

**Eastlands Primary School**  
**Academy Conversion Consultation**  
**Report**

January 2015

<b>Contents</b>	<b>Page</b>
Executive Summary	3
<ul style="list-style-type: none"><li>• Key Findings</li><li>• Recommendations</li></ul>	
Introduction	5
Consultation Process	6
Outcomes of the Consultation	7
Appendix	
A – List of Stakeholders	
B – Stakeholder Letters	
C – Parent/Carer Briefing Presentation 1	
D – Parent/Carer Briefing Presentation 2	
E – Consolidated Q&A	

## **Executive Summary**

Following the decision by the Governing Body of Eastlands Primary School to pursue conversion to academy status, a stakeholder consultation was undertaken in line with requirements of the Academy Act (2011) and Equality Act (2011).

The consultation period commenced at midday on Thursday October 9th, 2014 and concluded at midday Friday 7th November, 2014.

- A total of 21 completed consultation questionnaire forms were submitted on-line.
- A total of five parents submitted emails with questions about the proposals, answers to which were published on the school's website
- Two staff meetings were held on Thursday 9<sup>th</sup> October and were attended by a significant majority of staff from across the school.
- Two parent meetings were held on Wednesday 15<sup>th</sup> October and Wednesday 5<sup>th</sup> November with a total attendance of 40.
- Representatives of the school met with Cllr Jerry Roodhouse and Cllr Neil Sandison on Tuesday 21<sup>st</sup> October.

## **Key Findings**

Throughout the period of consultation, respondents have expressed views centring around the following topics:

1. The nature and timing of the academy conversion process, including the consultation element.
2. The reasons for the school pursuing academy status
3. The perceived benefits and drawbacks of becoming a single academy, and the impact this might have on Eastlands after conversion
4. The impact on staff at the school
5. The likelihood for a change in the relationship between the school and the wider community, including other schools.

## **Results of the online Survey**

An online survey was created as part of the consultation process. Of the 21 respondents to the questionnaire:

- 33% (7 respondents) answered "I am in favour of conversion to academy status."
- 24% (5 respondents) answered "I can see advantages of academy status but I have concerns and / or unanswered questions."
- 10% (2 respondents) answered "I can see disadvantages of academy status but I have unanswered questions."
- 33% (7 respondents) answered "I am not in favour of conversion to academy status."

## **Recommendations**

There are a number of actions that the Governing Body and School are proposing as a result of this consultation process. These are discussed in more detail in Section 4.0

1. Eastlands Primary School needs to continue to engage with its stakeholders
2. The Governing Body to convene a final meeting for parents/stakeholders to update on the progress and to allow an opportunity for any final views to be shared
3. Ongoing communications with parents/carers (e.g. the school newsletter) to ensure that any information regarding the academy conversion is shared in a timely manner and further opportunities to gain feedback are given
4. Governors to consider how as a body it can promote wider understanding and improve visibility around the operations of the governing body
5. Governors to consider the impact of any requests from Warwickshire County Council in relation to school place planning in view of the statements made during the conversion process in relation to becoming a 2FE school
6. As outlined during the consultation, a FGB meeting will take place before the signing of the Funding agreement.

## **1.0 Introduction**

All schools that are considering converting to Academy Status are obliged to undertake a consultation on their proposals - the key aims of which are:

- To ensure stakeholders are informed about the Academy proposal and the reasons for the decision being taken
- To ensure all identified stakeholders receive information about the plans
- To offer all stakeholders a range of opportunities to feed back their views

Governors of Eastlands Primary School voted unanimously to pursue Academy status in a meeting of the Full Governing Body on 10<sup>th</sup> September 2014. This decision was taken after lengthy discussions and was based on a shared understanding that the changed status of the school would allow it to deliver better outcomes for children through the increased autonomy and financial control available to academy schools.

Following the timeline laid down by the Department for Education, the school has a target date for conversion of February 2015. A conversion grant has been provided by the Department for Education and the school has established a working party to focus on progressing the work towards conversion with recourse to the governing body for key decisions.

## **2.0 Consultation Process**

### **2.1 Methodology**

The consultation process for Eastlands Primary School commenced at midday on Thursday October 9<sup>th</sup>, 2014 and concluded on Friday 7<sup>th</sup> November, 2014.

A working party was established from school staff and Governors. A list of stakeholders was drawn up, including local primary and secondary schools, local community groups, faith groups and officers/elected members from Rugby Borough Council and Warwickshire County Council. A full list of stakeholders is included as Appendix A. In addition to this, the school wrote to all parents and staff to make them aware of the consultation. A copy of these letters are included in Appendix B.

In addition to this information, the school established a section on the website dedicated to the consultation. This was updated regularly with a Question and Answer document that directly addressed questions from parents.

Two briefings were arranged during the process at different times to ensure that parents/carers who could not make one time had a chance of making the other.

In addition to the briefing meetings, a range of feedback options were offered and included opportunities to write to the school, to email the school and/or to complete an online survey which also included an opportunity to leave free text comments and/or to raise additional questions.

During the process, SMS alerts were also used to inform parents of new responses being published on the school website.

### **3.0 Outcomes of the Consultation**

#### **3.1 Summary of key themes**

##### **3.1.1 Nature and Timing of the Academy Conversion Process**

A number of parents felt that the period of consultation had been rushed and commented that they should have been informed about the decision sooner.

From feedback received, it is accepted that the governing body could have given parents more clarity on the process being followed and the steps within the process. This could have taken the form of less formal communications as opposed to entering into statutory consultation immediately.

This was apparent in the feedback about the academy conversion being rushed, and also a number of comments from parents expressing the feeling that they were not being listened to, and that academy conversion was a “done deal”.

##### **3.1.2 Reasons for Pursuing Academy Status**

The reasons why the Governing Body of Eastlands Primary School were considering converting to an academy were outlined in presentations to parents and staff. They were also outlined in written communications and clarified through the Q&A document published on the school’s website. Copies of this material is included in the appendix of this document.

