

The Hereford Academy

Sponsors and OPM Consultation Report V3 (Long Version)

Introduction

This document details consultation that has been achieved by the Overall Project Manager in collaboration with the DCSF and Sponsor's representatives. Consultation regarding the proposed Academy to replace Wyebridge Sports College has been wide-ranging, and inclusive. Navigant Consulting, in collaboration with the Sponsor and DCSF have organised several consultation events, aimed at the general public and Wyebridge representatives. These have taken place alongside more specific meetings. A large amount of informal consultation by the project team has also taken place. A contacts list has been established so that key individuals are included in the circulation of news updates and invites to events.

Consultation Meetings

The purpose of consultation events is to convey information regarding the Academy, while also addressing community questions and concerns. The overall aim of the consultations was to ensure that the needs of the South Wye area are properly addressed and that community surrounding the Wyebridge Sports College was afforded the opportunity to give feedback. An overview of each of the formal consultation meetings is included below.

Event 1

Date: 4th July 2007, 7.00pm – 8.30pm

Location: Oak Centre, Wyebridge Sports College.

Invitees: Local residents (x1071 - by mail), elected members from local wards, parents, South Wye Regeneration Partnership, other contacts.

Attendance: Circa 40, including 10 Wyebridge parents

Consultation: Academy representatives available to answer questions, information provided.

Minutes: There were no minutes of the meeting, as this was held in an 'open' fashion.

However, comment cards were available to attendees, and comments were logged. These are listed in Appendix 1 below.

Event 2

Date: 10th December 2007, 10am – 6pm

Location: The Kindle Centre, Belmont Road, Hereford.

Invitees: Local residents (x1071 - by mail), elected members from local wards, parents (by e-mail), South Wye Regeneration Partnership, other contacts. An advertisement was also included in the Hereford Journal newspaper on the 6th Dec 2007. The circulation of this publication is roughly 20,000.

Attendance: 23, including 4 Wyebridge parents.

Consultation: Academy representatives available to answer questions, information provided.

Minutes: There were no minutes of the meeting, as this was held in an 'open' fashion. However, comments were logged in an attendance register, included at Appendix 1.

School Staff meetings

Two main staff meetings have been held, on the 4th July and 7th November 2007. Attendance was good at both meetings, where staff were addressed by representatives of the Sponsor, DCSF, Herefordshire Council, and Headteacher, John Sheppard. Open question and answer sessions were held at both meetings.

School Governors

The DCSF and Sponsor have attended meetings of the Wyebridge Sports College governing body on several occasions. Martin Erwin, Chair of Governors at Wyebridge Sports College, has also been invited to join the Academy Project Steering Group.

Newsletter Circulation

An Academy Newsletter, defining the project and inviting questions, was circulated to local and national contacts (listed at Appendix 2) during June 2007.

Trade Unions

Herefordshire Council and the Academy Sponsors met with 8 Union representatives on the 31st January, to discuss TUPE issues and staff welfare related to the transition to the Academy.

Informal Consultation

The Academy project team, especially Bruce Freeman (South Wye ELO) and Ian Terry (Hereford Diocesan Director of Education), have consulted and communicated with a large number of other parties regarding the Academy (Included at Appendix 2). Notably, Dr. Terry has met school management and staff at The Bishop's and Aylestone schools. A list of over 100 contacts made, with details of consultation, is available on request.

Website

The Academy website (www.theherefordacademy.co.uk) has been live since the 4th July 2007, and has received over 1000 hits. A consultation facility exists on the site, where direct communication with the Project Management Company is possible. A range of questions, from local and national individuals, have been received and fielded to the appropriate parties.

