

THE CRANE CONSULTANCY

BUSINESS INTELLIGENCE, PACED BY PROFIT

CRANE INDEX™ RESEARCH

Education: The AI Visibility Report

Three machine reads of the 123 organisations in the Education cohort, measured 2026-09-01. Can AI find you, can an agent act on you, does AI know who you are.

92	47	4	31
SITES READABLE	MEDIAN CRANE INDEX™	SITES AT 70+	UNMEASURED

Only 4 of 92 sites clear 70. The rest is unclaimed.

Of the 123 sites approached, 31 could not be measured at all: 13 refused our reader outright, 16 gave it no response, and 2 serve pages that are empty until scripts run. Of the 92 sites our reader could read, 4 reached 70 or better on the composite Crane Index™; the rest fell short. The three reads tell one story: access is broadly survivable (Agent median 68), meaning is patchy (AI Search median 53), and identity is the collapse (Representation median 13, with 89 of 92 sites below 55).

The strongest single separator between the top of this cohort and the bottom is not budget, brand or size. It is whether the site declares, in its own structured data, which organisation it is. 10 of the 10 highest-ranked sites here do; 1 of the 10 lowest-ranked does. That is a markup and governance exercise rather than a rebuild, which is why the league table overleaf should be read as unclaimed territory.

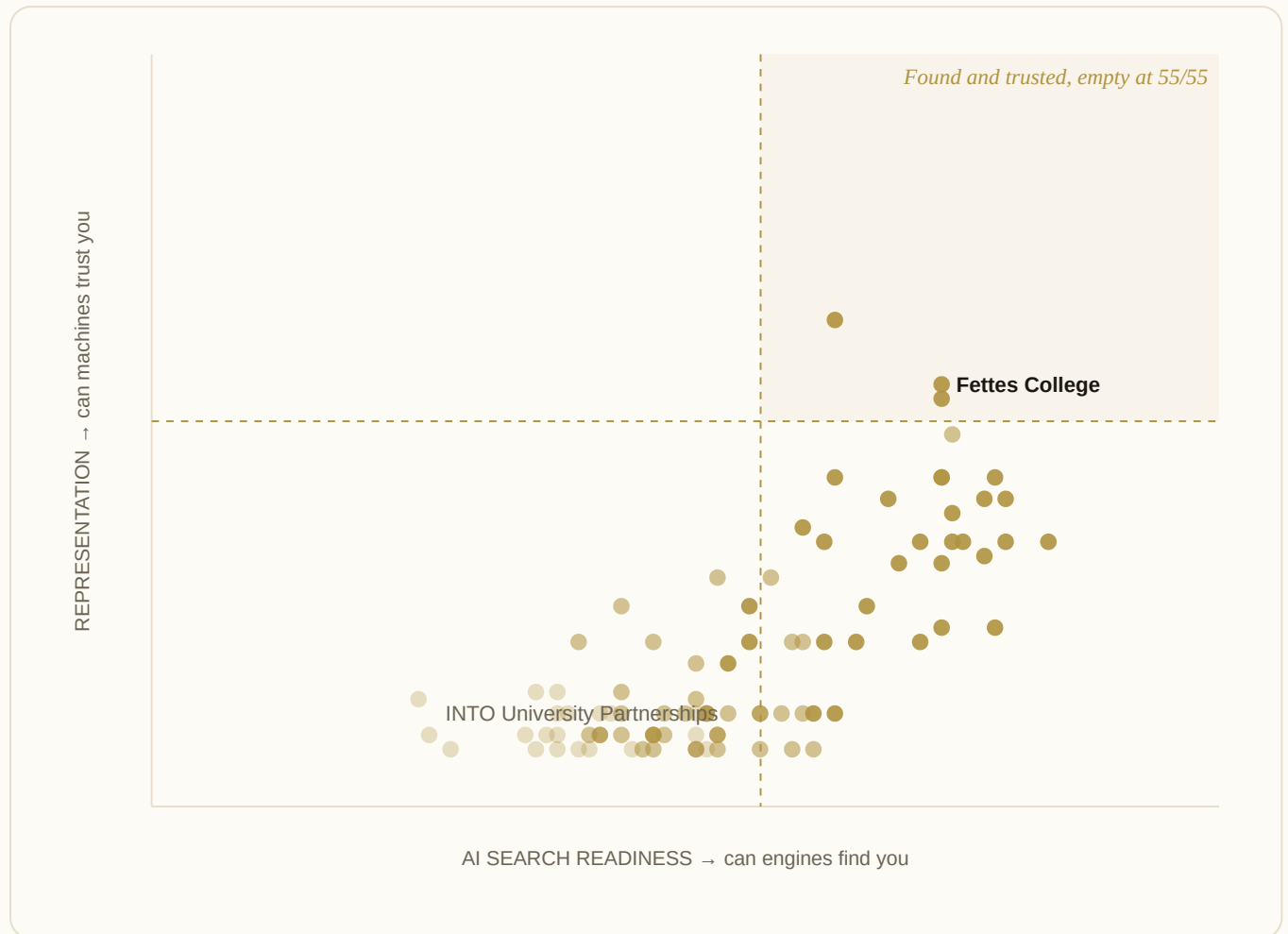
The three reads

AI Search Readiness. Median 53, range 25 to 84. Whether the engines that read live sites (AI Overviews, Perplexity, ChatGPT with search) can resolve the company and extract what it sells, to whom.