During the consultation, there were a number of questions regarding the motivations of the governing body in respect of pursuing conversion to academy. Specifically, questions were asked about the Chair of Governors, his role as an education consultant and his involvement in establishing a new school in Rugby.

These concerns were addressed by the Chair at the parent meetings and subsequently answered in written form through the Q&A documents published on the school’s website. Prior to this and as part of the governance of the school, the Chair’s business activities and involvement in Rugby Free Primary School were declared to governors and recorded on the school’s register of interests. Governors were satisfied that no conflict of interest existed as the role of Chair of Governors is a voluntary (unpaid) position and the Chair has never provided any professional services to the school in relation to academy conversion or any other areas of school life.

##### **3.1.3 Perceived benefits and drawbacks of converting to an Academy**

There was a range of opinions expressed/questions raised around the potential benefits and drawbacks of academy status, mainly focused on the risks and rewards of autonomy from the Local Authority.

There were concerns raised about how an academy operates as distinct from a local authority maintained school. Questions were asked and answered around paying for school resources post-conversion, school uniform, curriculum changes, impact on applications to secondary schools, faith ethos, selection and impact on the current admissions round for

Reception places for September 2015. These questions were answered during the consultation meetings and were specifically answered in the Q&A document. It was also reiterated that an academy remains part of the state education system, funded by, and answerable to parents, its governing body and ultimately the Secretary of State for Education through the terms of its Funding Agreement.

There were comments and questions regarding how an academy will operate, with some points regarding items such as the business management skills required/existing within the school and the governing body.

All questions raised were answered in a Q&A document that was updated three times during the process and published on the information tab under the Academy section of the school's website.

### **3.2 Staff meetings**

**Date and Time: 12.40pm – 1.10pm and at 1.20pm – 1.50pm 9<sup>th</sup> October 2014**

**Venue: Eastlands Primary School**

Two meetings were held with staff in addition to an announcement at the regular staff 'AOB' meeting on Friday 3<sup>rd</sup> October. The Chair of Governors ran through a presentation explaining the Governing Body's decision to pursue academy status. An opportunity was then provided for questions.

Clarification was given in relation to a question about the differences between Sponsored academies and standalone academies. A number of questions were raised about terms and conditions and the Chair of Governors explained that these would be answered and a further opportunity for questions in this area would be given during the Local Authority's TUPE consultation.

### **3.3 Meeting with Cllrs Roodhouse and Sandison**

**Date and Time: 10.30am – 11.00am on Tuesday 21<sup>st</sup> October, 2014**

**Venue: Eastlands Primary School**

Cllrs Roodhouse and Sandison visited the school and were met by the Chair of Governors and Headteacher. Questions were asked and re-assurances given in respect to Eastlands continuing role in the community and in promoting social cohesion. Cllr Sanderson offered to support the school in discussions with Rugby BC in respect of the continued use of Whinfield Rec.

### **3.4 Parent Meeting One**

**Date and Time: 6.30pm – 8.40pm on Wednesday 15<sup>th</sup> October, 2014**

**Venue: Eastlands Primary School**

An initial briefing meeting was held during the consultation period and was attended by 23 parents/carers. The meeting was promoted in the initial letter to parents.

The Headteacher (HT) and the Chair of Governors (CoG) represented the school. Members of staff and another member of the Governing Body (GB) were also in attendance. A presentation was given (included in Appendix C) and questions were invited from the floor. Attendees were invited to highlight their views and any concerns that they had about the plans.

A number of attendees expressed their concerns about the speed of the process and the lack of engagement prior to the consultation taking place. These comments were recognised and taken on board by the Headteacher and Chair of Governors.

Questions were raised around the nature of the conversion and whether the school would be 'sponsored'. The CoG confirmed that the school intended to convert as a Single, standalone academy.

Questions were asked around the reasons behind the conversion and the CoG stated that, as with all actions the Governing Body takes for the school, the purpose of seeking to change is to improve the educational outcomes for children. Specifically, it was stated that by becoming an academy the GB believed that the school would be able to achieve an Ofsted 'Outstanding' grade sooner than if it remained as a local authority school. Reasons given for this included the fact that Academy converters are inspected within two years of converting and as a currently 'Good' school, Eastlands would not be due another inspection before this time under normal circumstances.

A number of questions were raised around the financial elements of the proposals and the risks/benefits to the school. Specific questions were asked around the school building and the maintenance of the school estate post-conversion.

Comments were made and questions asked around any potential conflict of interest and/or pecuniary interest relating to the CoG, his role as an education consultant and his separate involvement in a proposed new school for the town. It was confirmed that no conflict was seen by the GB and the CoG's involvement in the new school had been declared.

Attendees asked if the conversion was part of a wider plan to expand the school to two forms of entry. The CoG confirmed that this was not part of the considerations of the GB during the process.

Some parents asked why a minute was not being taken of the meeting. The CoG and HT confirmed that a note was being made by the HT of question themes and if anyone had a particular question that they felt had not been fully answered, they had an opportunity to submit this in writing.

A comment was made about the lack of representation from the GB at the meeting.

Comments were also made around staff turnover in the school and the capacity of staff and Governors to manage the change to academy status. Questions were asked around the staffing structure of the school post-conversion.

The meeting concluded at 8.40pm and parents were reminded to submit any questions to the school via email or by letter.

### **3.5 Parent Meeting Two**

**Date and Time: 9.00am – 10.30am on Wednesday 5<sup>th</sup> November, 2014**

**Venue: Eastlands Primary School**

A second briefing meeting was held during the consultation period and was attended by 17 parents/carers. The meeting was promoted in the initial letter to parents.

The Headteacher (HT) and the Chair of Governors (CoG) represented the school. Members of staff and a number of other members of the Governing Body (GB) were also in attendance. A presentation was given (included in Appendix D). This included a presentation from the School Business Manager of Henry Hinde Infants School who had converted to academy status in 2012. Questions were invited from the floor. Attendees were invited to highlight their views and any concerns that they had about the plans.