APPENDIX 1 – RESULTS OF 4th JULY and 10th DECEMBER CONSULTATION

| RESPONDENT NO. | Key Worries and Concerns - Buildings Design | Key Worries and Concerns - Project | What will make the Academy a success for the students? | What will make the Academy a success for parents? | What will make the Academy a success for the community? | What will make the Academy a success for me? | What should architects consider when designing areas for the community? | What should the architects consider when designing the areas for staff? | What should architects consider when designing the Teaching and learning spaces |
|----------------|--|--|--|---|--|---|---|---|---|
| 1 | | Safety disruption of lessons during construction | | Activities during school holidays and weekends? | More access during our of school hours | | | | |
| 2 | Little consultation & decisions based on fact | Good practice not reflected in data/tables | Ask them what they would like to see | | | Consult the staff for their needs | Local primaries + nurseries are worried | | Ventilation! An inclusion centre with office space |
| 3 | | Restrictions on subject choices and amounts | students study at their own speed to develop personal skills | More contact between the school and parents | Adult education, discussions, answer queries quickly | | | | |
| 4 | | Teachers and other staff leaving | More individual training | | | | | | |
| 5 | Pay + Conditions Contract - Ethos will it reflect the curriculum | Vision that reflects our community, staff terms and conditions | Engaging students in a curriculum that is relevant to them + their experiences | | A variety of learning opportunities; academic, vocational + parenting skills | Student achieving their best & staff are supported with resources | Access to facilities: crèche, etc. Meeting rooms with tea and coffee, after school clubs | | Multifaceted classrooms that allow a variety of learning opportunities |
| 6 | | Restrictions on exams and grades and more supporting staff | Opportunities for all abilities, security of staying in one place after GCSEs | Let parents have their say, be local, open to all abilities | Provide facilities for all ages of the community | | | | |
| 7 | Disruption during construction | More choice of subjects at GCSE | Better rapport between parents and academy | More activities for the community | | | | | |

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| 8 | | Contracts and development opportunities. | A bright , colourful environment ; well resourced with spacious classrooms, corridors and social areas. | | A place where they feel welcome, where they can be helped to achieve better aspirations. | Being part of a successful educational provider that has equal or better status in the Herefordshire Community | | Meeting Areas – storage spaces – welcoming spaces and a good environment | Open airy – spacious and with excellent facilities. Innovative spaces that emphasize this is a special place. |
| 9 | Classrooms which are too small (the current formula used does not work) | Keeping my job | | | | | | Toilets, sinks, offices and social rooms | That the classrooms are big enough; enough office space, enough storage space and adequate staff rooms. |
| 10 | | | | | | A significant investment in sports equipment, as requested by the Head of Physical Education and the Physical Education Team. | | Staff need a location situated in the middle of the buildings to encourage all staff to use it at breaks/lunch. This will encourage and strengthen cross curricular discussions. It will also help develop a stronger team spirit. | Wide corridors |
| 11 | Who sets the curriculum? Who is accountable | Role progression; curriculum design and academic/vocational | Access; the curriculum; individual voice | | Access and involvement | Pension and role | | Preparation space and resources. | Resourcing and location of departments |

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| | for standards and staffing? | aims. | | | | | | | |
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Conclusions:

1. Concerns about disruption during construction;
2. Concerns regarding contracts and staff retention;
3. Improved individual learning for students is needed;
4. More communication between the Academy and parents is needed;
5. Increased community access to the Academy during out of school hours is required;
6. Designs should improve access to facilities for staff and the community e.g. crèche, meeting rooms, toilets and staff rooms;
7. Classrooms should be designed around open spaces, have good ventilation and are airy and are Multifaceted.