Agent Readiness. Median 68, range 30 to 92. Whether an automated agent is admitted at the edge and finds anything machine-operable when it arrives.

Brand Representation. Median 13, range 8 to 68. Whether a machine can confirm from the site itself which real-world organisation it is.

The picture in one chart



The story in one line: this cohort is led by Fettes College on 75, while INTO University Partnerships sits on 23. Rank in this table is decided by structure, not size or spend, and the top-right quadrant, found *and* trusted, is empty. Whoever claims it first owns it.

What the identity gap actually is

Representation is not one judgement. It is four measured sub-scores, weighted and combined, and naming them turns a low number into a work list. The weights are the scanner's own; the medians are this cohort's.

SUB-SCORE	WEIGHT	MEDIAN	SCORING ZERO	WHAT EARNS THE POINTS
Identity	30%	0	53 of 92	An Organisation, Brand or Person declared in the site's own structured data, with a description and a depth field (knowsAbout, areaServed, founder, foundingDate); then that same name echoed in the page title or og:site_name, with a legal identifier (company number, VAT, LEI).
Disambiguation	30%	0	69 of 92	sameAs links to authoritative homes that resolve <i>and</i> name the organisation back (two score in full, one scores half, a link we cannot check counts half of one we can); and cover across kinds, a confirmed registry such as Companies House, Wikidata or OpenCorporates alongside a distinct profile.
Authority	25%	10	30 of 92	A named person behind the content, marked up with credential depth (job title, employer, expertise or profiles), plus specific figures and outbound sources a model can quote and check.
Rights	15%	50	0 of 92	Terms declared in the markup: a schema license or copyrightHolder, a TDM reservation, or a noai directive. This check can be met in part or in full but cannot be failed, so 50 is its floor, not a result.

Rights cannot be failed, only met in part or in full, so a median of 50 on that row is the floor of the scale rather than a result. Read the identity and disambiguation rows first.

What a zero means for a business

Zero on identity (53 of 92 sites here). There is no Organisation, Brand or Person declared in the site's structured data at all, so there is no name for a machine to check against the page it is reading. The site tells a human visitor who it is and tells a machine nothing. Everything downstream rests on this: a model cannot confirm an identity that was never declared.

Zero on disambiguation (69 of 92 sites here). Nothing on the site links the organisation to an authoritative home that both resolves and names it back. Either no such links are declared, or the ones declared did not resolve or did not mention the organisation. A machine can read a name and still cannot tell which organisation of that name it has found, which matters most in a sector where several share one.

The same four reads, two sites

	IDENTITY	DISAMBIGUATION	AUTHORITY	RIGHTS	REPRESENTATION
Fettes College fettes.com · ranked 1	50	70	60	50	59
Sevenoaks School sevenoaksschool.org · ranked 28	0	0	20	50	13

Why the pair. Fettes College leads this cohort. Sevenoaks School is the ordinary case, the site whose representation score sits closest to the cohort median of 13. It is ranked 28 of 92 overall, in the stronger half of the table. The gap between the two rows is not effort or budget: it is markup that one site publishes and the other does not. These are scores for what each site declares about itself to a machine, and say nothing about either organisation.

Every site our reader could read

Rank is by the composite Crane Index™. A low score says the site is hard for a machine to read, not that the business is anything other than excellent at what it does. Sites that refused or could not serve an automated reader are excluded as unmeasured, never scored zero.

