



**BOBBY  
MOORE**  
ACADEMY  
*Broadening horizons*

## **Section 10 Consultation Responses**

**Prepared by the**



David Ross Education Trust  
*Broadening Horizons*

**February 2017**

## Executive Summary

Bobby Moore Academy is a proposed through school that will be built in the Queen Elizabeth Olympic Park.

Under the Academies Act 2010, in advance of opening any proposed new school, the lead Trust must consult with local stakeholders. The David Ross Education Trust undertook a consultation in accordance with the statutory requirements that ran from June 2016 through to January 2017.

While this is much longer than required, the online survey became a useful tool for prospective parents to formally give their views on the plans for the school. As a result, the Trust felt it was advantageous to keep the survey live.

The consultation sought views on key aspects of the plans including demand for the school, the vision and educational plan, admissions, location and whether the David Ross Education Trust should sign a funding agreement with the Secretary of State for Education.

The consultation was underpinned by an ongoing commitment to meaningfully and inclusively engage the local community in developing and refining our plans.

There were 108 responses to the consultation in total, the overwhelming majority of which were supportive of the proposals to establish the Bobby Moore Academy. A range of questions and comments were raised through the consultation, these are outlined in this report.

On the basis of the response to the consultation, the Trust is agreed that they wish to enter into a Funding Agreement with the Secretary of State to open the school from September 2017.

## Background

In 2013, the DfE approved DRET's proposal to open a through school on the Queen Elizabeth Olympic Park.

The number of people living in the area has grown significantly with the investment in East London prior to the 2012 Olympic Games. This, combined with the increase in housing stock as the Athletes' Village is redeveloped into residential property, has meant there is a real need for new education opportunities for both primary and secondary pupils.

The school, that has been named the Bobby Moore Academy, will be able to benefit from the outstanding sporting facilities that remain from 2012, while embracing best practice from both DRET's existing network of academies and from our network of exciting partner organisations.

## Engagement underpinning the formal Section 10 consultation

The Section 10 forms part of an extensive piece of work to engage with the local community.

This has included:

- The development of an online platform ([www.bobbymooreacademy.co.uk](http://www.bobbymooreacademy.co.uk))
- The creation of social media accounts – namely on Twitter and Facebook, with significant Facebook advertising
- Written brochures distributed to all primary schools within a 2.5 mile radius
- Written brochures distributed to all Tower Hamlets Schools via the local authority
- Newham brochures, with a Bobby Moore Academy section, distributed to all Newham schools
- Open events held at QEOP for three days and nights (150 local families attended)
- Brochure distributed to LLDC Project Steering Group
- Public consultations as required by planning law prior to Section 10 (January 2015)
- Eight press releases issued to local media, further updating the local community

## Consultation methodology

In designing our statutory consultation, we reviewed the approaches taken by a range of other free schools, the New Schools Network's good practice guidance and our own experience of running other Section 10 Consultations in the past.

This included questions on:

- Vision, ethos, values and aims of the academy and the Trust
- Curriculum overview, including the make up of the school day
- Pastoral care
- Uniform
- Extra-curricular activities
- Admissions and links to all statutory and wider Trust policies (including SEN, behaviour, safeguarding, complaints, etc)
- Whether we should enter a funding agreement with the Secretary of State to establish the school

A copy of the survey is included in Appendix A.

## Stakeholder list

Our key focus for the consultation was:

- All local primary schools within a 2.5 mile radius
- Education teams at Newham and Tower Hamlets Borough Councils

- Prospective parents and students
- QEOP Park Panel (local residents, community leaders and businesses)
- LLDC Youth Panel
- LLDC Park Partners (CEOs of local arts, culture and business groups)
- All local residents, as part of the statutory planning requirements
- Greenwich Leisure Limited Lea Valley (Olympic sporting facility operators)
- UK Athletics, British Hockey, British Sailing, London Youth Rowing
- Hackney Wick and Fish Island Community Interest Group
- Loughborough University (London)

## Results

The consultation was formally started on the 1<sup>st</sup> of June 2016, and remained live on the website until the end of January 2017.

