free, with assisted migration available as a fixed-fee service.

Blundens has also been approved as a BESA Launchpad Subscriber for 2026/27 and has agreed to follow the BESA Code of Practice for the year ahead. The team will attend Bett UK 2027 at ExCeL London to meet schools, partners and education suppliers.

The school day, seen as one system

A role-aware home view brings together the information a user needs now, while preserving the detail and ownership of each underlying record.



Public product screen: Loudwater system administration dashboard, presented in the landing-site monitor frame.

Operational overview

- Role-specific dashboards combine the most relevant people, structure, account, admissions and communications indicators.
- A live timeline joins lessons, tasks, reminders and calendar context, with direct routes back to the underlying work.
- Recent activity provides a cross-school view of notes, calls, emails, meetings, attendance, behaviour, academic and welfare activity.

From signal to record

- Dashboard cards are entry points, not disconnected reports. Users can move into the people and records behind each measure.
- Shared filters, tables, saved views, exports and Ask AI to create a consistent way to investigate school data.
- Access remains role and organisation scoped, so staff see the information and actions appropriate to their work.

THE PRACTICAL DIFFERENCE

Loudwater reduces the gap between seeing a problem, understanding its context and taking the next authorised action.

Attendance teams need action, not another percentage

Loudwater combines register oversight with student-level absence insight and the connected context needed for follow-up.

Register oversight	Student and cohort insight
• Session registers keep attendance marks and completion visible, with the register itself remaining the authoritative record. • Register coverage shows which sessions have been taken, which marks are present or absent, and where completion is missing. • Compliance alerts make overdue or incomplete work visible instead of leaving teams to discover gaps after the fact. • Academic-year controls, exports and table filters support inspection, intervention and reconciliation work.	• Overview measures include attendance rate, authorised and unauthorised absence, late marks and minutes late. • Teams can investigate absence patterns at student and cohort level, then inspect the marks behind each measure. • Filters across student, Year, subject, member of staff and room help teams isolate patterns rather than rely on school-wide averages. • Ask AI can answer permitted live-data questions using governed fields and evidence from the school's current records.

ATTENDANCE STORY

A leader can move from a headline rate to an affected cohort, to the incomplete register or student history that needs attention, without exporting data into a separate analysis tool.

Designed for coordinated follow-up

Attendance does not sit in isolation. The same connected record can surface communication history, relevant activities, timetable context and the relationships around a student. This gives attendance officers, pastoral teams and senior leaders a more complete evidence base for timely, proportionate support.

The result is a workflow built around coverage, risk and intervention: take the register, identify the gap, understand the pattern, record the response and monitor whether it improves.

See concern, recognition and response together

Loudwater treats behaviour as a connected pastoral workflow, not simply a list of negative incidents.

Incidents and intervention

- Record category, severity, status, date, time, room and the people involved, including multiple participant roles where needed.
- Track open work, resolution rate and records that need intervention, with filters and saved views for different pastoral teams.
- Create a detention from an incident so the consequence remains connected to the original event and student context.
- Suspension and exclusion records use recognised school data structures, supporting dates, reasons, categories and review workflows.

Positive culture

- Positive recognition is first-class data with category, points, date, staff member and student, not an afterthought beside sanctions.
- Awards configuration and recognition records help schools make expectations visible and celebrate what is going well.
- School-wide measures balance total incidents with positive behaviour, resolution and intervention need.
- Connected records help teams see repeated patterns and recent context without reducing a student to a single event.

BEHAVIOUR STORY

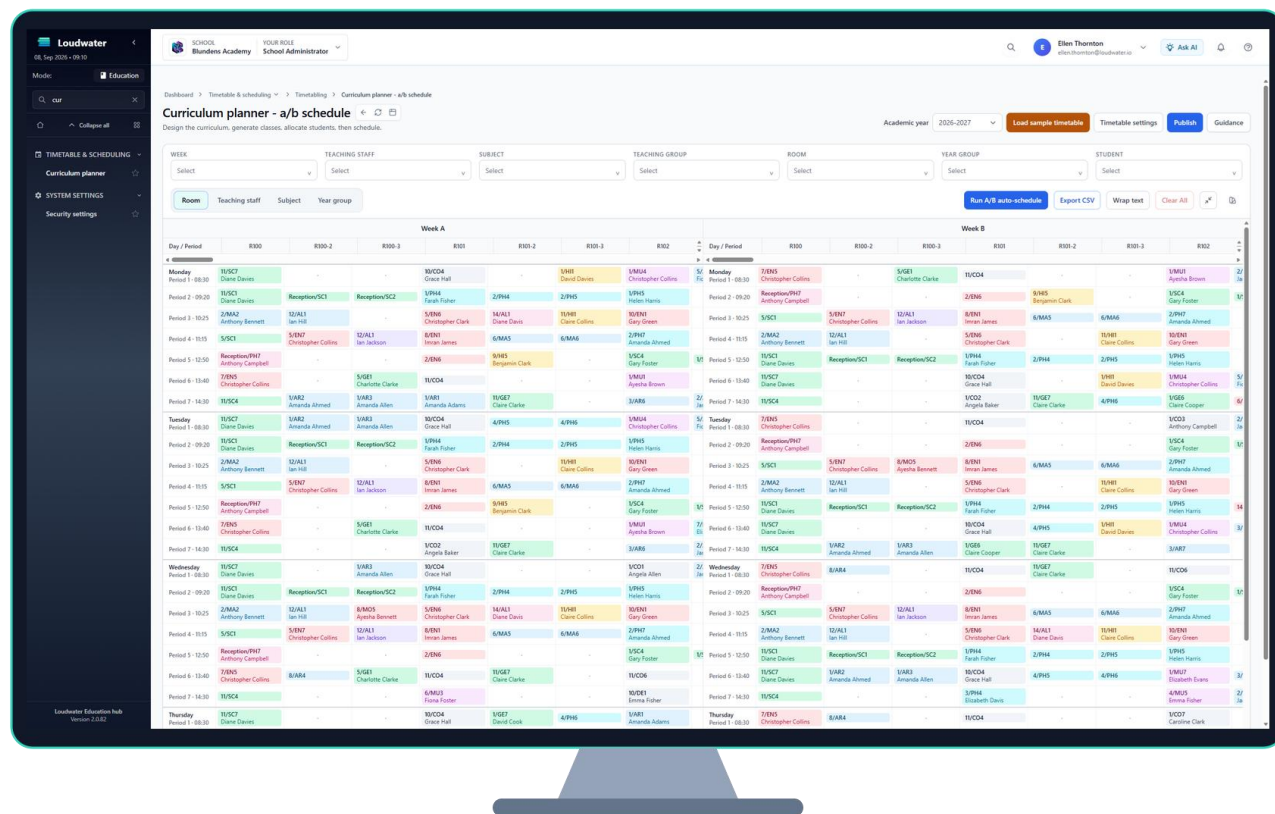
The platform supports a complete line from event to response: record what happened, connect the people involved, assign the next step, recognise positive behaviour and retain an auditable history.

