



Inspiring Minds to Foster Confidence

A new primary school for Ashby de la Zouch

Ashby Hastings Primary School

Consultation Report to the Department for Education

1st April 2021



Inspiring Minds to Foster Confidence

A new primary school for Ashby de la Zouch

Contents

1	Introduction and Executive Summary.....	3
2	The Consultation Process	4
3	Results and Analysis.....	6
4	Conclusions	9
5	Appendices	10



Inspiring Minds to Foster Confidence

A new primary school for Ashby de la Zouch

1 Introduction and Executive Summary

- 1.1 As part of Leicestershire County Councils strategic vision, they identified that there is a need for additional primary school places to serve Ashby. The County Council believes that building a new 210 place primary school in Ashby will help enhance this new housing development and provide excellent choice for families living in this area.
- 1.2 We are proud to announce that Symphony Learning Trust (SLT) have been awarded the new Free School which is being built in Ashby on the Holywell Spring Farm development positioned to the North West of Ashby town centre and covers approximately 50 acres. The school will be opening in the autumn term of 2021. Symphony is a Leicestershire-based Trust with high outcomes for pupils and an excellent reputation. All of our schools have their own unique identities and we are proud of the successes each school has.
- 1.3 The Symphony Learning Trust, embarked on the journey to establish the Ashby Hastings Free School with a vision of opening outstanding school that will share the ethos of the Trust and reflect its values of creating an inviting and inspiring environment coupled with the wide-ranging CONFIDENCE curriculum. It is envisaged that the new school will be characterised by its provision of a stimulating and challenging learning environment and a commitment to ensure all children make exceptional levels of progress and attain excellent outcomes.
- 1.4 The intention is for the school to open in September 2021 with Reception year only and the school will then grow year on year with an eventual capacity of 210 pupil. The school will work closely with other schools in the Symphony Learning Trust and will build on their experience and success to deliver outstanding opportunities and to provide the very best educational outcomes for all pupils.
- 1.5 As part of the necessary pre-opening work SLT has completed a formal consultation exercise, as set out in section 10 of the Academies Act 2010, to determine whether they should enter into a Funding Agreement with the Department for Education, pending approval from the Secretary of State. This document reports on:
 - Activities undertaken prior to the formal consultation which served to increase awareness;
 - The information provided to stakeholders on the nature of the proposal;
 - The range of stakeholders consulted;
 - The varied methods of engagement;
 - Analysis and final results of the formal consultation;
 - SLT's response to the DfE.

Stakeholder engagement prior to the formal consultation period

- 1.6 Having been approved to continue to the pre-opening phase of the Free School process, the proposers embarked on a consultation process, as required by Section 10 of the Academies Act 2010.
- 1.7 It was important to the Symphony Learning Trust that, in line with the inclusive ethos of the School, the consultation process was more than a formal process. Instead, it was decided that



Inspiring Minds to Foster Confidence

A new primary school for Ashby de la Zouch

the consultation should be used to engage a wide array of stakeholders, ranging from local families and community groups to local schools and political representatives.

1.8 In addition to the wide array of stakeholders being targeted, varied means of consultation were adopted in order to ensure a high level of genuine engagement. This included the following methods of communication:

- A virtual formal consultation meeting
- Use of social media – Twitter Account
- Use of social media – Facebook groups (posted in Ashby Nub News (2.4k followers) and Ashby de la Zouch Community Group (7.7k members))
- The Free School website – <https://www.ashbyhastingsprimary.co.uk/>
- A formal consultation survey - online and hard copies with accompanying letter (**Appendix A**)
- A School Brochure (**Appendix B**)
- Online publication of the Admissions Policy and vision and ethos statements

1.9 Whilst communications with stakeholders were in no way limited to the stipulated consultation period, in order to ensure that all those consulted were given a structured chance to respond, a formal seven-week consultation period was established, running from the week commencing 8th February 2021 to week ending 26th March 2021. Seven weeks was chosen to account for the February Half Term.