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
1	Fettes College fettes.com	75	74	91	59
2	Baltic Apprenticeships balticapprenticeships.com	71	79	89	46
3	Dudley College of Technology dudleycol.ac.uk	70	74	89	46
4	Highgate School highgateschool.org.uk	70	74	79	57
5	Babington babington.co.uk	68	78	82	43
6	Radley College radley.org.uk	67	75	89	37
7	HIT Training hittraining.co.uk	66	75	83	41
8	Twinkl twinkl.co.uk	66	64	66	68
9	Bolton College boltoncollege.ac.uk	65	84	74	37
10	Nottingham College nottinghamcollege.ac.uk	65	80	77	37
11	Realise Training realisetraining.com	65	69	83	43
12	Wellington College wellingtoncollege.org.uk	65	79	92	25
13	Kaplan UK kaplan.co.uk	64	72	83	37
14	Cognita Schools cognita.com	63	63	89	37
15	Winchester College winchestercollege.org	63	76	76	37
16	Coleg Cambria cambria.ac.uk	62	74	86	25
17	Explore Learning explorellearning.co.uk	62	80	63	43
18	Paragon Skills paragonskills.co.uk	60	74	71	34
19	Marlborough College marlboroughcollege.org	59	66	89	23

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
20	Rugby School rugbyschool.co.uk	59	78	63	35
21	Leeds City College leedscitycollege.ac.uk	58	72	79	23
22	Multiverse multiverse.io	58	64	63	46
23	Eton College etoncollege.com	57	56	87	28
24	Cheltenham College cheltenhamcollege.org	56	63	82	23
25	City & Guilds cityandguilds.com	56	61	68	39
26	Girls' Day School Trust gdst.net	56	67	74	28
27	Pearson College escapestudios.ac.uk	56	70	63	34
28	Sevenoaks School sevenoaksschool.org	56	64	90	13
29	Bridgend College bridgend.ac.uk	55	54	90	20
30	City of London School cityoflondonschool.org.uk	55	62	89	13
31	Dukes Education dukeseducation.com	55	56	85	23
32	Oak National Academy thenational.academy	54	58	71	32
33	Haberdashers' Boys' School habselstree.org.uk/boys	53	62	89	8
34	Oundle School oundleschool.org.uk	53	57	89	13
35	Clifton College cliftoncollege.com	52	75	30	52
36	Bradfield College bradfieldcollege.org.uk	51	57	89	8
37	Harris Federation harrisfederation.org.uk	51	53	69	32
38	Nord Anglia Education nordangliaeducation.com	51	52	89	13
39	Tonbridge School tonbridge-school.co.uk	51	54	87	13
40	Kids Planet kidsplanetdaynurseries.co.uk	50	60	82	8
41	OCR ocr.org.uk	50	61	65	23

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
42	Oxford International Education Group oxfordinternational.com	50	74	30	46
43	Luminate Education Group luminate.ac.uk	49	53	83	10
44	Shrewsbury School shrewsbury.org.uk	49	60	63	23
45	City College Norwich ccn.ac.uk	48	61	69	13
46	E-ACT e-act.org.uk	47	51	83	8
47	Kumon UK kumon.co.uk	47	51	71	20
48	FutureLearn futurelearn.com	46	57	68	13
49	Star Academies staracademies.org	46	53	77	8
50	Bedales School bedales.org.uk	45	44	63	28
51	NCFE ncfe.org.uk	45	51	68	15
52	Whitgift School whitgift.co.uk	45	59	63	13
53	Cheltenham Ladies' College cheltladiescollege.org	44	52	68	13
54	City of Glasgow College cityofglasgowcollege.ac.uk	44	40	69	23
55	Edinburgh College edinburghcollege.ac.uk	44	50	69	13
56	Firebrand Training firebrand.training	43	47	59	23
57	QA qa.com	43	52	63	13
58	West College Scotland westcollegescotland.ac.uk	43	48	69	13
59	Corndel corndel.com	42	53	63	10
60	Learning Curve Group learningcurvegroup.co.uk	42	47	68	10
61	Busy Bees busybeeschildcare.co.uk	41	47	69	8
62	Eduqas eduqas.co.uk	41	46	68	8
63	Nescot Apprenticeships estio.co.uk	41	51	63	8

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
64	Outwood Grange Academies Trust outwood.com	41	44	63	16
65	AQA aqa.org.uk	40	44	62	13
66	Ark Schools arkonline.org	40	41	69	10
67	Belfast Metropolitan College belfastmet.ac.uk	40	42	69	10
68	Harrow School harrowschool.org.uk	40	48	62	10
69	Lifetime Training lifetimetraining.co.uk	40	44	65	10
70	Millfield School millfieldschool.com	40	47	63	10
71	Seneca Learning senecalearning.com/en-gb	40	47	63	10
72	Tes tes.com	40	42	68	10
73	Gordonstoun gordonstoun.org.uk	39	42	62	13
74	NCG ncgrp.co.uk	39	51	57	10
75	Repton School repton.org.uk	39	45	63	8
76	Uppingham School uppingham.co.uk	39	38	63	16
77	Barnsley College barnsley.ac.uk	38	51	51	13
78	Dulwich College dulwich.org.uk/senior-school	38	39	63	13
79	Pearson pearson.com/en-us	38	38	62	13
80	Study Group studygroup.com	38	43	58	13
81	WJEC wjec.co.uk	38	38	68	8
82	David Ross Education Trust dret.co.uk	37	41	63	8
83	EF Education First UK ef.co.uk	37	37	63	10
84	Stowe School stowe.co.uk	37	36	58	16
85	Brighton College brightoncollege.org.uk	36	35	63	10