APPENDIX 2 – LIST OF STAKEHOLDERS CONSULTED DURING THE FEASIBILITY PROCESS

1) List used by project team:

| Title | First Name | Last Name | Job Title | Organisation |
|-------|------------|-----------|--|--------------------------------------|
| Mr | Ian | Edwards | Head of Rural Partnerships | Advantage - West Midlands |
| Cllr | Heather | Davies | | Belmont Ward |
| Cllr | Philip | Edwards | | Belmont Ward |
| Cllr | Glenda | Powell | | Belmont Ward |
| Cllr | Ursula | Attfield | Councillor | St. Martins & Hinton Ward |
| Cllr | Chris | Chappell | Mayor | St. Martins & Hinton Ward |
| Cllr | Aubrey | Oliver | | St. Martins & Hinton Ward |
| Ms | Julie | Thornby | Director of Corporate Development | Herefordshire Primary Care Trust |
| Dr | Frances | Howie | Associate Director of Health Improvement | Herefordshire Primary Care Trust |
| Ms | Helen | Mapp | Training Centre Manager | Herefordshire Primary Care Trust |
| Ms | Penny | Jones | Community and Economic Development | Herefordshire Council |
| Ms | Frances | Roberts | Skills and partnership manager | LSC - Herefordshire & Worcestershire |
| Ms | Wendy | Coombey | Community Partnership Funding Officer | The Diocesan Office |
| Ms | Mandy | Evans | SWRP Representative | Pool Farm |
| Ms | Sarah | Tulk | Representative | Learning & Skills Council |
| Ms | Sue | Hughes | | Wyebridge Sports College |
| | The | Manager | | South Wye Literacy Project |

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| | The | Manger | | Hereford Group Training Association |
| | The | Headteacher | | Marlbrook Community Primary School |
| | The | Headteacher | | Riverside Primary School |
| | The | Headteacher | | St. Martin's Primary School |
| | The | Headteacher | | Our Lady's RC Primary School |
| | The | Headteacher | | Blackmarston School |
| | The | Headteacher | | Marlbrook Primary School |
| | Careers Advice Centre | | | The University of Worcester |
| Ms | Jane | Morse | 13 - 19 aimhigher Coordinator | AimHigher, School Improvement Service, Herefordshire Council |
| | A | Representative | | The Hereford Chamber of Commerce |
| | The | Manager | | Connexions |
| | The | Manager | | JobCentre |
| | | | | Hereford Journal |
| | | | | Hereford Times |
| Ms | Liz | Kelso | Manager | South Wye Learning Centre |
| Ms | Anni | Holden | Press Officer | Diocese of Hereford |
| Ms | Lara | Latcham | General Manager | Kindle Centre |
| Mr | Paul | Murry | Secondary school Improvement Manager | Herefordshire Council |
| Mr | Steve | Cole | SWLC & Chairman | Putson Residents Association |

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|----|----------|--------------------|------------------------------------|--|
| Ms | Julie | Wilson-Thomas | | Hereford Literacy Project |
| Mr | Will | Lindesay | Chief Executive | Hereford Voluntary Action |
| | The | Chairman & Govenor | | South Wye Regeneration Partnership & Wyebridge |
| Mr | John | Sheppard | The Headteacher | Wyebridge Sports College |
| Mr | Les | Haines | Community Learning Leader | Wyebridge Sports College |
| Ms | Abi | Hughes | KS3 Coordinator | Wyebridge Sports College |
| Ms | Tanya | Everard | KS4 Coordinator | Wyebridge Sports College |
| | School | Council | Pupil Voice | Wyebridge Sports College |
| Ms | Wendy | Platt | Excellence Cluster Director | Hereford Council |
| Mr | Gary | Woodman | | Hereford & Worcester Chamber of commerce |
| Mr | Chris | Brooks | Director | LUK Clutches Rotherwas |
| Ms | Nina | Bridges | Community Regeneration Manager | South Wye |
| Ms | David | Copner | Manager | ASDA |
| Ms | Philippa | Lydford | | Herefordshire Partnership |
| Ms | Sue | Black | | Voluntary Sector Assembly |
| Ms | Sue | Brazendale | Development Worker | HVA, i/c Hinton Com Cent |
| Ms | Carol | Weston | Choice Advisor | Herefordshire Council |
| Ms | Sue | Carter | Chief Executive | 2XL |
| Mr | Kevin | Bishop | Principle Planning Officer | Hereford Council |
| Mr | Tony | Featherstone | | Parks, Countryside & Leisure Development |
| | A | Manager | | Hereford Council |
| Mr | Jesse | Norman | Prospective Parlimentary Candidate | Conservatives |
| Mr | Mike | Ashton | Chief Executive Officer | H&W Chamber of commerce |
| Mr | Ray | Stone | Managing Director | Special Metals Wiggin |
| Ms | Penny | Harding | Health Improvement Manager | South Wye |

