

Wednesfield Technology Primary

Section 10 Consultation Report

20th September 2021 – 1st November 2021



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Introduction and Background

Shireland Collegiate Academy Trust was established in 2007 and founded by Shireland Collegiate Academy, an Outstanding school located in the Smethwick area. We have a reputation both locally and nationally of being innovative in our teaching methods and using technology to enhance levels of progress. We believe that everyone who passes through our doors deserves the very best that we can offer. We understand that each school is unique, but our emphases and expectations will remain the same. Nothing less than Outstanding is acceptable.

As of September 2021, the Trust family includes five primary academies, three secondary academies and two nurseries. Shireland Technology Primary in Smethwick was our first technology primary free school and Wednesfield Technology Primary will follow this same model.

Why a new Free School in Wednesfield?

Wednesfield Technology Primary will address the growing demand for primary school places in the Wednesfield area. Primary schools in the local area are unable to cope with the growing population, despite expansions over previous years. We believe every child has the right to access outstanding educational opportunities and facilities, providing high quality learning and an innovative curriculum.

We want to provide outstanding learning experiences not only to young people, but to families in the local community. Technology will be used creatively as a tool across the curriculum to support teaching and accelerate learning. We want to offer more outstanding education choices for parents, equipping their children with ambition to succeed, a rounded education, and key skills for the future.

Our Vision

Our vision is to enable pupils to achieve beyond their expectations by providing the best technology-enabled educational opportunities.

We believe that every pupil should be equipped for the future through teaching relevant skills for the world in which they live; that every pupil should have access to a 'Whole Education' underpinned by academic rigour and that each child should be safe, happy, ambitious, and respectful.

Our school environment will ensure that every child is safe and supported. We will build strong relationships with families and the local community.

Methodology of the Section 10 Consultation

The formal consultation ran for a period of six weeks between 20 September and 1 November 2021. The aims of the consultation were to engage with the Wednesfield community, obtain feedback on the Trust's plans and inform the Trust's decision about whether to enter into a funding agreement with the Secretary of State for Education to establish Wednesfield Technology Primary.

Throughout the full consultation period, a range of methods were used to engage stakeholders, including, but not limited to:

- Parents and carers
- Local residents
- Local businesses

- Local councillors
- Staff and governors from local schools

Consultation Methods and Communication Channels

Website

- An area of the Shireland Collegiate Academy Trust website was used to highlight details of the proposed new school and the consultation process (<https://www.shirelandcat.org.uk/wtp-s10-consultation>).
- The following information was made available on the website:
 - Online Section 10 questionnaire
 - Admission arrangements
 - Consultation brochure
 - Proposed location of the school site
 - Form of entry
 - Frequently asked questions
 - Section 10 Consultation background information and process
 - Contact details

Social Media

- Throughout the 6-week consultation period, social media platforms were used to promote the consultation to all defined stakeholders.
- Weekly social media posts were published to promote Wednesfield Technology Primary, invite stakeholders to learn more about the school, and request them to provide feedback by completing the consultation questionnaire (please see Appendix A).
- 58% of stakeholders who completed the questionnaire stated that they learned about the Wednesfield Technology Primary and the consultation from a social media post.
- Please see Appendix D for a full record of the social media posts that were uploaded throughout the duration of the consultation.

Local Community Event

- One face-to-face community event took place at Wolverhampton Swimming and Fitness Centre on Thursday 21 October 2021.
- A total of four people directly engaged with the event.
- We were able to speak with and distribute promotional leaflets to an additional 35 people who were passing by in the venue.
- We received and replied to two emails, one from a local resident and one from a prospective parent who were not able to attend but wanted to ask questions about the school.

Leaflet Drops

- 8,504 leaflets promoting the consultation were distributed to all Royal Mail-deliverable households in the 'WV11 1' and 'WV11 3' postcode areas (please see Appendix C).

Consultation Questionnaire

- Online and paper questionnaires were used to collect feedback.
- The online questionnaire was linked on the Wednesfield Technology Primary section of the Trust website and was extensively pushed on social media and in marketing materials throughout the six-week consultation period.
- In total, 46 responses were received.

Digital Advertising

- A digital advertisement was published on the Express and Star's website to promote the Wednesfield Technology Primary consultation (please see Appendix C).
- In total, this digital banner accumulated 18,777 views.