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
86	George Watson's College gwc.org.uk	35	36	62	8
87	United Learning unitedlearning.org.uk	35	40	57	8
88	Greenshaw Learning Trust greenshawlearningtrust.co.uk	34	28	65	8
89	Inspired Education inspirededu.com	33	38	50	10
90	Capital City College Group capitalccg.ac.uk	30	52	30	8
91	King's College School, Wimbledon kcs.org.uk	25	25	34	15
92	INTO University Partnerships intostudy.com/en	23	26	34	10

The 31 sites our reader could not measure

Unmeasured, not failed. Our reader is one unfamiliar automated visitor, and how a site treated it is all that was measured. No score is asserted for any site on this page.

What was measured, posture by posture. Of the 31 sites here, 13 refused our reader, 16 gave no response and 2 served a page that is empty until scripts run.

Refused the reader (13). The edge answered our request with a refusal. That is a measurement of how one unfamiliar visitor was treated and nothing further: a site that admits crawlers by name may well serve GPTBot or Googlebot while refusing us, so a refusal here is not evidence that the site is invisible to any named engine, and it is not reported as one. What it does establish is that a rule at the edge is deciding which machines are served, which is worth knowing deliberately.

No response (16). Nothing came back inside our timeout. That could be an outage on the day, a network rule or a slow origin, and the scan cannot tell which, so nothing is concluded about the site from it.

Script-only page (2). The page returns almost nothing until a browser executes its scripts. This one does generalise: a page that is empty without JavaScript is empty for every fetcher that does not run it, ours included, and many AI fetchers and shopping agents do not run it. Here the commercial reading is direct, because the page has nothing to serve any of them.

Ampleforth College · refused the reader
Ormiston Academies Trust · refused the reader
Delta Academies Trust · refused the reader
REAch2 Academy Trust · refused the reader
The Kennal Academies Trust · refused the reader
Ted Wragg Multi Academy Trust · refused the reader
Astrea Academy Trust · refused the reader
New City College · refused the reader
Chichester College Group · refused the reader
Activate Learning · refused the reader

Nescot · refused the reader
Cambridge University Press & Assessment · refused the reader
CCEA · refused the reader
Westminster School · no response
Charterhouse · no response
St Paul's School · no response
Sherborne School · no response
Malvern College · no response
Oasis Community Learning · no response
Lift Schools · no response
LTE Group · no response

The Manchester College · no response
Gower College Swansea · no response
Walsall College · no response
Century Tech · no response
Sparx Learning · no response
Bright Horizons UK · no response
British Council · no response
Bell English · no response
SQA · script-only page
MyTutor · script-only page

Method

Each organisation's primary public site was loaded and scored by the three deterministic Crane Index™ scanners on 2026-09-01. The constituent list is pinned beside the archived results, exclusions are rule-based and inspectable, and the full per-check result set is retained so the cohort can be re-scanned and the movement published. Every score can be re-measured in about a minute at thecraneconsultancy.com/ai-readiness/.

How this cohort was drawn

The list of 123 organisations is assembled from public sources, sanity-checked by a person, and pinned beside the archived results so the composition can be audited rather than taken on trust. Anyone can ask for a domain to be added; it joins only after a human review, against one bar, a real trading organisation of substance in this industry, and requested-in constituents are recorded as such. Two site types are excluded uniformly, by type and before any score is seen, because the measure is not a fair test of them: search-engine homepages and chat-box homepages. Nothing is ever removed for scoring badly. So this is a defined and inspectable list of 123 organisations. It is not a ranking of national importance, and it is not a census of the industry.

Honest limits

92 scored sites is a sample, not a census, and a single scan is a snapshot of engines and estates that shift month to month. Our reader is one unfamiliar bot, so a site that refused it is reported as unmeasured, never scored zero and never described as unreadable to AI, because what a named engine is served was not measured here. The medians on these pages therefore describe the 92 sites our reader could read; how the 31 it could not would have scored is unknown, and this report does not assume they would have scored worse.

The three moves to make first

1. Ship valid Organization and Product structured data (JSON-LD) on every commercial template, matched to the visible copy, one legal name rendered identically everywhere, with sameAs disambiguation. 2. Make your bot posture a decision rather than an inherited default: know which automated readers your edge admits and which it turns away, name the engines that matter to your market, and record the choice where the next person will find it. 3. Put a legibility gate in the deploy pipeline and give one senior owner the score, because estates drift the moment legibility has no owner.