General themes emerging from the session revolved around the following topics:

- The timing of and reasons for the application
- The ability of the current governors and staff to ensure the continued good financial performance of the school
- Funding available through the process; as an academy and for ongoing capital works to the school
- The general level of skills within the governing body to manage the transition to academy status and to successfully govern the school post-conversion

The meeting concluded at 10.20am and parents were reminded to submit any questions to the school via email or by letter.

### **3.6 Consultation Questionnaire**

An online questionnaire was published on the school website using SurveyMonkey. This questionnaire was live for the duration of the consultation period and 11 days beyond its official finish date of 7<sup>th</sup> November.

A total of 21 individuals provided feedback by the time the survey was closed, the content of which is summarised below.

The respondents were requested to denote the capacity in which they were replying – as outlined in Table 1, below.

Table 1 – Backgrounds of the 21 Respondents

Background	Number of Respondents	Percentage of Respondents
Parent/carer of a child at a Eastlands Primary School	18	86%%
Member of Staff at Eastlands Primary School	3	14%
Other	0	0%

**Question 1:**

**What do you feel are the advantages if the school converts to academy status?**

Total respondents = 20

1. A better chance to become outstanding sooner
2. Financial autonomy and establishing early in a new system of educational organisation
3. I can't really see any apart from having more control over how to spend funds. Is this an advantage? Not really when your school now turns into a business and you are required to run it as such. The existing team do not have this experience or time.
4. Having previously worked in a school which converted to Academy status and seeing very little benefit or advantage to students or staff outside of SLT, I fail to see any real advantages to the proposed conversion of Eastlands.
5. To be honest don't see any real advantages to convert to an Academy apart from money...
6. Greater autonomy and flexibility
7. Not sure
8. Freedom from local authority control
9. More money to spend on the children in the school
10. Extra funding available.
11. More money for our kids
12. More control of the school budget
13. I don't know! I need you to tell me what the advantages to my children are??
14. None
15. For the children - nil. For the Headteacher it will deliver the sort of power and autonomy that she has long wanted. It's terrifying.
16. Can't see any.
17. I understand the benefits of greater autonomy and budget control and that the governing body believe it will lead to better chances of attaining outstanding Ofsted status

18. Higher choice and freedom when allocating funds and selecting services, in order to help the children with their learning.
19. I do not believe that there are any advantages. None. It is inappropriate for children of this age. Education should be provided by the state for primary school children and answerable to the local community.
20. Extra freedoms required to ensure the school becomes and maintains outstanding status from the earliest opportunity.

Total 20 Responses

**Question 2:**

**What concerns have you got about the conversion to academy status? What do you feel the disadvantages would be?**

1. Increased workload for staff. The school already has a high turnover.
2. My concern is not with the school but with the intentions of the government; I see this largely as a political game designed to cut out "the blob" and bring in private enterprise to education, which on the whole I disagree with. I feel the government is at worst bullying schools into conversion and at best manipulating them into it. My problem with it is that it seems very little to do with improving the quality of education and more to do with getting rid of local authorities. My concern is that this places a lot of responsibility and burden on governing bodies and trustees - what support will they have to do a complex and demanding job; realistically how long will this activity be able to be sustained as a voluntary one? I am also concerned that the SLT will have a greater role as a business leader, and less time and energy to focus on the welfare and progress of staff and pupils.
3. See above. Now a business, the right skills set is not in place to ensure the longevity of the business - what happens then? The pressure on the Governors, specifically the parent governors - who, with the exception of the Chair would want to stay? It's like signing up for extra work, a huge heap of responsibility, stress without getting paid. Staff morale - although all your statements state the staff are happy, is this really true? What do they have to be happy about? Are they masking their true feelings known? A happy staff means great teaching and happy children - that's the aim. What happens when the current leadership team leave? Who deals with what's left behind.
4. Decreased staff morale. Loss of current staff who did not sign up to work in an academy. Difficulty in recruiting new staff to an academy. All will have a massive impact on the education of our children.
5. I don't feel that Eastlands needs to be changed. Famous saying "if it isn't broken don't fix it" I have always spoken very highly regarding the school my

son is so happy, and with it changing I would hate all of that to spoil and have no faith in Eastlands when I always have..

6. Less evidence on accountability. Concerned that although the Head is ambitious, does not respect the views of parents. Concerned that conversion is what the Head wants for herself, not necessarily for the good of the school or local community, despite the positive arguments.
7. Management of Finances & not being regulated by the Local Authority
8. More autonomy means more responsibility
9. Possibility of unqualified teachers and or turnover of staff.
10. Additional pressure on staff
11. I don't understand why a PRIMARY school has to convert to an academy??....I thought it was normal for secondary schools only
12. Loss of expertise from local authority whose support is not coloured by pecuniary interest. Loss of control of local resources such as the buildings, site and plant. Loss of accountability
13. Way too much power to Mrs Corrigan. It has always been near impossible to be listened to by the school. This latest development is the last straw.
14. It is an irreversible action. If things go horribly wrong, there'll be no going back and it will ultimately be the children that pay the price for serious mismanagement. The quest of this government to privatise the education system has started from the top down.
15. My concern is not necessarily for the conversion to academy status but to how the process has been approached. You are asking parents to trust and have faith in the school leadership team and the governors and that you are best placed to make this decision on behalf of Eastlands parents and children. I fear the disadvantages will be a continued closed shop approach to school communication and lack of any parental input or influence over the school and wellbeing of our children. it is quite clearly a done deal which is disappointing
16. No back up, completely self-sufficient and more pressure on the governors.
17. It would be run as a business rather than for the local children. Have the Governing body really considered the costs of making this small school an academy. Failure would affect the future lives of these young children.
18. Additional office pressures due to sole responsibility for finance (however these can be overcome with appropriate support)