Letter and phone calls to Stakeholders

- Businesses and community centres located on Lichfield Road were sent a letter addressing the proposed opening of Wednesfield Technology Primary and the consultation process (please see Appendix B).
- We tried on several occasions to contact the Church adjoining the school land via email and phone, but with no success. We will continue to attempt to contact the Church to update them on the plans and receive further feedback.

Outdoor banners

- Two large banners were placed on the existing school gates on Lichfield Road with permission from the City of Wolverhampton Council.
- One was focused on advertising the consultation and community drop-in event, with the other being a general banner providing contact details and information on the proposed school opening (please see Appendix C).

Newspaper Advertising

- Local newspapers were used to advertise the Section 10 Consultation over a period of one week.
- Figures 1a and 1b below highlight the print audience of each local newspapers used to advertise the Wednesfield Technology Primary Section 10 Consultation, the date of publication of the advertisement (please see Appendix C) and the approximate reach of Chronicle Week and Express & Star newspapers.

Paper	Print Audience	Date that Advertisement was Published
Express & Star (West Region)	59,145	7 October 2021
Chronicle Week – Wolverhampton, Dudley, Stourbridge	48,876	7 October 2021
Black Country Bugle	7,159	6 October 2021

Figure 1a – Print audience statistics of the local newspaper used and the date of publication of the advertisement

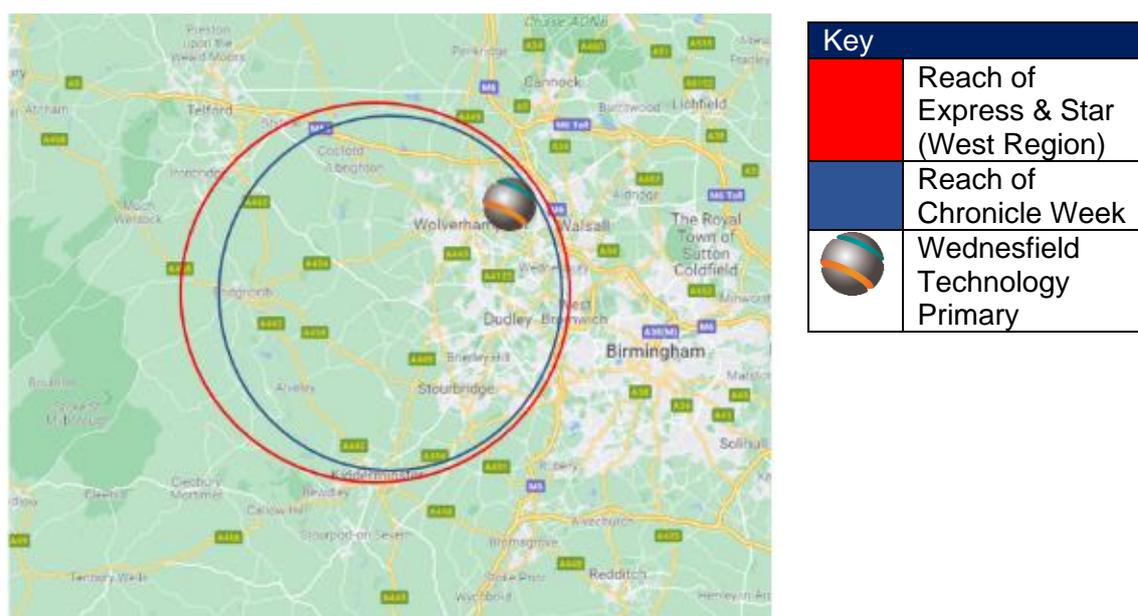
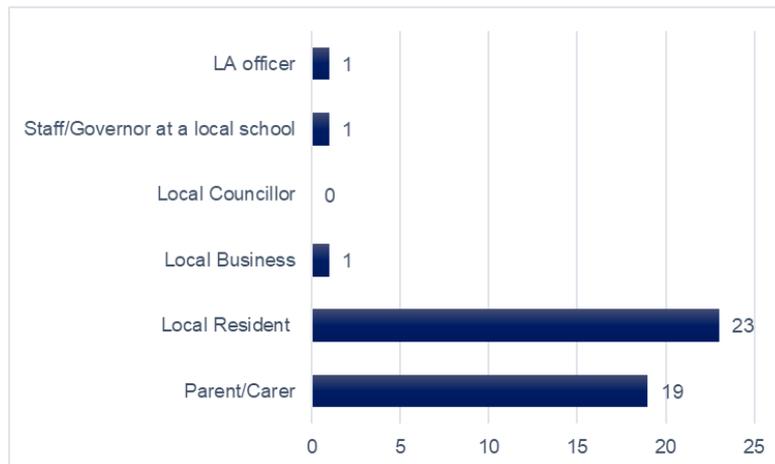