Useful at every level

- Classroom staff can record incidents and recognition in a consistent structure.
- Pastoral staff can prioritise open cases and intervention needs.
- Senior leaders can compare patterns, resolution and positive recognition without stitching together separate exports.
- Families and students can receive communication through the appropriate school-controlled channels, with sensitive detail kept inside authorised workflows.

Build the curriculum, then make it schedulable

The A/B curriculum planner carries planning, class generation, allocation, rooming and scheduling through one visible workflow.



Public product screen: Loudwater Curriculum Planner and A/B timetable schedule.

From plan to timetable

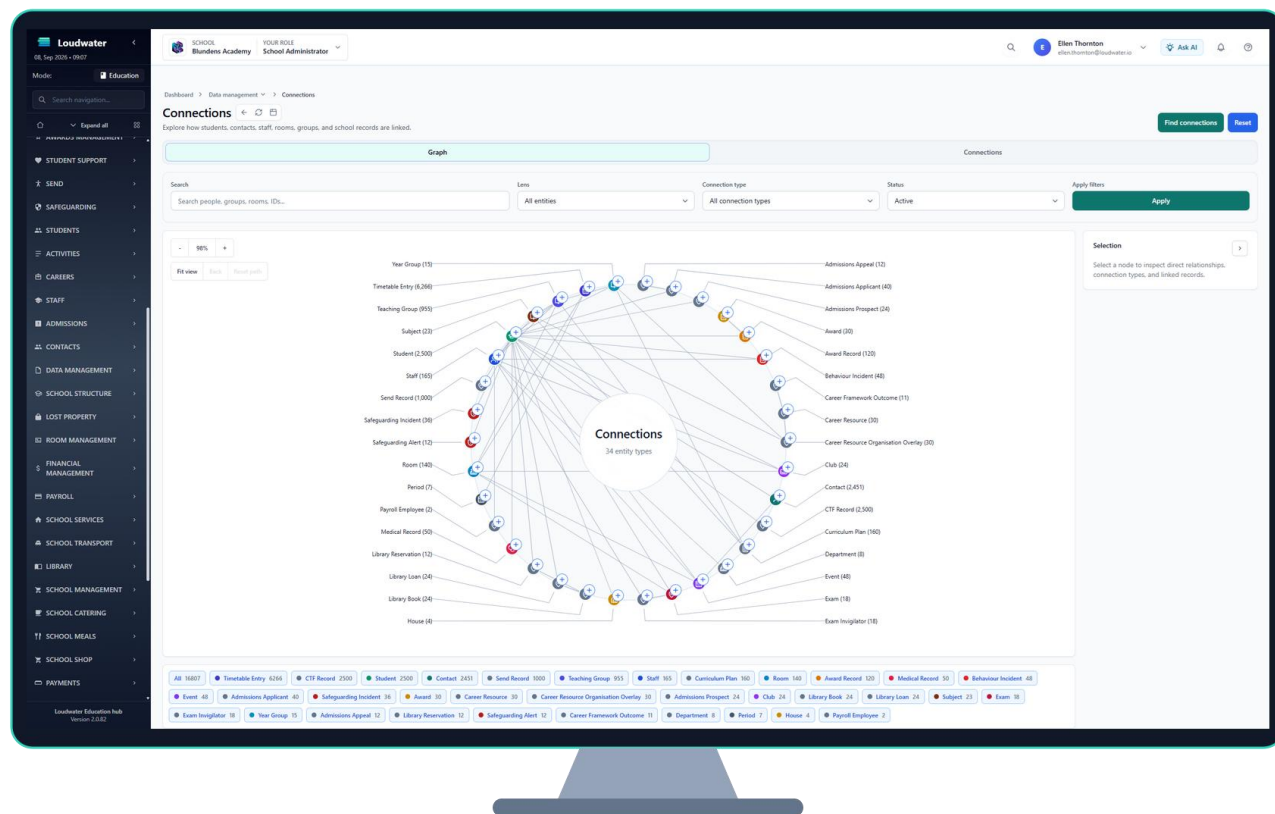
- Create curriculum plans by Year and subject, generate teaching groups, allocate staff, rooms and students, then schedule the resulting lessons.
- The A/B view keeps alternating-week requirements visible across room, teaching staff, subject and Year views.
- Filters across week, staff, subject, group, room, Year and student make dense timetables usable for specific questions.

Controlled automation

- Auto-scheduling works in durable bounded batches, reports progress stage by stage and preserves saved work if a user leaves the page.
- Hard and soft conflicts are surfaced before publication, alongside classes without assigned staff or rooms.
- Teams can export the timetable, review the result and publish only when the schedule is ready.

A relationship layer built around the school

Loudwater combines governed school entities with flexible field and relationship mapping, so migration does not have to flatten the way a school already works.



