



Elements Primary School  
Creative • Unique • Innovative

# **Elements Primary School Public Consultation Report January 2018**

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## Appendices

### APPENDIX A      CONSULTATION LEAFLET

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# 1. Introduction

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Under the Government's Free Schools Programme, Wellspring Academy Trust (WAT) was given approval to progress and establish the Elements Primary School in Leeds to open in September 2018.

The Wellspring Academy Trust is a local Multi-Academy Trust, and an approved DfE Academy sponsor.

Elements Primary School has been designed to meet the educational needs of children in Leeds. The school will be innovated and creative with a unique curriculum which has received national acclaim for its excellence. It will provide a high quality educational experience for all children.

The aims being to:

- Inspire a love of learning
- Provide inspirational learning opportunities using 21<sup>st</sup> Century technologies
- Offer an extended day and enrichment activities
- Grow a rich and thriving school community
- Create a rich, exciting curriculum
- Celebrate our children and their learning all day, everyday

In order to establish the new school on an open, transparent and informed basis there is a legal duty on Free School proposers (Academies Act 2010, section 10) that requires that:

- (1) Before entering into Academy arrangements (i.e. a Funding Agreement) with the Secretary of State for Education in relation to a new school, Free School proposers must consult such persons as they think appropriate.
- (2) The consultation must be on the key question of whether the arrangements should be entered into or not.

In line with this requirement, the WAT undertook a formal Statutory Consultation over a seven week period, from Friday 24<sup>th</sup> November 2017 to Friday 12<sup>th</sup> January 2018. This report sets out the scope and timing of that consultation, the methodology used and key issues identified as part of an open and impartial consultation process.

## 2. Methodology

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WAT developed a consultation plan to ensure all key stakeholders were made aware of the consultation and received a leaflet informing them about the new school, including the consultation and open events to contribute their views and meet the Principal.

The consultation was launched on 21<sup>st</sup> November 2017 with an article in the TopicUK (local newspaper) and Cream Consultancy (public relations & communications) announcing both the proposed permanent site for the new school and the start of the consultation. Articles available at: <http://topicuk.co.uk/consultation-period-begins-for-proposed-middleton-primary-school/> and <http://creamconsultancy.co.uk/client-releases/consultation-period-proposed-middleton-primary-school-enters-final-weeks/>

A range of consultation methods and communication channels were then employed to ensure as many stakeholders as possible were reached and were able to respond to the consultation. These include:

### 2.1 Consultation Leaflet

A Consultation Leaflet outlining the school's vision, ethos, curriculum, proposed site and admission arrangements was produced and available online. Within this leaflet, notification of consultation period, the options available for feedback (including an enquiry email address and address for written responses) and details of public consultation events. The document also included a tear off Consultation Questionnaire.

The Consultation Questionnaire centered on three questions designed to assess public opinion on the establishment of Elements Primary School:

1. Do you support Elements Primary School? (Yes; maybe; no).
2. Do you support the signing of a Funding Agreement with the Secretary of State for Education? (Yes; maybe; no).
3. Do you agree with placing a school in this location? (Yes; maybe; no).
4. Do you have any other comments to make about this proposal to open Elements Primary School?

A copy of the Consultation Brochure is available at **Appendix A**.

### 2.2 Website

The website at: [www.elementsprimaryschool.co.uk/](http://www.elementsprimaryschool.co.uk/) was developed to provide information on the Trust's proposal and on the consultation itself to make it more accessible to stakeholders. The website provided information about the proposed school, and a copy of the Consultation Leaflet which included a link of the questionnaire, this was to allow individuals to submit an online response.

## **2.3 Distribution of Marketing Leaflets**

Working closely with Royal Mail and their Door-to-Door service, almost 70,000 leaflets were distributed to local residents within a 1 mile radius of Acre Mount, Middleton. The leaflets were to help raise awareness of the opening of Elements, information about the eight open events held and details of the Principal and the Schools' aims and objectives.

Furthermore, these leaflets were distributed to local businesses around Middleton and at several shopping stores within the White Rose Centre.

## **2.4 Information Held at Open Events**

At the eight public open events, the below information was available:

- How to apply for a place
- School prospectus
- FAQ document
- Information leaflets including the schools' aims and vision
- An opportunity to meet the Principal
- Contact information
- Site address and map
- Admissions process, provided by Leeds City Council.