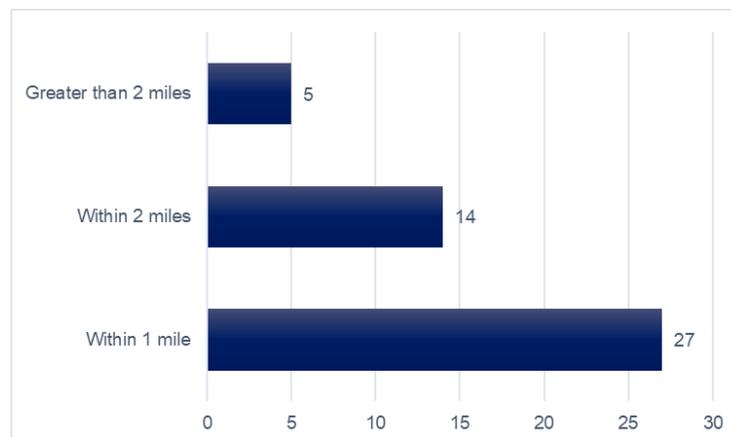
Figure 2b – Approximate reach of Chronicle Week and Express & Star newspapers

Feedback from the Section 10 Consultation

Q1 – Which of the following best describes you?

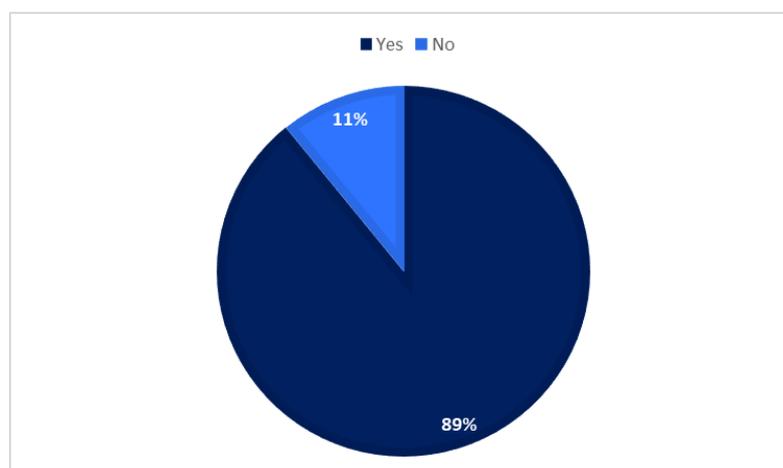


Q2 – Where do you live approximately in relation to the proposed site (WV11 1TN)?

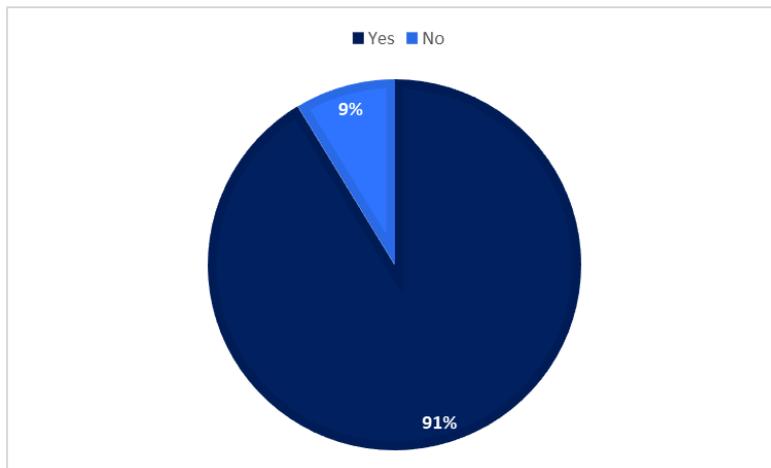


Q3 – “Wednesfield Technology Primary would enable pupils to achieve beyond their expectations by providing the best technology-enabled education opportunities”.

