

## 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:** 4<sup>th</sup> 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 31<sup>st</sup> 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](http://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 4<sup>th</sup> JULY and 10<sup>th</sup> 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					

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

	for standards and staffing?	aims.							
--	-----------------------------	-------	--	--	--	--	--	--	--

**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

	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

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



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)