## **2.5 Online Questionnaire**

An online questionnaire was developed through 'Survey Monkey' to help promote the seven week consultation period and a hope to accumulate the number of respondents. The questions reflected the consultation leaflet, a link to the questionnaire was included on the press releases, consultation leaflets and Elements website.

# **3. Consultation Meeting**

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An official public consultation meeting took place on Thursday 14<sup>th</sup> December 2017 5-7pm. In addition to this, we held a further seven open events for an opportunity to meet the Principal and ask any questions, the dates and times are as follows:

- Meeting 1: Wednesday 29<sup>th</sup> November 2017 at 6-8pm
- Meeting 2: Monday 11<sup>th</sup> December 2017 at 1:30-4pm
- Meeting 3: Thursday 4<sup>th</sup> January 2018 at 10-11am
- Meeting 4: Thursday 4<sup>th</sup> January 2018 at 1-4pm
- Meeting 5: Wednesday 10<sup>th</sup> January 2018 at 10-11am
- Meeting 6: Wednesday 10<sup>th</sup> January 2018 at 4-6pm
- Meeting 7: Friday 12<sup>th</sup> January 2018 at 8am-4pm

### Attendance

The Consultation Meeting was attended by 2 stakeholders

Across all meetings a total of 13 stakeholders attended

## 4. Feedback from Events

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After each event held, attendees were asked to complete a short survey on whether they found the event helpful, if they had any feedback or comments, and to share their contact details if they wish to be kept informed of any updates.

Any questions raised at the events were noted to help create an 'FAQ' document which was updated and available at further events.

We have a total of 13 attendees that stated the event was helpful and would like to be kept informed of any updates.

In addition to this, we have received 3 telephone calls from parents advising that they have applied for a place online for September 2018 and a further 2 telephone calls from parents enquiring for a place in September 2019.

Letters from the Principal and School Prospectus were distributed to those parents who attended the events or expressed an interest with WAT for additional information.

## 5. Completed Consultation Questionnaires

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In total 21 completed consultation questionnaires were submitted; 1 by hand at the consultation meeting and 20 online.

All responses appeared to be genuine and valid responses and accordingly all 21 were accepted in good faith and analysed in the sections below.

The breakdown of responses for each stakeholder groups was as follows:

- 15 parents
- 5 local residents
- 1 member of the public (looking for recruitment opportunities)

**21 Total**

## 6. Findings from the Consultation Questionnaires

The table below provides a break-down of all consultation questionnaires that were received against the key consultation question about entering into a Funding Agreement with the Secretary of State.

Consultation Questionnaire	Responses	Parents	Local Residents	Employee at a local school	LA Employee	Other	Check	
Do you support the signing of a Funding Agreement with the Secretary of State for Education?	Yes	11	3			1	15	21
	Maybe	4	2				6	
	No						0	
<b>Total</b>		<b>15</b>	<b>5</b>			<b>1</b>	<b>21</b>	

The information below provides a breakdown of responses to **Q5** – Do you have any other comments to make about the proposal to open Elements Primary Academy?

9 out of 19 respondents completed Question 5 (above) and gave the following indicative reasons in support of their answers to the consultation questionnaire.

(Please note – quotation marks below indicate that the responses included are direct quotations from the answers on the submitted questionnaires.)

- “Are you doing the 30hours free for the 3years old” - **A parent**
- “The area does need another primary” - **Other (looking for employment)**
- “Is it big enough area for a primary school?Will the access at the side in to the football fields be closed?” – **A local resident**
- “I wish you were taking older children I have an 8yr old with sen” - **A parent**
- “The area of land looks small. I'm looking forward to seeing architect impression etc.” - **A parent**
- “I wish it wasn't an academy but the area is in desperate need that anything will have to do under this government.”- **A local resident**
- “I'm hoping it goes ahead as I have a little one aged 2 so would love him to go to this new school as it's very local to us xx” - **A parent**

- “The school is going to be located in an area where there are already 4/5 primary schools already located within walking distance” - **A parent**
- “It’s about time. Middleton needs more secondary schools too as I only got my fourth choice for high school which is not good. I was the only one in my school to get this everyone else got choice 1 it 2 not 4 out of 5. Schools shouldn't have been knocked down in the first place then this shortage wouldn't have occurred. Also new build developments knock people out of school boundaries which isn't fair. This is apparently what happened to us in Middleton due to new forest village” - **A parent**

## 7. Discussion and Conclusion

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With the distribution of almost 70,000 marketing leaflets within 1 mile radius of Acre Mount, advertising in the local press, running 8 local opening events, advertising on local bus stops and regular updates on the Elements website and social media sites, WAT has gone to extreme lengths to engage and consult with local community and key stakeholders.