Total 18 Responses

### Question 3:

**Have you any further questions or comments about conversion to academy status? If so, please share those here.**

1. It is of little consequence now, but I do wish the GB had started a conversation with parents sooner about the challenges it is facing and the opportunities it has. If parents had had more time to understand the situation the school is in, its intentions for improvement I feel that parents would have got on board more positively and enthusiastically. Whilst the Academies Act places virtually no requirements and very little guidance regarding consultation, many other reputable agencies do, and I think the GB could have used this opportunity to engage with parents much better. 12 days between issuing a letter and holding a meeting does not constitute to me sufficient time. Holding the next meeting in the daytime so those with child care and work commitments are unable to attend does not seem fair. Publishing updates one day before a meeting, and then closing the process two days later does not seem right. Informing parents you are a consultant but not clarifying in what, and not explaining how this is not a conflict of interest at the outset (rather than having to respond to questions) does not generate a sense of transparency. I'm sure there's nothing bad or sinister going on, quite the contrary, but when there are gaps in information, or people aren't furnished with the facts up front, people use their imagination to fill the gaps, or make assumptions about what the details could be. This is a shame the way this was handled as it prevented being able to fully understand the many benefits and particular skills and expertise the chair has, whilst also openly considering why this may be seen as a problem, but demonstrating how it wasn't. Parents feel as though key information is being hidden, and or overly controlled and that doesn't generate a sense of trust. It makes me wary about how issues like this might be dealt with in the future. It's a shame, as it detracts from my main view which is that the school is essentially doing a brilliant job. Also I wish there was a I can see advantages and disadvantages but have unanswered questions option in number 4.
2. I'm concerned that there is not a majority vote and that peoples concerns are not being taken into account. I'm concerned that Academies were a 'fashion' that is no longer in play, will something new come along? The answers given are not true or fair, in one breath 'we cannot comment on other schools' at the 2nd meeting 'listen to how Henry Hinde have managed to get outstanding, balance the books...' - we are not another school. What additional resources do the children need to have a better education? Better teachers!!! And no amount of singing the praises of an academy is going to ensure better teachers. We may well end up with a resentful staff who don't try as hard as they could. Is that their fault? Finances - who is going to look after them? You will need a Business Manager - Henry Hinde's came along. You had stated

before you wouldn't need one. Who is going to manage your day to day finances - you will need an accountant. All of these cost money - money you were going to increase children's resources with, actually you will be spending on admin. As an academy we need to support other schools 'sharing best practices' how much time out of the school will our teachers have to give? You are signing a contract which you can never afford to get out of, what then? What are your elements of risk? Your reasons for wanting to be an academy are for greater autonomy. I still don't see for what? Curriculum - not changing, Services - greater freedom to select own - well that's not a deal breaker, you have already stated you opt out on specific services, so that for more. I am very concerned that the level of responsibility the school will have will be immense - it works for a secondary school with a massive team to support it, this is a smaller than average primary school with a great deal of responsibility coming their way. Remaining a local authority school I firmly believe is the right option for any primary school.

3. The overwhelming feeling from parents and staff I have spoken to, and the comments and questions which have arisen from the consultation process, have been against conversion. It seems that the conversion decision is a done deal and only lip service is being paid to the consultation process, merely a formality, a box-ticking exercise, it is not really being used as a process to consult with the parents of the children and genuinely take on board their views. Who really wants this conversion? Seems to me it's the Chair of Governors and probably SLT and everyone else will just have to live with it whether they are in favour or not. I will be very disappointed if the proposed conversion to academy status goes ahead and I know I will not be alone.
4. Will uniform change if u become an academy?? if so I hope that you leave any changes until a new academic year as cost for uniform is already high..
5. Good questions have been asked about the structure and security of the governing body, yet I don't feel that these have been adequately answered - just a brief response on the regularity of the meetings. As the governing body has a greater responsibility, please evidence more assurance in this area - how is the school made accountable?
6. How does this affect the intake for children starting reception in September 2015?
7. How much of the extra funding would be sent on building maintenance. Is there any additional costs to parents regarding cost of lunches or contributions towards trips etc?
8. I would like to know how this will affect my children's future education as they transfer into secondary school....will they have to achieve higher grades in order to get into the school of their choice? Also, will we have to pay and provide exercise books etc. under academy status or will this area stay the same as it is now??

9. Please make public all papers and minutes that cover governing body discussion and decisions over this matter. Please include the dated register of pecuniary interests. I suggest you place these on the school website to illustrate transparency.

10. Can we object?

11. WHAT INFORMATION SHOULD BE PROVIDED TO CONSULTEES – AS A LEGAL MINIMUM? The lawyer David Wolfe lists on his blog the following information that should as a legal minimum be provided to consultees; the benefits of converting? the disadvantages of converting? the extra money, if any, the school would get, and on what basis? the extra responsibilities and costs the school would take on the risks? the ‘freedoms’ (but asking themselves whether the things they might actually want to do with those freedoms are things they cannot do already)? the impact on pupils? the impact on teachers? the impact on other staff? the impact on the community? the impact on other schools?

12. none at this time

13. In the ever changing world of education we have to do what is best for our school. I trust that the judgement of the governors is in the best interest of all concerned.

14. Were parents consulted before the application was made and approved? Who appoints the people to the Academy Trust? Will they require payment / expenses?

Total 14 Responses

**Question 4:**

**Which of the following best summarises your view on Eastlands Primary School converting to academy status?**

- **I am in favour of conversion to academy status**  
33.33% 7 Responses
- **I can see advantages of academy status but I have concerns and / or unanswered questions**  
23.81% 5 Responses
- **I can see disadvantages of academy status but I have unanswered questions**  
9.52% 2 Responses

- **I am not in favour of conversion to academy status**  
33.33% 7 Responses

Total 21 Responses

## **4.0 Recommendations**

Having considered all responses during the consultation period, there a number of actions that the GB and the school will consider as a result of this consultation process. Some of these are related to specifically the conversion process, others are equally as applicable to going forward, whether as an academy or not. A number of these are in the area of improved communication and visibility.