Public product screen: searchable school-wide data connections graph.

How the model works

- People, groups, places and operational records are represented as entities, with explicit connections between them.
- The graph can be searched and filtered by lens, connection type and status, moving from a whole-school map to a specific relationship.
- Imported identifiers, fields and relationships can be mapped into the school model instead of being discarded during migration.

What schools gain

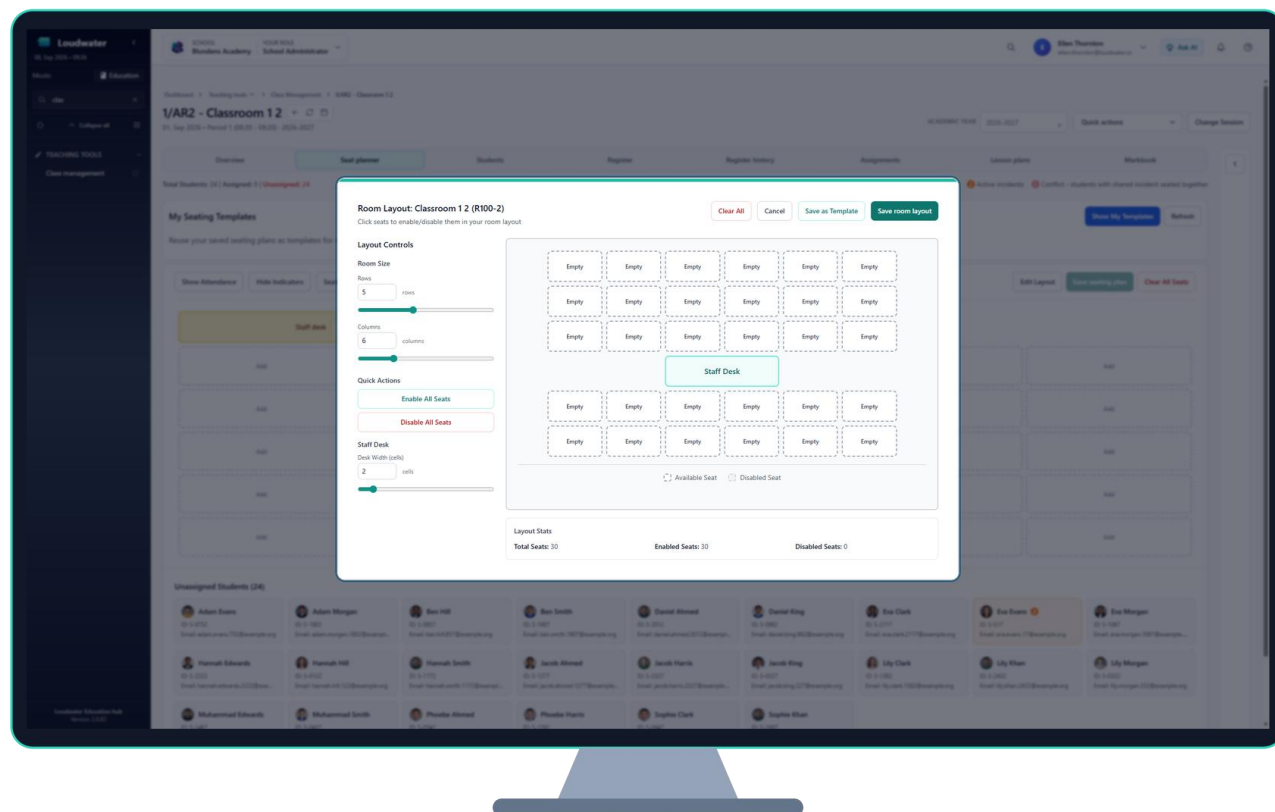
- Context follows the record across dashboards, workflows, reporting and AI-assisted queries.
- Custom reporting and workflow catalogues can use the same governed entity definitions rather than maintaining separate copies of the truth.
- Canonical education structures remain available for statutory work, while the school's own language and operating model can be represented.

IN PLAIN ENGLISH

Bring your data, preserve the relationships that make it meaningful, and use one governed model to connect operational work across Loudwater.

Rooms and students become part of the same plan

Seating is connected to the teaching group and room rather than recreated as a separate classroom artefact.



Public product screen: room layout and seating-plan editor.