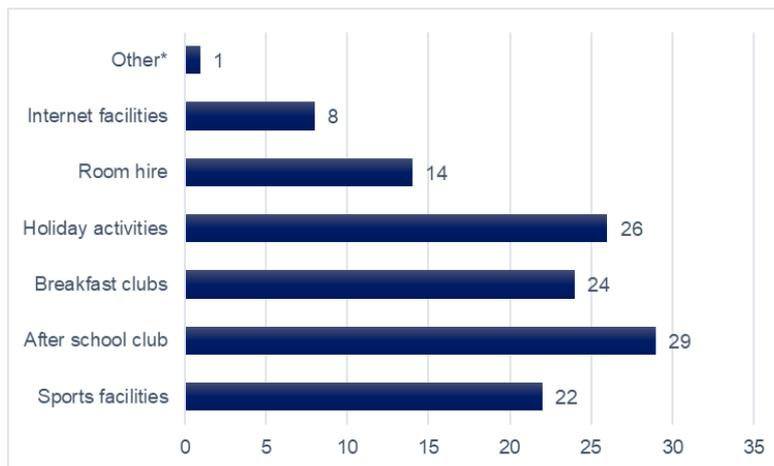
Do you agree with this statement?



Q4 - Do you agree that the opening of Wednesfield Technology Primary will help meet the need to provide additional school places in the Wednesfield area?

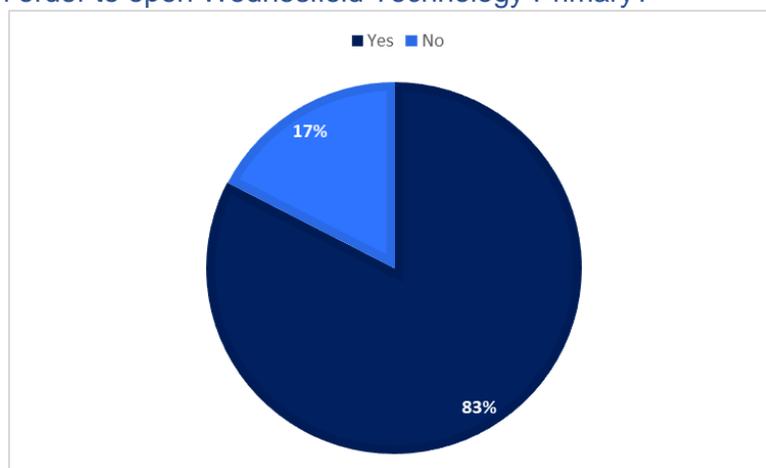


Q5 - We aim to have strong links with the community, providing a range of services. What services would you like the school to offer? (Please feel free to select more than one)



Other Services	Number of respondents
Support for job clubs and employability skills for parents/guardians	1

Q6 - Do you think that the Shireland Collegiate Academy Trust should enter into a funding agreement with the Secretary of State in order to open Wednesfield Technology Primary?



Q7 - Do you have any further comments that you would like to share with us?

Additional remarks about Wednesfield Technology Primary were submitted via the questionnaire's comment section (see Appendix E for full response details), by email to the Trust, and during the face-to-face community event.

Feedback	Number of respondents sharing views
Concerns regarding traffic congestion and parking	6
Concerns regarding the noise when Wednesfield Technology Primary is fully operational	1
Potential negative impact on admission numbers of schools in the proximity of Wednesfield Technology Primary	1
Positive comment about Wednesfield Technology Primary	3

Response to feedback

Concerns of traffic congestion and parking

Strong concerns have been emphasised by stakeholders in relation to how the potential opening of the school could affect traffic congestion and parking on Lichfield Road and nearby residential streets. This is strengthened by a recent fatality in the area that local stakeholders feel could have been avoided had there been a lower speed limit enforced.

To mitigate this risk, a drive-in and drop-off point within the school grounds has been incorporated in the plans for the site. This will help reduce congestion on the main Lichfield Road and reduce the number of families parking in residential areas in the proximity of the site.