### **4.1 Continuing to engage with stakeholders**

The Governing Body and school needs to continue to engage with is stakeholders at key milestones of the conversion process to ensure that all comments and concerns are listened to and answers are provided as they have been during the consultation process.

### **4.2 Final parent/stakeholder meeting**

The Governing Body will arrange a final meeting for parents/stakeholders to update on the progress and to allow an opportunity for any final views to be shared. This to be organise prior to the signing of the Funding Agreement should the governing body resolve to do so.

### **4.3 Ongoing communications**

Ongoing communications with parents/carers (e.g. the school newsletter) to ensure that any information regarding the academy conversion is shared in a timely manner and further opportunities to gain feedback are given.

### **4.4 Improving visibility of the work of the Governing Body**

Governors will consider if improvements can be made to communications in general, specifically around the roles, responsibilities, visibility and work of the Governing Body.

### **4.5 School Place Planning discussions with WCC**

Governors to consider the impact of any requests from Warwickshire County Council in relation to school place planning in view of the statements made during the conversion process in relation to becoming a 2FE school. This information to be shared with stakeholders in a timely manner.

### **4.6 Meeting of Full Governing Body to make final decision on academy conversion**

As outlined during the consultation, a FGB meeting will take place before the signing of the Funding agreement. At this meeting any subsequent feedback from the final parent/stakeholder meeting will be taken into account.

## Appendix A - List of Stakeholders

The following organisations and individuals were identified as key stakeholders to involve in the Statutory Consultation. All of these organisations and individuals were contacted by the school about its plans and provided with details about how to respond to the consultation.

Day Nursery	<b>Wellingtons Regent Day Nursery</b>
Day Nursery	<b>Wellingtons Pavilion Day Nursery</b>
Day Nursery	<b>Daisykins Day Nursery</b>
Day Nursery	<b>Rugby Beehive Nursery</b>
Day Nursery	<b>Blue Strawberry Kids Day Care Ltd</b>
Day Nursery	<b>St Marie's Day Nursery</b>
Day Nursery	<b>College Nursery</b>
Day Nursery	<b>Humpty Dumpty Nursery</b>
Day Nursery	<b>Blue Windmill Private Day Nursery</b>
Day Nursery	<b>The Railway Children</b>
Day Nursery	<b>Bizzy Tots</b>
Day Nursery	<b>The Rugby Montessori Nursery School</b>
Day Nursery	<b>Busy Bees Nursery</b>
Day Nursery	<b>Nature Trails Day Nursery</b>
Day Nursery	<b>Diamonds in the Sky Day Care</b>
Kindergarten	<b>Rocking Horse Kindergarten</b>
Pre-School	<b>Newbold Riverside Children's Centre</b>
Pre-School	<b>Bawnmore Pre-School</b>
Pre-School	<b>St George's Pre School</b>
Pre-School	<b>Tiny Toes Pre-School</b>
Pre-School	<b>Knightlow Childrens Partnership Ltd</b>

Church	<b>Rugby Evangelical Free Church</b>
Church	<b>New Life Church Rugby</b>
Church	<b>St. Peter &amp; St. John C of E Church</b>
Church	<b>Rugby Baptist Church</b>
Church	<b>St. Andrew's C of E Church</b>
Church	<b>RCCG Harvest Fellowship</b>
Church	<b>Church of Jesus Christ of Latter Day Saints</b>
Church	<b>Christ Church in Brownsover</b>
Church	<b>English Martyrs R.C Church</b>
Church	<b>St. Matthews &amp; St. Oswalds Church Centre</b>
Church	<b>St Mark's Church Centre</b>
Church	<b>Rugby United Reformed Church</b>
Church	<b>Bilton Evangelical Church</b>
Church	<b>Rugby Fellowship Church</b>

Church	<b>Sacred Heart Catholic Church</b>
Church	<b>Dunchurch Methodist Church</b>
Church	<b>St. Mary's Church Barby</b>
Islamic Faith	<b>Rugby Mosque</b>
Islamic Faith	<b>Al-Furqan</b>
Sikhism	<b>Guru Nanak Gurdwara</b>

Health Centre	<b>Brookside Surgery</b>
Health Centre	<b>Dr Czeirnewski &amp; Partners</b>
Health Centre	<b>Bilton Green Surgery</b>
Health Centre	<b>The Revel Surgery</b>
Health Centre	<b>Westside Medical Centre</b>
Health Centre	<b>The Central Surgery</b>
Health Centre	<b>Bennfield Surgery</b>
Health Centre	<b>Albert Street Medical Centre</b>
Health Centre	<b>Whitehall Medical Practice</b>
Health Centre	<b>Clifton Road Surgery</b>
Health Centre	<b>Market Quarter Medical Practice</b>
Health Centre	<b>Dr KAVURI, Dr DABAS, Dr KOTNANI</b>

Lord Mayor of Rugby	<b>Councillor Ramesh Srivastava</b>
Rugby Borough Council - Newbold & Brownsover	<b>Councillor Andy Coles (Labour)</b>
Rugby Borough Council - Newbold & Brownsover	<b>Councillor Claire Edwards (Labour)</b>
Rugby Borough Council - Newbold & Brownsover	<b>Councillor Ramesh Srivastava (Labour)</b>
Rugby Borough Council - Bilton	<b>Councillor Chris Cade (Conservative)</b>
Rugby Borough Council - Bilton	<b>Councillor Lisa Parker (Conservative)</b>
Rugby Borough Council - Bilton	<b>position vacant</b>
Rugby Borough Council - Rokeby & Overslade	<b>Councillor Howard Avis (Labour)</b>
Rugby Borough Council - Rokeby & Overslade	<b>Councillor Matthew Francis (Conservative)</b>
Rugby Borough Council - Rokeby & Overslade	<b>Councillor Bill Lewis (Liberal Democrats)</b>
Rugby Borough Council - Admirals & Cawston	<b>Councillor Peter Butlin (Conservative)</b>
Rugby Borough Council - Admirals & Cawston	<b>Councillor Michael Stokes (Conservative)</b>
Rugby Borough Council - Admirals & Cawston	<b>Councillor Dr Mark Williams (Conservative)</b>
Rugby Borough Council - Benn	<b>Councillor Tom Mahoney (Labour)</b>
Rugby Borough Council - Benn	<b>Councillor Maggie O'Rourke (Labour)</b>
Rugby Borough Council - Benn	<b>Councillor Dr Jim Shera (Labour)</b>
Rugby Borough Council - Clifton, Newton & Churchover	<b>Councillor Leigh Hunt (Conservative)</b>
Rugby Borough Council - Coton & Boughton	<b>Councillor Carolyn Robbins (Conservative)</b>
Rugby Borough Council - Coton & Boughton	<b>Councillor Jill Simpson-Vince (Conservative)</b>