Room design

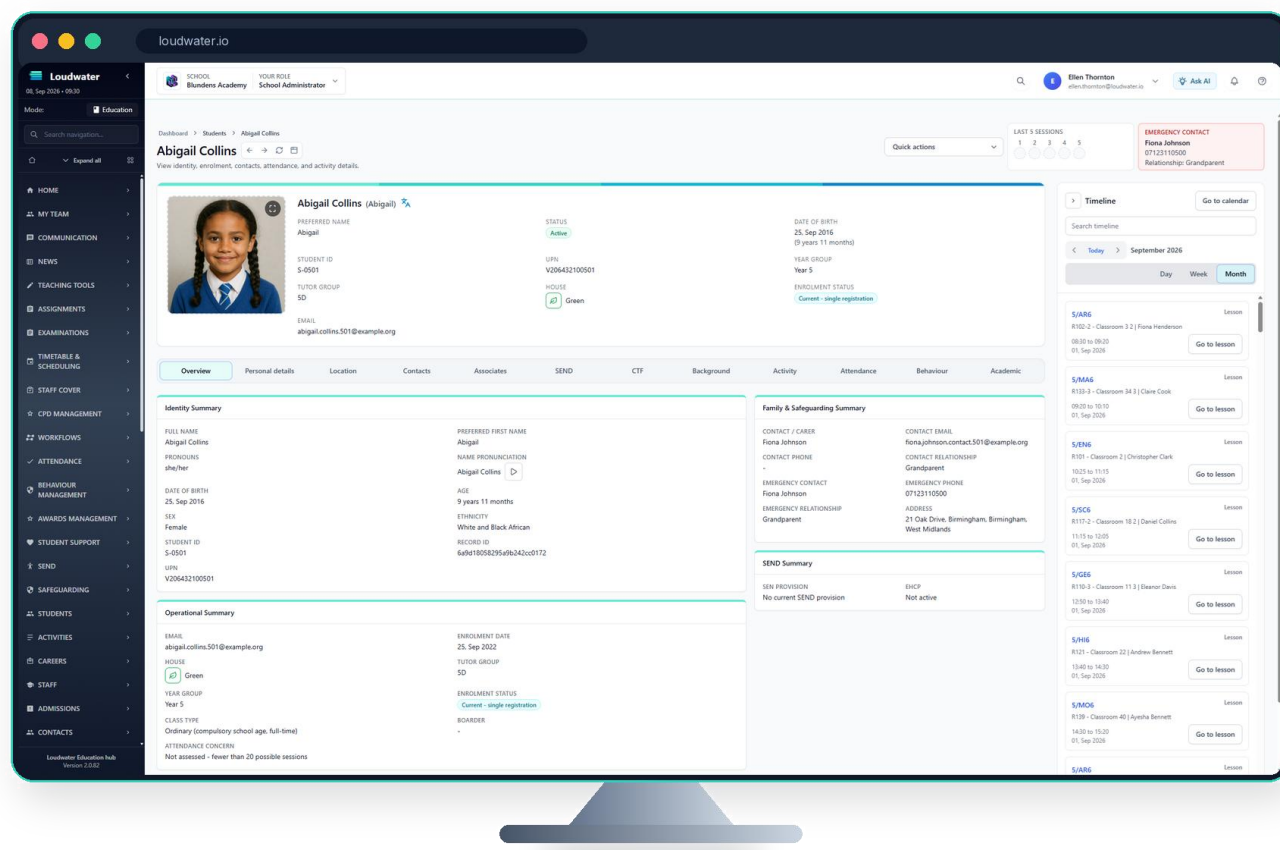
- Set rows and columns, adjust the staff-desk width, enable or disable individual seats and save reusable room templates.
- Layout controls reflect the real room so teachers can start from a practical arrangement rather than a generic grid.

Teaching-group use

- Build and save a seating plan for the selected group, with student placement shown against the room layout.
- When students with a recorded conflict or behaviour-related concern are seated next to each other, the planner displays a Conflict flag on the seat. Staff can open the flag to review the students involved, category and severity, then adjust the seating plan.

Understand the student behind the record

Bring identity, relationships and school information together in a connected student profile.



Public product screen: understand the student behind the record.

Student profiles

- Keep student details and connected records together in one place.
- Give staff a consistent route from a student to the information needed for their work.

Connected support

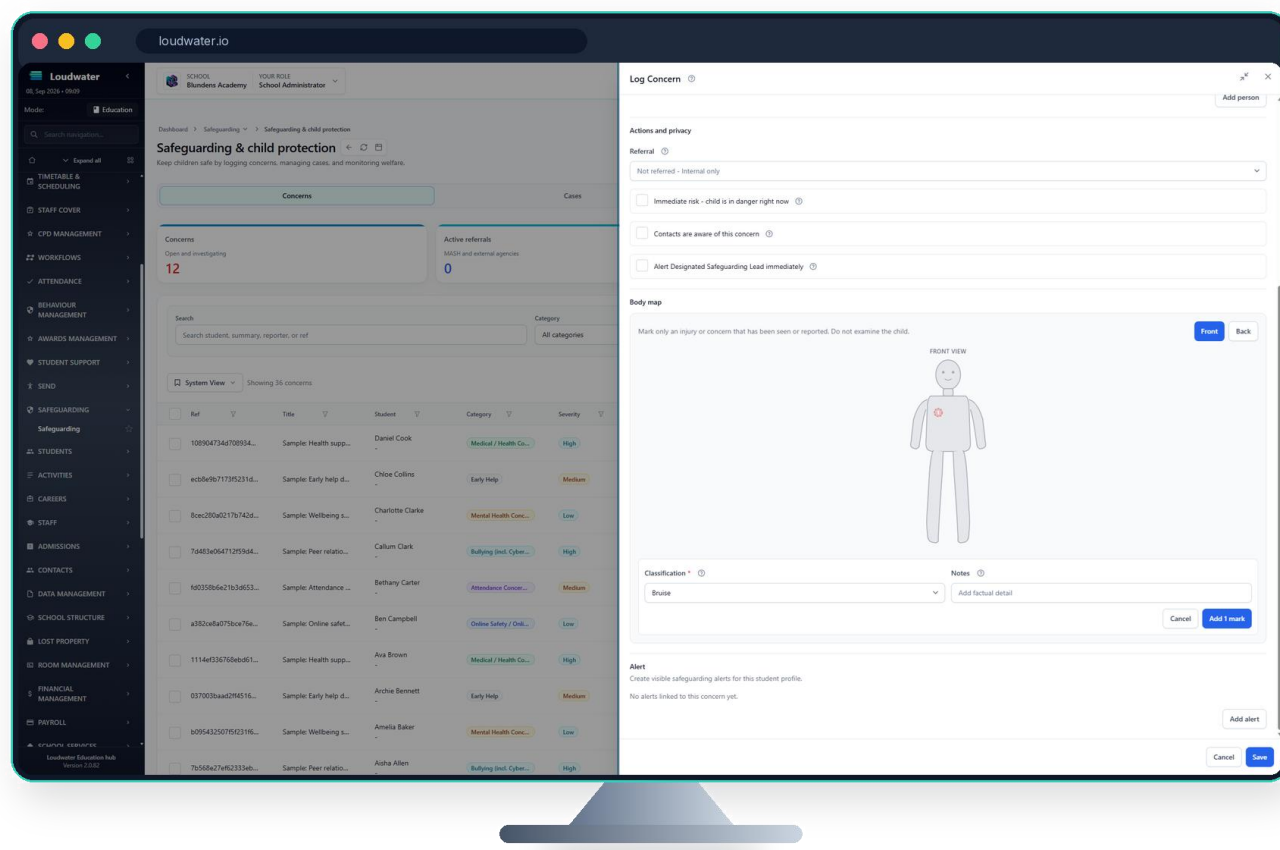
- Use shared relationships to understand the people and groups around a student.
- Keep access to student information within the school's permission model.