2 The Consultation Process

Stakeholder identification and methods of engagement

- 2.1 A consultation leaflet was produced in 2 formats, identical in content – a hard copy double sided information leaflet/questionnaire (as shown in Appendix A) and an online questionnaire.
- 2.2 The questions were guided by the need to consult with all stakeholders under section 10 of the Academies Act 2010, and designed to elicit opinions and reflect the views of the local and wider community to the Department for Education with regards to the new school.
- 2.3 People were asked to complete and return either version of the questionnaire. Respondents were encouraged to email or telephone to discuss any concerns or questions.
- 2.4 It was agreed that the most active engagement would be with those stakeholders with the greatest interest in the School. Therefore, the greatest efforts were devoted to engaging members of the community (including 'hard to reach' groups), prospective parents and pupils and immediate residents who may be affected by the school and parallel housing developments.

2.5 The key stakeholders involved in the project and the forms of consultation adopted in respect to them are set out in the matrix below.

Stakeholder Group	Level of Interest and Reasons	Method of Consultation
Prospective parents and pupils	High <ul style="list-style-type: none"> May wish to attend Ashby Hastings Primary Academy May wish to better understand the ethos and vision of the School May be interested in school policies and curriculum offer Interest in becoming involved with the school in the future 	<ul style="list-style-type: none"> Survey (online and in hard copy at events) Website Social media updates Targeted media advert to 19,000 households with children under the age of 11 and all income brackets Emails updates to parent/community database with the link to the website and survey Project updates available on the school website Press articles in local press Consultation event One-to-one discussions FAQs published on website
Local residents (In the immediate vicinity of the school site)	High <ul style="list-style-type: none"> Interest in the building process and community dimension Interest in the impact of the school on residential life – e.g. traffic flows, noise, visual impact 	<ul style="list-style-type: none"> General invitation for involvement in the planning permission consultation process Provided with details of the site at PR events Site information on the website
Other members of the local community	Medium <ul style="list-style-type: none"> May attend or be a parent of a child who attends a local school May be interested in the proposed admissions arrangements and their wider impact locally General interest in the local educational landscape Interest in becoming involved with the school in the future 	<ul style="list-style-type: none"> Survey (online and in hard copy at events) Website Social media updates Press adverts and articles in local press Consultation events One-to-one discussions
Local schools (Including Heads, teachers, governors)	Medium <ul style="list-style-type: none"> Interest in the local educational landscape 	<ul style="list-style-type: none"> Emails to local Primary head teachers Consultation events

	<ul style="list-style-type: none"> • Interest in the potential impacts of admissions arrangements • Interest in future collaboration and partnership • Possible feeder relationships • Collaboration regarding phase transition arrangements 	<ul style="list-style-type: none"> • Survey (online and in hard copy at events) Website • Social media updates • Press adverts and articles in local press
--	--	---

3 Results and Analysis

Consultation survey

- 3.1 As detailed in the stakeholder engagement matrix above, a key means of consulting community stakeholders of all kinds was the use of a consultation survey. The survey was designed with two goals in mind: firstly, to meet the requirements of the DfE by asking respondents whether they felt the Free School should enter into a Funding Agreement and secondly, to genuinely engage with stakeholders and gather their views on a number of issues.
- 3.2 The issues addressed in the consultation survey included: admissions arrangements, the main vision and goals of the school, curriculum coverage parental and community involvement in school life.
- 3.3 As of the end of the consultation period, 46 responses to the survey were received. Given that the survey was deployed alongside alternative forms of consultation; including faceto-face meetings and engagement through social media, this represents a good rate of response.
- 3.4 The consultation survey questions can be found in **Annex 3**, attached.