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|-----|-----------|------------|--|---|
| Ms | Wendy | Jones | Chairperson & Vice-chairperson | Redhill Residents Association & Herefordshire Housing Association |
| Mr | John | Newman | Co-Founder | Newton Farm Information Centre |
| Mr | Richard | Johnson | Co-Founder | Newton Farm Information Centre |
| Mr | Paul | Murray | Secondary school Improvement Manager | |
| Mr | George | Salmon | Head of Commissioning & Improvement | |
| Ms | Christine | Atkinson | SENCO | Wyebridge Sports College |
| Mr | Ed | Snellgrove | Learning Leader | Wyebridge Sports College |
| Mrs | Sally | Kowal | Assistant Headteacher | Wyebridge Sports College |
| Mr | Phil | Edwards | Councillor | Belmont Ward |
| Mr | Martin | Erwin | Chair of Governors | Wyebridge Sports College |
| Mr | Peter | Ding | Lifelong Learning Development Manager | |
| Mr | Colin | Osborne | Assistant Editor - Chief Reporter | Hereford Journal |
| Mr | Michael | Hooper | Bishop of Ludlow | |
| Mr | Brian | Chave | Team Vicar | |
| Mr | Roger | Phillips | Leader of the Council, Cabinet Member (Corporate Strategy and Finance) | Herefordshire Council |
| Mr | Terry | James | Chairman of Community Services Scrutiny Committee | Herefordshire Council |
| Mr | Chris | Bill | | |
| Ms | Anni | Holden | Communications Officer | The Diocese of Hereford |
| Mr | Bill | Tanner | | The Hereford Times |
| Ms | Anna | Toon | Councillor | Three Elms |
| Mr | Bob | Preece | Councillor | St Martins and Hinton |

2) Contacts made by Education liaison officer for South Wye (with number of visits/meetings):

Mandy Evans, South Wye Regeneration Manager (numerous)
Lara Latcham, General Manager, Kindle Centre (numerous)
Paul Murray, Secondary School Improvement Manager (numerous)
George Salmon, Head of Commissioning & Improvement (numerous)
Richard East, Local Authority Technical Advisor (numerous)
Liz Kelso, Manager, South Wye Learning Centre (SWLC) (3)
Steve Cole, SWLC & Chairman, Putson Residents Association (9)
Julie Wilson-Thomas, Herefordshire Literacy Project (HELP) (5)
Will Lindesay, Chief Executive, Herefordshire Voluntary Action (HVA), Chairman, South Wye Regeneration Partnership (SWRP) and Governor at Wyebridge (numerous)
Wendy Coombey, Diocesan Community Officer (2)
John Sheppard, Headteacher, Wyebridge Sports College (numerous)
Cllr Chris Chappell (Mayor of Hereford) (numerous)
Les Haines, Community Learning Leader & Head of ICT, Wyebridge (3)
Abi Hughes, KS3 Coordinator, Wyebridge (2)
Tanya Everard, KS4 Coordinator, Wyebridge (2)
Chris Atkinson, SENCo, Wyebridge (2)
Ed Snellgrove, Learning Leader, Wyebridge, re: "Communiversality" (2)
Sally Kowal, Assistant Headteacher, Wyebridge (2)
Esther Rudge, Systems Manager, Wyebridge (2)
Sarah Longville, Deputy Headteacher, Wyebridge (3)
Pat Childs, Bursar, Wyebridge
School Council (Pupil Voice), Wyebridge
Wendy Platt, Excellence Cluster Director (2)
Gary Woodman, Hereford & Worcester Chamber of Commerce (numerous)