Rugby Borough Council - Coton & Boughton	<b>Councillor Helen Walton (Conservative)</b>
Rugby Borough Council - Dunsmore	<b>Councillor Graham Francis (Conservative)</b>
Rugby Borough Council - Dunsmore	<b>Councillor Deepah Roberts (Independent)</b>
Rugby Borough Council - Dunsmore	<b>Councillor Howard Roberts (Independent)</b>
Rugby Borough Council - Eastlands	<b>Councillor Dale Keeling (Labour)</b>
Rugby Borough Council - Eastlands	<b>Councillor Sue Roodhouse (Liberal Democrat)</b>
Rugby Borough Council - Eastlands	<b>Councillor Neil Sandison (Liberal Democrat)</b>
Rugby Borough Council - Hillmorton	<b>Councillor Nigel Allen (Conservative)</b>
Rugby Borough Council - Hillmorton	<b>Councillor Jim Buckley (Conservative)</b>
Rugby Borough Council - Hillmorton	<b>Councillor Kathryn Lawrence (Conservative)</b>
Rugby Borough Council - Leam Valley	<b>Councillor Robin Hazelton (Conservative)</b>
Rugby Borough Council - New Bilton	<b>Councillor Tina Avis (Labour)</b>
Rugby Borough Council - New Bilton	<b>Councillor Steven Birkett (Labour)</b>
Rugby Borough Council - New Bilton	<b>Councillor Ish Mistry (Labour)</b>
Rugby Borough Council - Paddock	<b>Councillor Richard Dodd (Liberal Democrat)</b>
Rugby Borough Council - Paddock	<b>Councillor Noreen New (Liberal Democrat)</b>
Rugby Borough Council - Paddock	<b>Councillor Jerry Roodhouse (Liberal Democrat)</b>
Rugby Borough Council - Revel & Binley Woods	<b>Councillor Belinda Garcia (Conservative)</b>
Rugby Borough Council - Revel & Binley Woods	<b>Councillor Tony Gillias (Conservative)</b>
Rugby Borough Council - Revel & Binley Woods	<b>Councillor Heather Timms (Conservative)</b>
Rugby Borough Council - Wolston & the Lawfords	<b>Councillor Sally Bragg (Conservative)</b>
Rugby Borough Council - Wolston & the Lawfords	<b>Councillor David Ellis (Conservative)</b>
Rugby Borough Council - Wolston & the Lawfords	<b>Councillor Derek Poole (Conservative)</b>
Rugby Borough Council - Wolvey & Shilton	<b>Councillor Chris Pacey-Day (Conservative)</b>

National Union of Teachers	Warwickshire NUT
NASUWT	West Midlands NASUWT
ATL	ATL Warwickshire

Resident Associations/Neighbourhood Forums	<b>Brooke Gardens Residents Association Ltd</b>
Resident Associations/Neighbourhood Forums	<b>Ellis Grange Residents Association Ltd</b>
Resident Associations/Neighbourhood Forums	<b>Mount Gardens Residents' Association Limited</b>

Rugby Children's Services Team	
Warwickshire County Council - Strategic Director People Group	<b>Ms Wendy Fabbro</b>
Rugby Exclusions Team	
SEN Parent Partnership Service -Warwickshire	<b>Dawn Rowley</b>
(Local) Library	<b>Rugby Library and Information Centre</b>
(Local) Library	<b>Dunchurch Library</b>

<b>The Queen's Diamond Jubilee Centre</b>	Bruce Williams Way, Rugby, Warwickshire
<b>Sport &amp; Fitness</b>	Rugby Centre, Technology Drive, Rugby, Warwickshire
<b>Total Football Leagues</b>	Melbros House, Great Central Way, Rugby, Warwickshire

MP for Rugby	<b>Mark Pawsey MP</b>
--------------	-----------------------

Advisory/Support groups	<b>Lesbian, Gay, Bisexual and Transgender Advisory Group</b>
Advisory/Support groups	<b>Coventry &amp; Warwickshire Friend</b>

Radio	<b>107.1 Rugby FM</b>
Newspaper	<b>Rugby Advertiser</b>
Newspaper	<b>The Rugby Observer</b>

Abbots Farm Infant School
Abbots Farm Junior School
Boughton Leigh Infant School
Boughton Leigh Junior School
Eastlands Primary School
English Martyrs Catholic Primary School
Hillmorton Primary School
Lawrence Sheriff School
Northlands Primary School
Riverside Academy
St Andrews Benn CE Primary School
The Avon Valley School
Warwickshire College Rugby Centre
Ashlawn School and Science College
Barby CE Primary School
Bawnmore Infant School
Bilton CE Junior School
Bilton Grange School
Bilton Infant School
Bilton School
Brooke School
Brownsover Infant School
Cawston Grange Primary School
Clifton-upon-Dunsmore CE Primary School
Crescent School

Dunchurch Boughton CE Junior School
Dunchurch Infant School
Harris School
Henry Hinde Infant School
Henry Hinde Junior School
Kilsby CE Primary School
Knightlow CE Primary School
Leamington Hastings CE Infant School
Long Lawford Primary School
Oakfield Primary School
Our Lady's R C Primary School
Paddox Primary School
Princethorpe College
Rokeby Primary School
Rugby High School
Rugby School
St Marie's Catholic Primary School and Nursery
St Marie's Catholic Primary School and Nursery
St Mathew's Bloxam CE Primary School
St Oswald CE Primary School
The Revel CE Primary School

## Appendix B – Copy of Letters to stakeholders

2<sup>nd</sup> October 2014

Dear Parent / Carer

### Re: Consultation on Eastlands becoming an Academy

Eastlands Primary School was judged as a 'Good' school in February 2013 with elements within this judgement rated as 'Outstanding'. Since this time the Full Governing Body has held several formal meetings about the future of the school.