Furthermore, we are working to increase on-site parking capacity beyond that which was originally planned, and to widen the school's main entrance for easier vehicle access. We believe that this, together with the drive-in and drop-off system, will lower traffic congestion and on-street parking in the area.

We know that pick-up and drop-off are always sources of concern, which is why we constantly encourage our families to be considerate of this. Any families not adhering with this request will be spoken to appropriately.

We will continue to work closely with stakeholders to ensure that the best solution for parking and traffic is implemented for all concerned.

Concerns regarding noise when Wednesfield Technology Primary is fully operational

To reduce noise pollution when the school is fully operational, we are planning implement noise-reducing fencing that will also aid maintain privacy, which is something we must ensure from a safeguarding perspective for the children in the school.

Potential negative impact on admission numbers of schools in the proximity of Wednesfield Technology Primary

In 2016, Shireland Collegiate Academy Trust obtained authorisation from the DfE to set up a mainstream free school in the Wednesfield area and this was supported by the local authority.

At the time of approval there was a demand for primary places in the Wednesfield area, which has risen since due to increased birth-rates and further residential areas opening in the Wednesfield South Ward.

We believe that Wednesfield Technology Primary will provide further excellent education provision for families in the local area and meet this demand for primary places in the area.

Consultation Outcomes

In conclusion, there was a positive response from the local community throughout the duration of the consultation.

83% of respondents agreed that the Shireland Collegiate Academy Trust should enter into a funding agreement with the Secretary of State for Education to open Wednesfield Technology Primary.

The Trust is confident that Wednesfield Technology Primary will provide extra, much-needed spaces for local parents/guardians in the Wednesfield region, which is reinforced by the **91% of respondents who agreed that the brand-new school will help meet the demand for primary places in the region.**

Based on the responses from the consultation period, the Shireland Collegiate Academy Trust will begin the process of agreeing and entering into a Funding Agreement for Wednesfield Technology Primary with the Secretary of State for Education.

We will continue to work with stakeholders to consider any further feedback about the development of the school and address any issues and concerns that may be raised.

We would like to thank all the stakeholders that took the time to provide their feedback and engage at our consultation event.

Appendix A - Section 10 Consultation Questionnaire

1. Which of the following best describes you?

- Parent / Carer
- Local Resident
- Local Business
- Local Councillor
- Staff/Governor at a local school
- Other

2. Where do you live approximately in relation to the proposed site?

- Within 1 mile
- Within 2 miles
- Greater than 2 miles

3. “Wednesfield Technology Primary would enable pupils to achieve beyond their expectations by providing the best technology-enabled education opportunities”.

Do you agree with this statement?

- Yes
- No

4. Do you agree that the opening of Wednesfield Technology Primary will meet the need to provide additional school places in Wednesfield?

- Yes
- No

5. We aim to have strong links with the community, providing a range of services. What services would you like the school to offer? (Can select more than one)

- Sports Facilities
 - After-school clubs
 - Breakfast clubs
 - Holiday activities
 - Room hire
 - Internet facilities
 - Other (suggestions)
-

6. Do you think Shireland Collegiate Academy Trust should enter into a funding agreement with the Secretary of State to open Wednesfield Technology Primary?

- Yes
- No

7. Do you have any further comments that you would like to share with us?

8. How did you hear about Wednesfield Technology Primary's Section 10 Consultation?

Newspaper advertisement	<input type="checkbox"/>
Social media post	<input type="checkbox"/>
Leaflet	<input type="checkbox"/>
Shireland Collegiate Academy Trust website	<input type="checkbox"/>
Express & Star website	<input type="checkbox"/>
Live Q&A session on social media	<input type="checkbox"/>
Local community event	<input type="checkbox"/>

If you would like to receive regular updates, including the outcome of our consultation, and be the first to find out the latest developments with our school, please provide your contact details below:

Name:

Email Address:

If you have a particular question or would like to get in touch with us, please contact us at:

info@shirelandcat.org.uk

0121 565 8809

**Thank you for taking the time to complete this form and being part of our consultation.
Please return this form to the email or postal address on the front of this form.**



Chief Executive Officer: Sir Mark Grundy MSc FRSA
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Website: www.shirelandcat.org.uk

Waterloo Road, Smethwick
West Midlands, B66 4ND
Tel: 0121 558 8066

Dear Sir/Madam,

As CEO of Shireland Collegiate Academy Trust, a multi-academy Trust with schools across the Black Country, I am very pleased to invite you to share your views on a new technology primary free school that we plan to open in Wednesfield next year.