A student profile becomes more useful when it provides context for a decision. Bringing identity, family relationships and school information together helps staff prepare for a conversation without searching several systems. The same connected record can support a classroom question, a family enquiry or a handover between colleagues, with access controlled by the school.

Shared relationships also make information easier to interpret. Staff can see how a student connects to the people and groups around them, then follow the relevant record for more detail. This supports continuity when responsibilities change and reduces reliance on separate lists that can quickly fall out of date.

Keep concerns and follow-up connected

Give authorised teams a shared view of safeguarding work and the records behind it.



Public product screen: keep concerns and follow-up connected.

Case oversight

- Review safeguarding concerns and case status in a dedicated workspace.
- Connect the people involved with the information needed for follow-up.

Sensitive information

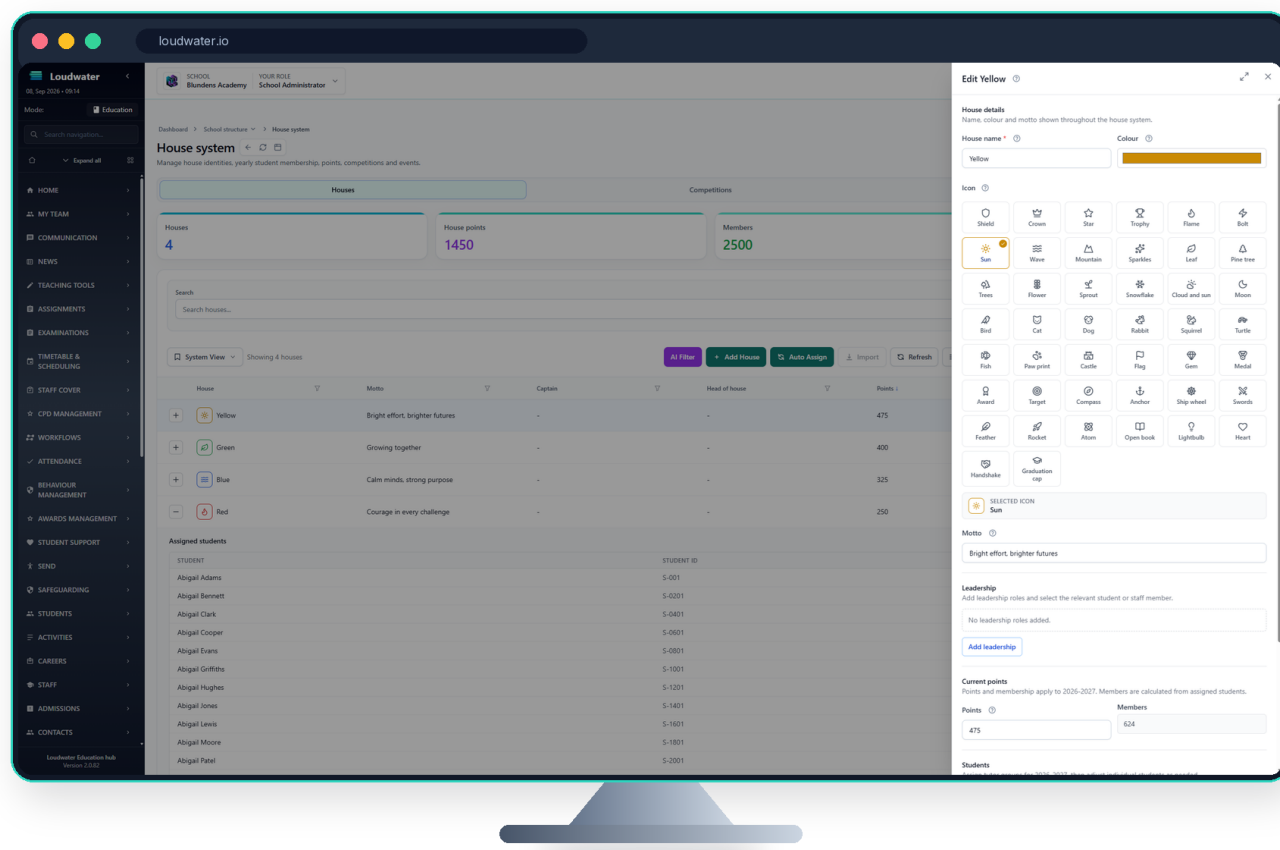
- Keep safeguarding detail within authorised workflows.
- Help responsible staff review records and coordinate the next step.

Effective follow-up depends on understanding what has been recorded and what still needs attention. A dedicated safeguarding workspace gives authorised staff a consistent place to review concerns, connect the people involved and consider the next step. Keeping that context together can make handovers clearer and reduce the need to reconstruct a case from separate messages.

Sensitive information needs deliberate boundaries. Connecting a concern to the wider school record does not mean making its detail available to everyone. Permission-controlled access helps responsible teams work with relevant context while keeping safeguarding information within authorised workflows. The system supports professional judgement by making records easier to find and review.

Bring house communities into view

Connect house membership and school community structures with the wider school record.



Public product screen: bring house communities into view.

House organisation

- Manage houses as part of the school's shared structure.
- Keep membership and leadership relationships connected to people records.