I am writing to inform you that following these detailed discussions held by the Full Governing Body our opinion is that converting to an Academy will ensure our trend of good achievement and good progress can lead us to becoming an Outstanding school.

The Governing Body has submitted an application to the Department for Education (DFE) to seek approval to convert the school to a Single Primary Academy. We believe that this is the most appropriate status for our school and allows us maximum autonomy in terms of our future development. The Department for Education informed the school in August 2014 that we are approved to proceed. Subsequent to this, the governors at Eastlands Primary School made the decision to initiate a consultation process regarding the conversion to academy status.

Our target is to achieve Academy Status on 1<sup>st</sup> February 2015, and as an important part of the conversion process, we are undertaking a consultation period with stakeholders to explain the process, the implications, answer any questions and gather input and feedback. We have prepared a Frequently Asked Questions document which is attached to this letter and have already begun to discuss academy status with staff in school. The consultation period begins at midday on **9<sup>th</sup> October 2014** and will last until **7<sup>th</sup> November 2014** at midday.

We have arranged two briefing sessions for parents on **15<sup>th</sup> October 2014 at 7pm** and also **5<sup>th</sup> November 2014 at 9am**, when you will have an opportunity to raise any questions directly with Governors.

Alternatively, you can email us with questions and views via the Clerk to Governors (Mrs H Devine at [devine.h@welearn365.com](mailto:devine.h@welearn365.com)) or write to us at the school: FAO Mrs H Devine at Eastlands Primary School, Lansdowne Place, Rugby CV21 3RY. We strongly encourage you to return any comments to us by midday on **7<sup>th</sup> November 2014** in order that your opinions are considered in the consultation process.

Yours sincerely



Tom Legge  
Chair of the Governing Body

## **Frequently Asked Questions**

### **What is an Academy?**

Academies are charitable companies limited by guarantee. Rather than being directly funded and accountable to the local authority, they are funded and accountable to the Secretary of State. Academies are still part of the community. Rugby academies serve Rugby families in a particular area and retain the same responsibilities as any maintained school as part of the learning community.

### **Why become an Academy?**

The Governing Body's primary function is to ensure that Eastlands Primary School delivers the best possible education for its pupils and their families. Becoming an Academy may offer a number of benefits which could support the school towards becoming Outstanding. These include:

#### **1. Autonomy**

Becoming an academy will allow our school leaders greater freedom to innovate. For example, as we would be free from the requirement to follow the National Curriculum, the school could choose to develop a specific curriculum to meet the specific needs of its own pupils, recognising the local context of the school.

#### **2. Greater flexibility to purchase services**

As an academy, the school will receive resources previously retained by Warwickshire County Council to run its service. Of course, the school will still need to purchase a number of services but it will be free to do so in the open market to secure best value for the school.

#### **3. A different relationship with the Local Authority and other schools**

Although independent from the Local Authority, Eastlands would continue to work in partnership with the LA and other local schools. This changing relationship would mean that these relationships would be maintained to achieve the best for our pupils.

### **What are the advantages of becoming an Academy?**

Academy status would give us freedoms which we believe will enable us to further improve the quality of education we provide. We would have full control of our budget including funds which are currently spent by the Local Authority centrally; this would enable us to make our own decisions on how funds are used and make the very best provision for our students

### **How would becoming an Academy affect admission arrangements?**

In the same way as maintained (Local Authority) schools, academies are required to adopt clear and fair admission arrangements in line with the admissions law and the School Admissions Code. They cannot introduce selection.

### **How will becoming an Academy affect the school budget?**

The main budget will be allocated in the same way as it is at present, based upon an agreed formula, and in addition the school will also receive an additional grant, this is the school's share of funding spent centrally on education by Warwickshire County Council.

### **Who runs the Academy?**

A number of Members would be appointed and the Academy Trust would then appoint a Governing Body. The Governing Body are responsible for appointing any new staff, setting the budget, deciding on the curriculum, setting targets and ensuring high standards. The Headteacher is accountable to Governors and is responsible for the day to day management of the Academy.

### **To whom are the Governors accountable?**

Ultimately, the academy will be accountable to the Secretary of State for Education through the terms of its Funding Agreement. The Academy would still be subject to Ofsted Inspections. The Education Funding Agency (EFA) would monitor school finances, which would be subject to an annual audit by external independent accountants. Results would be published as at present and annual accounts submitted to Companies House. As is currently the case, the Governors are accountable to the parents and the children of the school in the first instance.

### **What is the process?**

The Department for Education has provided guidance on the process and this can be access at this link:

<https://www.gov.uk/government/collections/academy-conversion-process>

2<sup>nd</sup> October 2014

Dear Staff Member

**Re: Consultation on Eastlands becoming an Academy**

Eastlands Primary School was judged as a 'Good' school in February 2013 with elements within this judgement rated as 'Outstanding'. Since this time the Full Governing Body has held several formal meetings about the future of the school.

I am writing to inform you that following these detailed discussions held by the Full Governing Body our opinion is that converting to an Academy will ensure our trend of good achievement and good progress can lead us to becoming an Outstanding school.