Although the response rate in terms of completed and returned questionnaires is lower than expected given the effort expended, it does show that 71% of total respondents are in support of the WAT signing a Funding Agreement with the Secretary of State for Education to open Elements Primary School. Only 29% of respondents were unsure or undecided and a remarkable 0% were opposed to signing a Funding Agreement.

WAT has considered the concerns that have been raised and have already responded individually by explaining the land suggested to WAT is of adequate space for the school and fulfills the needs of both indoor and outdoor requirements.

## 8. Next Steps

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This report stands as an independent record of the consultation exercise undertaken by the WAT to ascertain the views of parent, key local stakeholders and the wider Leeds community on their proposal to open Elements Primary School.

This report together with its Appendices will be sent to the Secretary of State for Education and will form part of the evidence used to make a final decision about whether to sign a Funding Agreement or not in respect of Elements Primary School.

Information from this report will also be made available online to consultees, key stakeholders and the wider local community to provide feedback to them on the consultation process and the contributions that have been received.



## 9. Stakeholders

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Several stakeholders have been involved throughout the consultation process, a list of those is below:

- Local residents within 1 mile radius of Acre Mount
- Local businesses
- Parents
- Local schools and nurseries
- Prospective parents
- White Rose Centre, Leeds (businesses and members of the public)
- Local Authority
- Local Leisure Centre
- Ward Councilor
- Local MP
- Education Manager at Leeds United Football Club

Each stakeholder has been proactively engaged by receiving regular updates on Elements, follow up documents for attendees to our open events, marketing leaflets, visits and meetings with the Principal and Chief Executive Officer of WAT.



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Subject to  
planning,  
Elements Primary  
School will open  
at Acre Mount in  
September 2018.

**Have  
your say**

# Public Consultation

**Friday 24th November until Friday 12th January.**

Wellspring Academy Trust is introducing a new school in your area to meet the demand for places and we would like to hear your thoughts.

This leaflet gives you an opportunity to give us feedback on how you feel about the new school. You have 7 weeks to do this, between Friday 24th November and Friday 12th January.



# Have your say... Come along to the Consultation Event.



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Find out more about Wellspring Academy Trust and Elements Primary School at our open evening:

- Tenants Hall Enterprise Centre, Acre Close, Leeds LS10 4HX
- 14th December
- 5pm until 7pm

### Email us

You can email us and let us know what you think:  
[info@wellspringacademies.org.uk](mailto:info@wellspringacademies.org.uk)

### Complete the online questionnaire

Please visit the following link and complete the online questionnaire:

<https://www.surveymonkey.co.uk/r/8J5YGQK>

### Complete the questionnaire below

Please complete the questionnaire below with your responses and hand in at the consultation event.

Alternatively, you can complete and post to:  
**Wellspring Academy Trust,**  
**Digital Media Centre, County Way, Barnsley,**  
**S70 2JW** by Friday 12th January 2018.

Please note: We must receive all correspondence and feedback by Friday 12th January 2018.



elementsprimaryschool



ElementsSchool

[www.elements.wellspringacademiesites.co.uk](http://www.elements.wellspringacademiesites.co.uk)



## Have your say... Complete the Elements Primary School questionnaire

1. Please tick the box(es) which best describe you. I am a:

- Parent  Local  Resident  Employee at a local school  LA Employee  Other

2. Do you support Elements Primary School? (tick as appropriate)

- Yes  Maybe  No

3. Do you support the signing of a Funding Agreement\* with the Secretary of State for Education?

(tick as appropriate)

- Yes  Maybe  No

\*An example of a model funding agreement can be found at: <https://www.gov.uk/government/publications/academy-and-free-school-funding-agreements-multi-academy-trust>

4. Do you agree with placing a school in this location? (tick as appropriate)

- Yes  Maybe  No

5. Do you have any other comments to make about the proposal to open Elements Primary School?

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6. If you wish to be kept informed about this proposal, please provide your e-mail address or contact details:

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_ Postcode: \_\_\_\_\_