A shared foundation

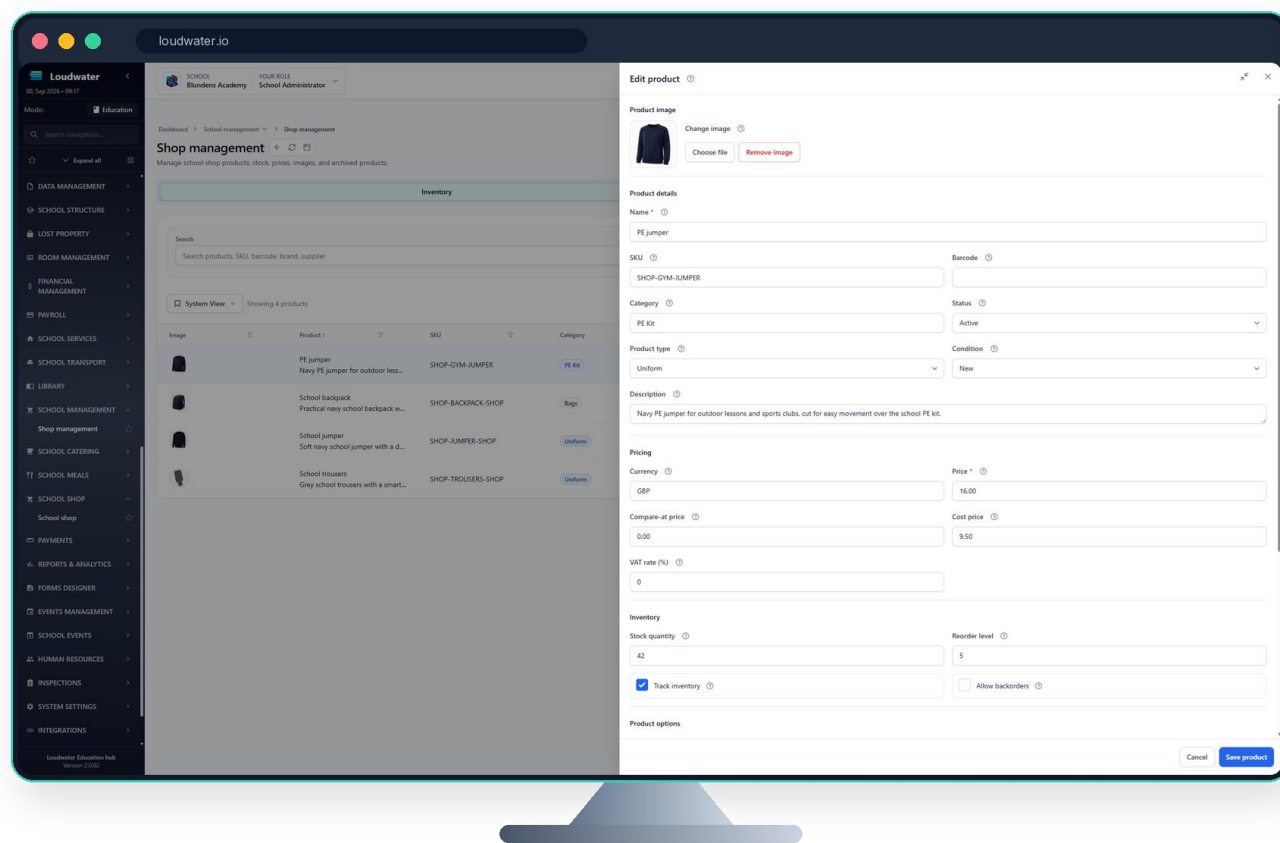
- Use the same house relationships across relevant views and reports.
- Give teams a consistent way to explore their school community.

House structures are most useful when they remain connected to the people who belong to them. Managing membership and leadership within the shared school model gives staff a common reference for their community. This can help with everyday coordination and make it easier to understand which students and colleagues belong to each house.

Using those relationships in relevant views and reports also reduces the need to rebuild groups for each question. Teams can explore their school through a familiar community structure while retaining a route back to individual records. When membership changes, maintaining the relationship in one place is easier to manage than reconciling several independent lists.

Manage the school shop in one place

Connect school shop administration with the services available to families.



Public product screen: manage the school shop in one place.

Shop administration

- Review school shop products and operational information in a dedicated workspace.
- Keep school services within the same platform as the wider school day.