Breakdown of respondent groups

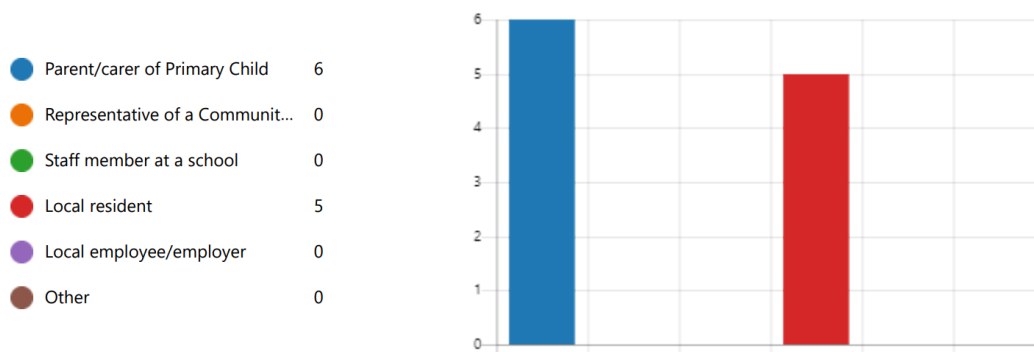
- 3.5 When asked, the 8 respondents identified themselves as:

- 25% Local resident;
- 37.5% Parent/carer of Primary Child;
- 37.5% Parent/carer of Primary Child; Local resident;



Inspiring Minds to Foster Confidence

A new primary school for Ashby de la Zouch

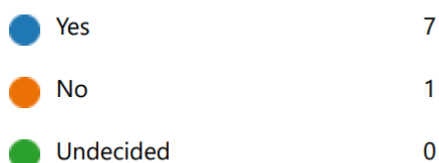


3.6 The results show that 87% of the respondents agree with the school opening in August 2021 with just 1 respondent being in disagreement

Survey results

3.7 An overview of responses to the consultation survey is set out below:

Question 1: Do you agree that Ashby Hastings Primary School should open in August 2021, which will involve the Trust entering into a Funding Agreement with the Secretary of State for Education?



Results: All 8 respondents answered this question, the large majority (87%) answered positively in support of the proposal for the new school

Question 2: Do you support the school's education vision to nurture, challenge and inspire its pupils? Do you support the CONFIDENCE curriculum?



Inspiring Minds to Foster Confidence

A new primary school for Ashby de la Zouch

Yes	7
No	1
Undecided	0



Results: All 8 respondents answered this question, the large majority (87%) answered positively in support of the proposal for the new school

3.8 We also received some comments, as per below:

- Self glorie
- We would like to express that their is excess demand within the community for the school to open older Year groups 1,2 and 3.
- Looking forward to my daughter starting
- Really looking forward to this school opening
- Why only opening in Reception?
- We are very excited about the new school and will be delighted if our son is given a place there
- Please consider opening up more year groups from August 2021.

Report on consultation meetings

- 3.9 In addition to the use of consultation documents and surveys, a virtual consultation meeting was held in order to allow prospective parents, community members and other interested parties to hear more about the school, ask questions, raise concerns or express support.
- 3.10 The meeting was widely publicised via social media, the proposed school website, the extensive contact list held by the proposers of 'interested prospective parents' and local press adverts.
- 3.11 The meetings provided attendees with an opportunity to speak to the CEO, the Executive Headteacher, the school business manager, the building contractors representative , to ask practical questions about the admissions process and to raise any issues or concerns. Additionally, paper copies of the consultation survey were made available.



Inspiring Minds to Foster Confidence

A new primary school for Ashby de la Zouch

- 3.12 The event involved wide-ranging question and answer sessions covering a range of issues, with the key areas of discussion being the admissions arrangements, the curriculum offer and the leadership and management of the new school. Clear answers were given and all questions and answers were recorded, allowing the proposers to take the views expressed into account when formalising future plans for the school in the subsequent months.
- 3.13 The opinions expressed at the consultation events confirmed the view expressed in consultation surveys that the local community are largely supportive of the project.

