

## Case Study: GAT 5-Year “AV as a Service” Programme

Client: Greenwood Academies Trust (GAT)

Sector: Education | Scope: Multi-site AV Upgrade

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### Objective

Greenwood Academies Trust (GAT) needed a cost-effective, DfE-compliant solution to modernise outdated classroom AV technology across its schools without large upfront investment and with minimal disruption to teaching.

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### Challenges

- Aged and inconsistent AV technology across multiple sites
  - Rising maintenance and energy costs from legacy equipment
  - Limited budgets for capital investment
  - Lack of in-house capacity for large-scale deployment or ongoing support
  - Need for training and post-installation support for teaching staff
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### Solution:

Working in partnership with Proactive, GAT implemented a DfE-approved 5-year “AV as a Service” package.

- **Initial Audit** – Reviewed current equipment, usage, and power efficiency.
  - **Technology Trial** – Demonstration and loan of 75” iiyama touchscreens.
  - **Flexible Finance** – Termly or annual leasing (approx. £360/screen/year), with deferred payment options.
  - **Professional Install & Recycling** – Carried out by DBS-enhanced cleared engineers, with WEEE-certified disposal.
  - **Unlimited Training** – \*Free, repeatable staff training tailored to each school.  
(\*customers requiring extensive amounts of training will be charged a reasonable fee, to be agreed dependant on customer needs.)
  - **Full 5-Year Support** – Ongoing technical support and collaboration with OLC school technicians.
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## Results

- Standardisation across the trust with one consistent AV solution at all sites.
- Reduced power consumption and long-term costs.
- Predictable fixed cost leasing model simplifies financial planning.
- Ongoing support ensures classrooms stay operational.

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## Conclusion

The 5-Year “AV as a Service” package has allowed GAT to modernise its classroom technology, without large up-front capital expenditure. Through efficient planning, expert installation, and long-term support, GAT has built a sustainable, future-ready classroom environment for staff and students alike.

Since January 2025 ProActive AV have delivered a transformative programme of replacing and renewing IWBs and AV systems across GAT’s academies reducing our power use by over 50% and reducing costs by thousands.

So far, ProActive AV have successfully installed over 271 new IWBs in 12 academies and in the process have repurposed over 50 previously unsuitable IWBs to non-teaching spaces and have recycled over 220 old solutions on our behalf.

The value for money offered by ProActive and the feedback provided by EVERY academy has been simply outstanding.

ProActive’s professionalism, efficiency, commitment to customer service, training and quality are exceptional and have made a significant impact at our academies, particularly on the morale of teachers who use the technology on a day-to-day basis.

I genuinely struggle to think of any technology or other programme that has had such a positive impact in so little time as AV SERVICE 5 has had within our academies.

We look forward to continuing with our partnership and we expect that the vast majority of our 37 academies will have their IWB and AV estate upgraded by the end of this year.

**Graham Feek, Deputy CEO, Greenwood Academies Trust**