Family access

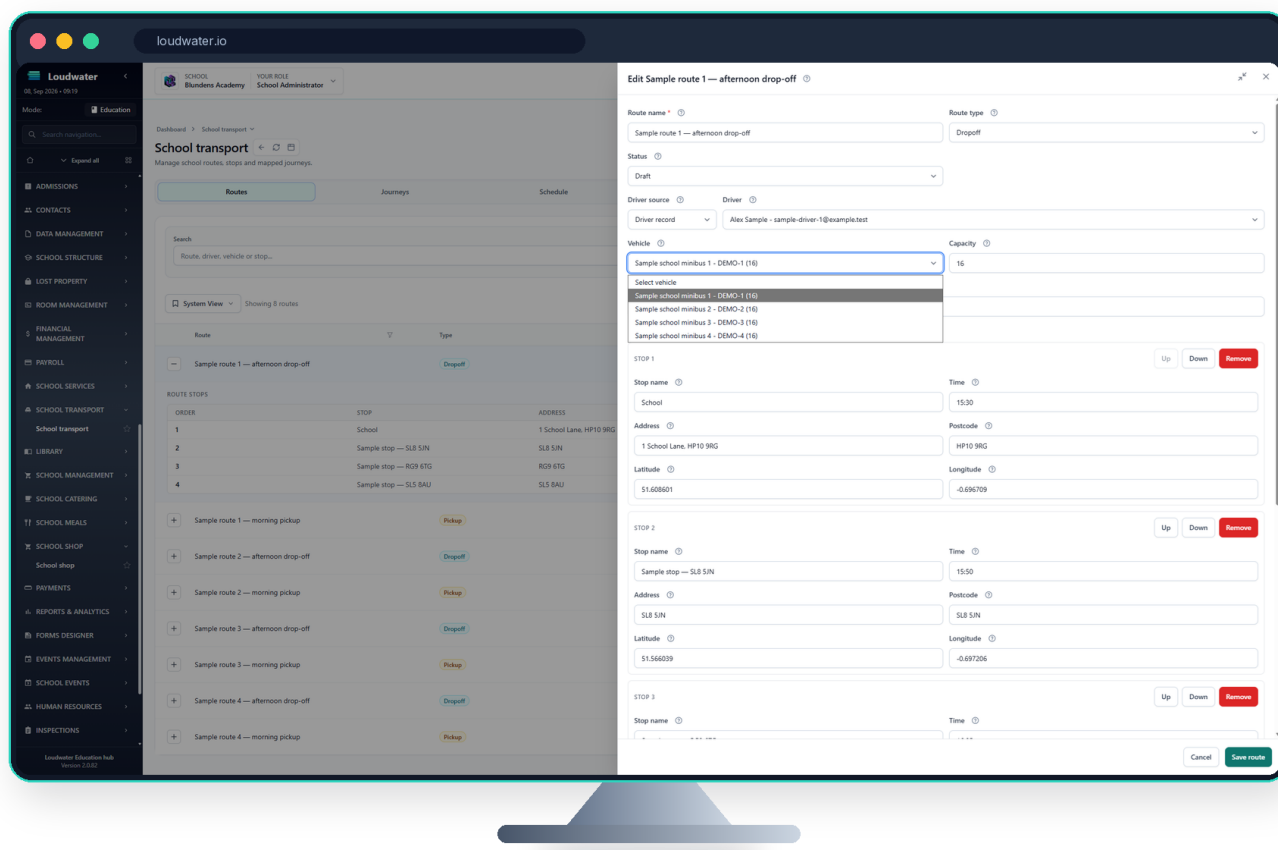
- Provide a connected route to the school shop through the parent app.
- Keep family access linked to the school's contact and dependant relationships.

School services should feel like part of the school experience. Bringing shop administration into Loudwater gives staff a familiar workspace for reviewing products and related operational information. Families can reach the school shop through the parent app, alongside other services, rather than having to learn a separate route for every task.

The connected contact and dependant model gives that experience a consistent foundation. Family access remains tied to the relationships held by the school, while staff work within the same organisation and permission context used elsewhere. This helps schools present services coherently and gives families a clearer starting point for routine enquiries.

Connect journeys with the school day

Bring transport information and geolocation into the wider picture of school operations.



Public product screen: connect journeys with the school day.

Transport planning

- Work with transport routes, stops and the people who use them.
- Use geolocation to give places and journeys meaningful location context.

Operational context

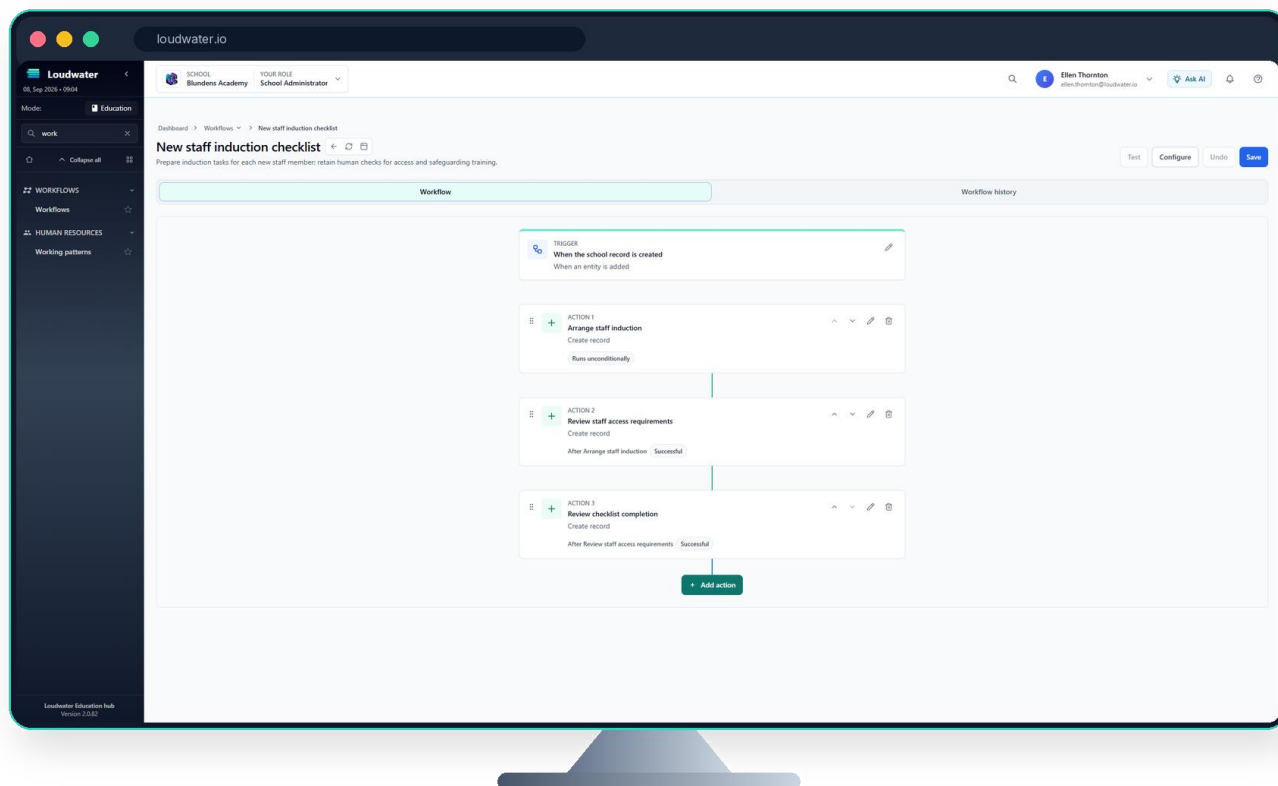
- Connect transport arrangements to school records rather than maintaining an isolated list.
- Help teams review the information needed to coordinate travel.