4 Conclusions

- 4.1 The consultation process has been an encouraging one for the Symphony Learning Trust. In addition to the positive views expressed by the vast majority of parties throughout the consultation, the quality of engagement was very high, suggesting that the process of genuine community and parental engagement has already begun.
- 4.2 All areas in which stakeholders expressed concern have been captured in this report and were subject to careful consideration and deliberation. In a very real sense this was a consultative exercise which has been used to support the development of future plans for the school.
- 4.3 In light of the positive results of the consultation, the Trust have resolved to continue to the Funding Agreement stage of the project and to continue towards a planned opening date of September 2021.

5 Appendices

Appendix A - Consultation Questionnaire and Accompanying Letter

Symphony Learning Trust



Chair of Trust – Mr Nigel Harrison

Chief Executive Officer – Mr Tim Sutcliffe

Chief Financial Officer – Mrs Talvinder Tundall

8th February 2021

Dear Parents, Carers and Stakeholders

Section 10 Consultation – Ashby Hastings Primary School

We are proud to announce that Symphony Learning Trust have been awarded the new Free School which is being built in Ashby on the Holywell Spring Farm development. The school will be opening in the autumn term of 2021. Symphony is a Leicestershire-based Trust with high outcomes for pupils and an excellent reputation. All of our schools have their own unique identities and we are proud of the successes each school has.

At Symphony, we wanted to provide a fitting local name for the new school and decided on Ashby Hastings Primary School. The Hastings family built the castle in Ashby-De-La-Zouch in the 15th century so the name is steeped in Ashby's famous history and provides an essential link to the local community. As always, we appreciate any feedback from the local community and due to the limited timescale we have for opening the school, we hope you are pleased with the local connection of the chosen name. Our website, www.ashbyhastingsprimary.co.uk, contains a school brochure which outlines our proposals for the vision, ethos and curriculum for Ashby Hastings.

As part of the opening procedure for the school, we would like to consult our local community and we ask you to consider the following points:

1. Do you agree that Ashby Hastings Primary School should open in August 2021, which will involve the Trust entering into a Funding Agreement with the Secretary of State for Education?
2. Do you support the school's education vision to nurture, challenge and inspire its pupils? Do you support the CONFIDENCE curriculum?

Schools, parents of children between the ages of 2 and 18, residents and other members of the public will have the opportunity to have their say on these proposed changes between **Monday 8th February 2021 and Sunday 28 March 2021**.

Consultation Responses:

Your views are important to us. Please respond by completing the e-form on our website at <https://www.ashbyhastingsprimary.co.uk/section-10-consultation> or by returning the printable questionnaire to Section 10 Responses, C/O Ashby Willesley Primary School, Packington Nook Lane, Ashby de la Zouch, Leics, LE65 2QG

Yours sincerely,



Tim Sutcliffe - CEO

Registered Office – Glen Hills Primary School, Featherby Drive, Glen Parva, Leicester. LE2 9NY.

Tel: 0116 2782535

Email office@glen-hills.leics.sch.uk

Symphony Learning Trust registered company number - 07941899



Inspiring Minds to Foster Confidence

A new primary school for Ashby de la Zouch

SLT Section 10 Consultation - Ashby Hastings Primary School

* Required

* This form will record your name, please fill your name.

1. Do you agree that Ashby Hastings Primary School should open in August 2021, which will involve the Trust entering into a Funding Agreement with the Secretary of State for Education? *

- ☐ Yes
- ☐ No
- ☐ Undecided

2. Reasons if undecided answer to Q1

3. Do you support the school's education vision to nurture, challenge and inspire its pupils? Do you support the CONFIDENCE curriculum? *

- ☐ Yes
- ☐ No
- ☐ Undecided



Inspiring Minds to Foster Confidence

A new primary school for Ashby de la Zouch

4. Reasons if undecided answer to Q2

5. Any additional comments? *

6. Your name (required) *

7. Your email address (required) *

8. Tick options that apply: *

- ☐ Parent/carer of Primary Child
- ☐ Representative of a Community/Youth Group
- ☐ Staff member at a school
- ☐ Local resident
- ☐ Local employee/employer

☐

Other



Inspiring Minds to Foster Confidence

A new primary school for Ashby de la Zouch

Appendix B – School Brochure

Our vision for Ashby Hastings...