Located on the site of the former Edward the Elder Primary School on Lichfield Road, Wednesfield Technology Primary will strive to ensure that pupils are equipped with the necessary skillset for them to excel in the 21st Century. With a Technology Primary, our core purpose is to develop a school that empowers pupils to achieve beyond expectations by providing the best technology-enabled opportunities.

As part of the process of opening a free school, the Department for Education require a consultation under Section 10 of the Academies Act 2010. The results of this survey will allow us to work together with the local community to make Wednesfield Technology Primary the best primary school it can be and understand the services that the school can offer to - benefit the nearby area.

The consultation period for Wednesfield Technology Primary is now open and will close at 5pm on Monday 1 November 2021.



Scan the QR code on the left to learn more about Wednesfield Technology Primary and access the online Section 10 - Consultation form, or visit www.shirelandcat.org.uk/wtp-s10-consultation

Paper copies of the consultation form are available on request from the Trust by contacting us.

If you or anybody you know would like to learn more about Wednesfield Technology Primary, please feel free come and visit us at our community event being held Wolverhampton Swimming and Fitness Centre (WV13 3SW) on 21st October 2021 between 1pm and 3pm.

This consultation is an important step to work towards opening the school in September 2022. We look forward to hearing your thoughts as we work to create a school that provides outstanding learning opportunities for pupils while also giving back to the community.

If you have any questions, please do not hesitate to contact us.

Yours faithfully,

Sir Mark Grundy

A charitable Company limited by Guarantee registered in England and Wales Company No. 6336693

Registered Office: Waterloo Road, Smethwick, B66 4ND

INNOVATE

INSPIRE

COLLABORATE

AIM HIGHER | LEADING LEARNING | PROMOTING COHESION | CHANGING ATTITUDES | BE CONCERNED FOR EVERYONE | SEEFURTHER



Appendix C – Promotional Materials

Black Country Bugle Newspaper Advertisement



WEDNESFIELD TECHNOLOGY PRIMARY

Have your say on a new primary school in **Wednesfield!**

Wednesfield Technology Primary is to due welcome its first Reception pupils in **September 2022**.

Our **Section 10 Consultation** is now open and will run until 5pm on **Monday 1 November**.

For more information and to fill in our online questionnaire please visit our website:
www.shirelandcat.org.uk/wtp-s10-consultation



Facebook: /WednesfieldTP
Twitter: @WednesfieldTP
Instagram: @WednesfieldTP

Paper copies of the consultation form are available on request.

Contact us on
info@shirelandcat.org.uk
or **0121 565 8809**

PROUDLY PART OF
SHIRELAND COLLEGIATE ACADEMY TRUST



Express and Star Newspaper Advertisement



WEDNESFIELD TECHNOLOGY PRIMARY

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Contact us on
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or **0121 565 8809**

PROUDLY PART OF
SHIRELAND COLLEGIATE ACADEMY TRUST



Express and Star Digital Advertisement

Have your say on a new primary school.
Wednesfield Technology Primary is due to welcome its first Reception pupils in **September 2022**.
Have your say on our consultation, [click here](#).



A5 Leaflet (Double Sided)



Get involved in our consultation!

Our Section 10 Consultation is **now open** and will run until **5pm on Monday 1 November**.

For more information, details of face-to-face events or to fill in our online questionnaire please visit our website:
www.shirelandcat.org.uk/wtp-s10-consultation

Scan me to visit our website:



Facebook: /WednesfieldTP
Twitter: @WednesfieldTP
Instagram: @WednesfieldTP

Paper copies of the consultation form are available on request.
Contact us on info@shirelandcat.org.uk or 0121 558 8086



There's a new primary school opening in Wednesfield! Wednesfield Technology Primary is due to welcome its first Reception pupils in September 2022.