David Griggs, Hereford & Worcester Chamber of Commerce
Chris Brooks, Director, LUK Clutches, Rotherwas (8)
Nina Bridges, Community Regeneration Manager (5)
Cllr Phil Edwards (Belmont Ward) (6)
Cllr Ursula Attfield (St. Martin's & Hinton) (5)
David Copner, Manager, ASDA
Philippa Lydford, Herefordshire Partnership (5)
Sue Black, Voluntary Sector Assembly (VSA) (2)
Sue Brazendale, Development Worker, HVA, i/c Hinton Community Centre (7)
Carol Weston, Choice Advisor, Herefordshire Council
Cllr Aubrey Oliver (St. Martins & Hinton Ward) (4)
Cllr Anna Toon, (Three Elms Ward)
Cllr Glenda Powell (Belmont Ward) (3)
Sue Carter, Chief Executive, "2XL" (6)
Kevin Bishop, Principal Planning Officer, Herefordshire Council
Tony Featherstone, Parks, Countryside & Leisure Development Manager, Herefordshire Council
Jesse Norman, Prospective Parliamentary Candidate (Conservatives) (6)
Mike Ashton, Chief Executive Officer, H & W Chamber of Commerce (2)
Ray Stone, Managing Director, Wiggins Special Metals
Penny Harding, Health Improvement Manager (South Wye) (3) Wendy Jones, Chairperson, Redhill Residents Association & Vice-Chairperson, Herefordshire Housing Association (6)
John Newman & Richard Johnston, Co-founders, Newton Farm Information Centre (4)
Helen Mapp, hpct Training Centre (NHS)
Martin Erwin, Chair of Governors, Wyebriidge Sports College (numerous)
Peter Ding, Lifelong Learning Development Manager (2)
Jenny Tucker, Extended Schools Co-ordinator, Marlbrook (2)
Colin Osborne, Assistant Editor, Hereford Journal (on phone) (2)

Marches Secularists (Public Meeting)
Bishop of Ludlow
Bishop of Hereford (informally) (2)
Brian Chave, ex Rural Dean (3)
Cllr Heather Davies (Belmont) (2)
Philippa Lydford, Herefordshire Partnership (3)
Phillipa Granthier, Herefordshire Children's Trust
Sgt Chris Payne, West Mercia Police
Joe Killer, Herefordshire Partnership (2)
Emma Evans, Community Safety & Drugs Partnership (3)
Richard Griffiths, Job Centre Plus (2)
Sarah Welch, Acting Head, Malvern College
Charles Pickles, Project Engineer, Edgar Street Grid (ESG)
Amanda Sergeant, National Skills Academy for Construction
Officers of DBE/DBF (numerous)
Navigant Consulting (numerous)

Visits:

Bishop Perowne Church of England Arts College
Djanogly Academy, Nottingham
Shireland Languages College, Smethwick
Greig City Academy, Haringay, London
John Masefield Arts College, Ledbury

Academy "Powerpoint" presentation given to:

All congregations in SWTM
All Primary School Headteachers (or their representatives) in the Excellence Cluster
Deanery Synod
Wyebridge School Council
Hereford Chamber of Commerce Advisory Committee
Senior Management Team, LUK Clutches
“2XL” Management Team
Jesse Norman
Chris Chappell
Paul Murray
Michael Hooper, Bishop of Ludlow
“Tuesday Club” (St. Martin’s)
South Wye Regeneration Partnership (SWRP)
Liz Lowenstein, University of the First Age (UFA), Birmingham
Adult & Community Learning, Herefordshire Learning Partnership
Children & Young Peoples’ Advisory Group (SWRP)