Our school is committed to delivering a high-quality, ambitious and inclusive education for all of our children. We recognise that choosing a school for your child is a big decision, and we take the responsibility of looking after your child's education incredibly seriously.

Your child will be part of an enthusiastic, creative community of children, and will develop skills that will set them up for the next phase of their school life, as well as having a fun, and rewarding time with us.

We have created an inviting, inspiring environment, coupled with the wide-ranging **CONFIDENCE** curriculum which supports the different ways of learning that each child has.

Our new school is part of the highly successful Symphony Learning Trust, and as part of this family of schools is supported by the excellent resources available to it.



Ashby Hastings Primary School

Tel - 01530 413654 (temporary number)
www.ashbyhastingsprimary.co.uk
email: office@ashbyhastingsprimary.co.uk
Follow us on Twitter @hastingsprimary
Address: Ashby Hastings Primary School
School Lane
Ashby-De-La-Zouch
LE65 2LP

Ashby Hastings Primary School (Holywell Spring Farm)

A guide for parents and carers



Inspiring minds to foster confidence

Head of School - Mrs R Mckeown
Executive Head - Mr M Brookes
Chair of Governors - Mrs L Charlton
Business Manager - Mrs L Watson



Opening September 2021

A welcome from our Head of School

Dear Parents / Carers,

Firstly, let me welcome you to our brand-new school; a school I am immensely proud to lead!

At Ashby Hastings Primary School we aim to offer a rich and engaging school experience that inspires the children to achieve their full potential in all they do.

We want them to become resilient, positive, curious learners who adopt determination to succeed. Our children will be equipped with the skills and mind-set to thrive and will develop their resilience in life. This resilience will be wider than education and we aim to prepare our children to have the necessary skills to be successful in 21st century life.

Children will be valued, empowered and challenged to achieve their potential and excel in their achievements.

We look forward to welcoming you and your children to Ashby Hastings Primary School!

Regards,
Mrs R Mckeown
Head of School



Open events

We will be hosting a series of online events to launch Ashby Hastings over the coming months. Our first event will be an online 'Welcome to Ashby Hastings' and will be on 24th February at 6:30pm. If you would like to be involved, please email office@ashbyhastingsprimary.co.uk before 12pm on the 24th February. We will send invites for the meeting on the 24th February.

Please keep an eye on our website and Twitter for future events!



We will **CARE** for our pupils and help them to care for each other

Our pupils will receive an **OUTSTANDING** education

We will **NURTURE** and keep our pupils safe as they learn

We equip pupils for their **FUTURE** life-long learning through wide ranging skills

We want our pupils to be **INDEPENDENT** learners

We will help develop a **DETERMINATION** to succeed in our pupils

We value our pupils' **EFFORT** in all areas of school life

We **NOURISH** minds through an enriched & exciting curriculum

We want our pupils to be **CURIOUS**, inquisitive and to have a thirst for knowledge

We will provide **EXCELLENCE** in all aspects of our education



Our school!

We want Ashby Hastings to be at the heart of our community.

We are proud of our beautiful brand-new school which is fully equipped to provide outstanding education for your children.

We would only be too pleased to provide you with a tour of the school and we have dates for tours on our website. If you require any further information, please do not hesitate to contact the school via phone or email!

Symphony Learning Trust

Symphony Learning Trust is a highly successful Multi-Academy Trust with eight primary schools. All schools have their own identity but work collaboratively to provide the highest possible quality of education.



Ashby Hastings Primary School - Inspiring minds to foster confidence