We believe that:

- Every pupil should have access to a whole education underpinned by academic rigour.
- Every pupil should be equipped for today, tomorrow and their future lives, acquiring cutting-edge skills and the ability to discover the world and beyond.
- Every pupil should be safe, happy, ambitious for themselves and respectful of all.

The school will be a part of Shireland Collegiate Academy Trust, a well-established multi-academy Trust with schools across the Black Country. Founded by the three-times Ofsted 'Outstanding' Shireland Collegiate Academy and named by the Secretary of State for Education as helping to 'transform' learning, the Trust has a national reputation for innovation, collaboration and inspiring individuals to achieve their potential.



Outdoor Banners



Appendix D – Social Media Presence

Date published	Content (as published on Facebook – other content will be amended to suit restrictions of the channel it is posted on)	Facebook	Twitter	Instagram
21/9/21	<p>📢 Our Section 10 consultation is now open!</p> <p>📢</p> <p>This consultation is an important part of the process of opening a Free School, required by the Department for Education under Section 10 of the Academies Act 2010. Find out more and share your views:</p> <p>➡ https://www.shirelandcat.org.uk/wtp-s10-consultation/</p> <p>Consultation will remain open until 5pm on Monday 1 November 2021.</p>	88 people reached No other engagements	250 impressions 7 link clicks 3 retweets 2 likes 3 media engagements	Not posted on this platform
29/9/21	<p>We will be part of Shireland Collegiate Academy Trust, an established multi-academy Trust with eight schools across the Black Country area of the West Midlands and founded by twice-Ofsted 'Outstanding' Shireland Collegiate Academy. Have your say and find out more:</p> <p>➡ https://www.shirelandcat.org.uk/wtp-s10-consultation/</p>	91 people reached No other engagements	125 impressions 2 media engagements 1 link click	Not posted on this platform.
5/10/21	<p>Our Section 10 consultation booklet is now available on our website. Find out more about our proposals for the school, our innovative #ExciteExploreExcel curriculum and the admissions process to join our very first cohort!</p> <p>➡ https://www.shirelandcat.org.uk/wtp-s10-consultation/#Wednesfield</p>	91 people reached 1 link click.	219 impressions 4 media engagements 2 retweets	56 people reached 1 like
6/10/21	<p>#ExciteExploreExcel - our three core values that drive our attitude to learning and are the foundation of our curriculum, E3L for Excite, Explore, Excel Learning. This thematic curriculum has a high focus on literacy, enabling pupils to access a broad and balanced curriculum that develops the skills, knowledge and qualities needed to flourish in learning and in life. Join our consultation and find out more: https://www.shirelandcat.org.uk/wtp-s10-consultation/</p>	111 people reached 2 post clicks 2 likes, comments or shares.	132 impressions 6 media engagements 2 likes 1 retweet	57 people reached. No other engagements
11/10/21	<p>Find out more about our proposals for a new technology primary school in Wednesfield. Come along to our consultation drop-in session:</p> <p>📅 Thurs 21 Oct 2021</p> <p>🕒 1-3pm</p> <p>📍 Wolverhampton Swimming and Fitness Centre WV13 3SW</p>	<p>(Boosted post – promoted for 1 week)</p> <p>6,960 people reached 286 link clicks 109 photo views</p>	<p>(Boosted post – promoted for 1 week)</p> <p>1,025 impressions 31 media engagements 16 link clicks 5 retweets</p>	41 people reached No other engagements

Date published	Content (as published on Facebook – other content will be amended to suit restrictions of the channel it is posted on)	Facebook	Twitter	Instagram
	<p>→ Have your say and find out more: https://www.shirelandcat.org.uk/wtp-s10-consultation/</p>	<p>22 likes 11 shares 2 comments</p>	<p>3 likes</p>	
<p>20/10/21</p>	<p> One day to go until our Consultation drop-in event! Meet some of the team from Shireland Collegiate Academy Trust: Thurs 21 Oct 2021 1-3pm Wolverhampton Swimming and Fitness Centre WV13 3SW → Have your say and find out more: https://www.shirelandcat.org.uk/wtp-s10-consultation/</p>	<p>19 people reached No other engagements</p>	<p>226 impressions 8 media engagements 4 retweets 3 likes 1 link click</p>	<p>19 people reached 1 like</p>
<p>25/10/21</p>	<p> One week to go until our Section 10 Consultation closes! Find out more and share your views on our proposals: https://www.shirelandcat.org.uk/wtp-s10-consultation/</p>	<p>19 people reached. 2 link clicks.</p>	<p>166 impressions 3 media engagements 2 link clicks 1 retweet 1 like</p>	<p>22 people reached 1 like</p>