Transport planning involves both people and places. Geolocation adds practical context to routes and stops, helping teams understand where an arrangement sits in relation to the school and its journeys. Keeping that information alongside the relevant school records makes it easier to review travel arrangements with the people who use them in mind.

A connected view is particularly useful when staff need to coordinate a change or answer a family enquiry. Teams can review the route, stop and associated records together instead of comparing unrelated lists. Location context supports an informed conversation, while the underlying records remain available for checking the details of an arrangement.

Turn shared records into coordinated action

Build workflows around the same people, entities and relationships used across the platform.



Public product screen: turn shared records into coordinated action.

Workflow design

- Bring triggers and actions together in a visible workflow.
- Use connected school data as the basis for repeatable operational processes.

Team coordination

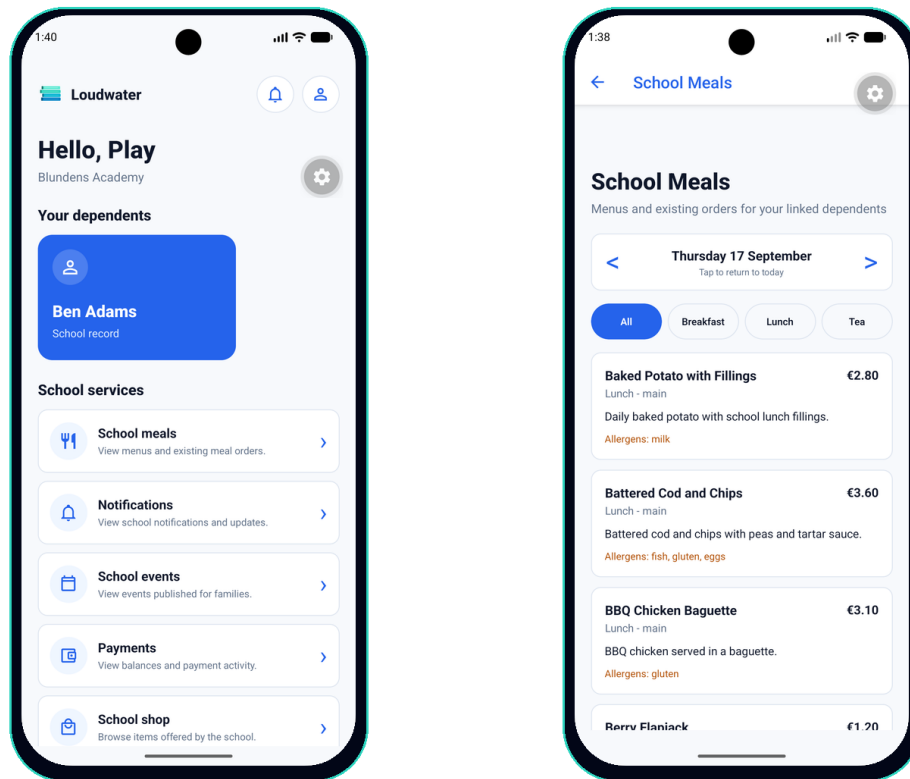
- Reduce repeated manual steps across school administration.
- Keep workflows within the platform's permissions and organisation context.

Routine administration often involves repeating the same sequence across several records. A visible workflow helps a school describe that sequence, connect its triggers and actions, and make the intended process easier to understand. Building on shared entities and relationships reduces the need to recreate the same information for each operational task.

This gives teams a basis for more consistent handling of repeatable work. Colleagues can review how a process is intended to run and where an action fits within it. Permissions and organisation context remain part of the platform, so coordination can improve without treating automation as a substitute for access controls or staff responsibility.

One school experience in the family pocket

The parent app gives each signed-in contact a school-focused route to linked dependants and the services the school has made available.



Public product screens: parent home and school meals, presented as paired mobile views.

A clear family home

- Contacts can select a linked dependant and move into school meals, notifications, events, payments and the school shop.
- Balances, payment activity and published updates sit in one consistent mobile experience.
- The family relationship is resolved from the connected school record, rather than relying on an email address as a student-access key.

School meals in context

- Families can browse menus by date and meal type, see descriptions and prices, and view allergen information before ordering.
- Existing orders remain visible for the linked dependant, reducing ambiguity for both the family and catering team.
- The same design language extends from desktop to mobile, while permissions and school context remain intact.

Agentic where useful, constrained where it matters

Loudwater uses AI to help users understand, navigate and act, while keeping authority inside the school platform.

What Ask AI can do

- Interpret natural-language intent across guidance, navigation, live-data questions and supported actions.
- Query current school data through an allowlisted semantic catalogue, including governed relationships and evidence checks.
- Offer role-valid navigation and explain how to complete a task using approved product guidance.
- For a supported action, create a typed proposal and require explicit user confirmation before execution.

The safety boundary

- School, user and conversation scope are injected by Loudwater and checked again when a tool runs.
- Sensitive fields require explicit policy. Missing or ambiguous identity fails closed.
- Operational audit events store control and result-shape metadata, not prompts, answers or returned record rows.
- Unsupported writes remain unavailable even if the model requests them.

DATA HOSTING

Current hosting: Loudwater application compute, school data and Azure OpenAI processing run in UK Azure infrastructure. Data residency and local requirements should be reviewed when planning adoption.

Launch milestones

- BESA Launchpad Subscriber for 2026/27, with Blundens committed to the BESA Code of Practice.
- Attending Bett UK 2027 at ExCeL London to meet schools, education groups, partners and education suppliers.
- Public product screens and pricing available now for schools evaluating their next MIS.

Media and product enquiries

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Pricing: <https://loudwater.io/pricing> | Product overview: <https://loudwater.io>