During this time 108 people responded to the questionnaire. The majority of these were parents/carers of children in the local community. A breakdown of respondents is given below:

Audience	Number of responses
I have a child/children at a local nursery	8
I have a child/children at a local primary	43
I have a child/children at a local secondary	21
I am a local resident	29
I am moving to the area	1
I am a local teacher/educationalist	3
Other	3
Total	108

To further gauge an understanding of who was providing feedback, respondents were also asked to state if they lived within the immediate vicinity of the proposed site for the school.

All but three were from people with a postcode within a three-mile radius of the proposed site.

## Quantitative data and feedback

### Entering into a funding agreement

We asked people whether or not they felt we should enter into a funding agreement with the Secretary of State to open Bobby Moore Academy.

92 people responded to this question, and the response was strongly in favour of the new school:

- Yes: 70%
- No: 11%
- No Opinion: 19%

## Vision and ethos

Respondents were then asked if, based on the website and other collateral they had seen, they liked and supported the idea of the Bobby Moore Academy which will be underpinned by the vision and ethos and the David Ross Education Trust.

Answer	Number of responses	Percentage
Yes	68	71%
No	21	22%
No Opinion	7	7%
Total	96	

To support this, during the consultation we were notified by Newham Local Authority about the number of parents who had selected the academy as one of their preferences.

424 applications were received. The academy will be 75% full of first choice applicants, with the remaining 25% very likely to be filled by second choices given the demand for places in the area.

- 1st: 89
- 2nd: 103
- 3rd: 68
- 4th: 55
- 5th: 55
- 6th: 54

## Future demand

The Trust also took the opportunity to get additional data about future demand. This is in addition to the data submitted when the free school proposal was initially presented to the DfE.

72 parents who completed the survey stated they had a child. The majority of those were parents of children in Year 6. Pleasingly, and this is reflected in the ongoing e-mails we are getting from parents, there is increasing demand and awareness of the academy and we are receiving 2-5 e-mails a week from parents requesting more information.

## Life at Bobby Moore Academy

To ascertain if the branding for Bobby Moore resonated with the community, we also asked about whether the logo and website met their approval. Respondents could tick more than one box.

**75% of respondents** said that they liked the logo and branding, although in the free comments boxes there were questions about naming the academy after someone so closely associated with West Ham United Football Club.

There was also strong support for the school to have blazers and ties. A charcoal blazer was showcased as part of the open evenings and **84% of respondents** opted for a more formal

uniform.

The type of clubs the academy would offer generated **64 responses**. Given the location, unsurprisingly the desire for sports activity was the highest requested club. There was also strong support for the academy to offer musical opportunities and the chance for students to engage in environmental projects.

### **Issues for consideration and the Trust's response**

Three issues came to the fore during the consultation.

- 1) A number of respondents were concerned about the “West Hamisation” of Stadium Island. They felt that West Ham United FC was monopolising a community facility, and that naming the school after a West Ham icon only compounded this issue.
- 2) There was concern about the existing public transport to the school, particularly as this part of Stadium Island is currently under development.
- 3) Issues were raised about the safety of the Queen Elizabeth Olympic Park, particularly during West Ham Home games. It should be noted that these responses came during a time when the behaviour of some home fans was being questioned in the media.

In relation to West Ham, it should be noted that:

- The school will rarely be open during any home games, which tend to take place on a Saturday or after the school has shut on a weekday evening.
- The issues regarding the perceived West Hamisation of Stadium Island are slowly being addressed as the club slowly embeds itself into the local community. Aside from being named after Bobby Moore, from a branding point of view, we have avoided reflecting any of the colours of iconography used by the club.

In relation to the issues regarding public transport:

- A full and comprehensive travel plan is being developed in partnership with key stakeholders.

## **Summary**

The consultation underpins an ongoing commitment to meaningfully and inclusively engage the local community in developing and refining our plans.

Of the 108 responses to the consultation, the majority support the proposals to establish the Bobby Moore Academy.

On the basis of the responses to the consultation, and with consideration of the numbers putting the academy down as a preference, the Trust is agreed that they wish to enter into a Funding Agreement with the Secretary of State to open the school from September 2017.