Date published	Content <i>(as published on Facebook – other content will be amended to suit restrictions of the channel it is posted on)</i>	Facebook	Twitter	Instagram
27/10/21	<p>What is a Technology Primary Academy and how does this differ from other schools? As a Technology Primary, our purpose is to empower pupils to achieve beyond expectations by providing the best technology-enabled opportunities. We use technology to achieve high levels of progress and academic success. We blend the traditional with the new by providing exciting and innovative curriculum and learning experiences, harnessing the use of technology and developing cutting-edge skills, but underpinned with academic rigour and high-quality teaching.</p> <p>In order to ensure our pupils become well-rounded, thoughtful and safe users of technology in an increasingly digital world, we have developed a robust Digital Learner Framework to set out our expectations for technology use across the school. This framework focuses on the progression of skills across the school in three key areas: Digital Literacy, Digital Citizenship and Technological Skills.</p> <p>Technology and digital opportunities are interwoven throughout the curriculum to develop confident and discerning digital learners. Our pupils will be equipped to be 'Smart Creatives', with the knowledge and skills to understand when a digital solution is the best method to complete a task.</p> <p>Our classrooms will be equipped with a range of technology to bring learning to life and ensure progress for all learners Through technology-enabled lessons, pupils might visit another planet or time period in our interactive immersive room, program a robot to complete a task or create a digital animation to retell a story.</p> <p>#ExciteExploreExcel #EdTech #Technology #DigitalLiteracy</p>	24 people reached. 4 photo views 3 likes.	21 impressions	21 people reached 1 like

Appendix E – Further Comments from Respondents of the Section 10 Consultation Questionnaire

ID	Response
1	I've heard about how shireland took over other schools and helped them do really well. I want that for my kids
2	I would like to know when recruitment will start as I am very much interested in joining this school when it opens. The school is on a main road so I would like to know what measures will be taken for parking. From my own experience, parents tend to park in front of residential properties and can cause unnecessary traffic jams
3	As a local school who is already struggling with numbers, this new build would be detrimental to the students in its care. The Secretary of State should work with the current schools in the area and provide funding for them to continue to improve the provision they are currently providing for the families in the area.
4	Parking, tree cutting
5	Very concerned about the placing of school. Road is manic as is and parking already an issue. would be interested in the plans for send within the school as from our personal perspective send education in Wolverhampton is poor.
6	<ol style="list-style-type: none"> 1) Local residents who live near the school have feedback they did not get any notification of the proposal. Was there plans to distribute letters to local premises affected and get there feedback? 2) Lichfield Road is a main route for buses and traffic into and around Wednesfield Village centre, how will the traffic be managed of parents dropping off and collecting children so that it does affect children's safety and traffic flow? 3) As I believe the School is locally Listed are there any plans of the buildings being demolished? 4) I understand there was a local covenant with the Businesses opposite the School entrance on agreed parking allocation. Is this still valid if so how will this impact on future arrangements? 5) With the school being two form what is the pupil class size predicted and how many new places will be available in total across all years? 6) Referring to your Question 3 which is a closed and compulsory question I cannot give an informed decision. I have checked your Ofsted reports which do show outstanding however this report is March 2013. You have opened 5 schools which one as had a monitoring visit and no Ofsted evaluations. So with this in mind cannot make an informed decision 7) Referring to your question 6 which is a closed question and compulsory without the understanding of what is the pros and cons of this statement means I cannot give a informed decision. 8) Wednesfield has a huge historical value to Wolverhampton as far back as the Battle of Wodensfield between Anglo Saxons and the Danes in 910AD the School is named after King Edward the Elder who won this battle. As the name Edward the Elder is still used for the primary school in Moathouse lane East, Wednesfield have got a new name for the school? Have considered naming the School after another historic figure of the area? With this question in Mind there is a active history group in the area would you consider involving the members to support with naming of the School?