The Governing Body has submitted an application to the Department for Education (DFE) to seek approval to convert the school to a Single Primary Academy. We believe that this is the most appropriate status for our school and allows us maximum autonomy in terms of our future development. The Department for Education informed the school in August 2014 that we are approved to proceed.

Our target is to achieve Academy Status on 1<sup>st</sup> February 2015, and as an important part of the conversion process, we are undertaking a consultation period with stakeholders to explain the process, the implications, answer any questions and gather input and feedback. We have prepared a Frequently Asked Questions document which is attached to this letter and have already begun to discuss academy status with staff in school. The consultation period begins at midday on **9<sup>th</sup> October 2014** and will last until **7<sup>th</sup> November 2014** at midday.

To support staff in developing their knowledge and understanding of what is involved in becoming an academy, we have prepared a Frequently Asked Questions document which is attached to this letter. We have arranged two briefing sessions for staff on **9<sup>th</sup> October 2014** at **12.40pm** and **1.20pm**, when you will have an opportunity to raise any questions directly with Governors.

Alternatively, you can email us with questions and views via the Clerk to Governors (Mrs H Devine at [devine.h@welearn365.com](mailto:devine.h@welearn365.com)) or write to us at the school: FAO Mrs H Devine at Eastlands Primary School, Lansdowne Place, Rugby CV21 3RY. We strongly encourage you to return any comments to us by midday on **7<sup>th</sup> November 2014** in order that your opinions are considered in the consultation process.

Yours sincerely



Tom Legge  
Chair of the Governing Body

## **Frequently Asked Questions**

### **What is an Academy?**

Academies are charitable companies limited by guarantee. Rather than being directly funded and accountable to the local authority, they are funded and accountable to the Secretary of State. Academies are still part of the community. Rugby academies serve Rugby families in a particular area and retain the same responsibilities as any maintained school as part of the learning community.

### **Why become an Academy?**

The Governing Body's primary function is to ensure that Eastlands Primary School delivers the best possible education for its pupils and their families. Becoming an Academy may offer a number of benefits which could support the school towards becoming Outstanding. These include:

#### **1. Autonomy**

Becoming an academy will allow our school leaders greater freedom to innovate. For example, as we would be free from the requirement to follow the National Curriculum, the school could choose to develop a specific curriculum to meet the specific needs of its own pupils, recognising the local context of the school.

#### **2. Greater flexibility to purchase services**

As an academy, the school will receive resources previously retained by Warwickshire County Council to run its service. Of course, the school will still need to purchase a number of services but it will be free to do so in the open market to secure best value for the school.

#### **3. A different relationship with the Local Authority and other schools**

Although independent from the Local Authority, Eastlands would continue to work in partnership with the LA and other local schools. This changing relationship would mean that these relationships would be maintained to achieve the best for our pupils.

### **What are the advantages of becoming an Academy?**

Academy status would give us freedoms which we believe will enable us to further improve the quality of education we provide. We would have full control of our budget including funds which are currently spent by the Local Authority centrally; this would enable us to make our own decisions on how funds are used and make the very best provision for our students

### **How would becoming an Academy affect admission arrangements?**

In the same way as maintained (Local Authority) schools, academies are required to adopt clear and fair admission arrangements in line with the admissions law and the School Admissions Code. They cannot introduce selection.

### **How will becoming an Academy affect the school budget?**

The main budget will be allocated in the same way as it is at present, based upon an agreed formula, and in addition the school will also receive an additional grant, this is the school's share of funding spent centrally on education by Warwickshire County Council.

### **Who runs the Academy?**

A number of Members would be appointed and the Academy Trust would then appoint a Governing Body. The Governing Body are responsible for appointing any new staff, setting the budget, deciding on the curriculum, setting targets and ensuring high standards. The Headteacher is accountable to Governors and is responsible for the day to day management of the Academy.

### **To whom are the Governors accountable?**

Ultimately, the academy will be accountable to the Secretary of State for Education through the terms of its Funding Agreement. The Academy would still be subject to Ofsted Inspections. The Education Funding Agency (EFA) would monitor school finances, which would be subject to an annual audit by external independent accountants. Results would be published as at present and annual accounts submitted to Companies House. As is currently the case, the Governors are accountable to the parents and the children of the school in the first instance.

### **What is the process?**

The Department for Education has provided guidance on the process and this can be access at this link:

<https://www.gov.uk/government/collections/academy-conversion-process>

## **Frequently Asked Questions - Teachers**

**Can the school alter teachers' pay and conditions?**

When a school converts from a local authority maintained school to a new academy, staff are entitled to transfer under the same employment terms and conditions. As a Good school, immediate changes to the staff structure and operation are not anticipated.

**How will the TUPE (Transfer of Undertakings (Protection of Employment)) process work, and what specific responsibilities does the school have?**

- i. The school needs to tell the LA of its intention to convert
- ii. The employer is responsible for informing and consulting staff
- iii. The LA does due diligence and passes staff details to the academy trust
- iv. The academy trust writes to each member of staff confirming that they will transfer under existing terms and conditions
- v. The LA or other employer gives indemnity for the period staff worked for them, normally as part of the asset transfer agreement

**How will the TUPE process take place?**

Employment terms and conditions will be transferred as they are, and will be maintained for the duration of employment. The LA would co-ordinate the TUPE negotiations.

**If we become an academy, do we have to take responsibility for pension arrangements of teachers instead of the LA?**

Teachers working in an academy fall within the scope of the Teachers' Pension Scheme (TPS), just as if they were employed in a local authority maintained school. Staff transferring from a maintained predecessor would simply continue their membership of the Scheme. As the employer, the academy would be responsible for remitting contributions to the TPS and for all other administrative responsibilities that fall to employers who employ teachers who are subject to the teachers' pensions regulations.

**What about pension arrangements for support staff?**

Non-teaching staff at schools fall within the Local Government Pension Scheme (LGPS). As the employer, the academy would be responsible for meeting the employer contribution. Academies are obliged to offer LGPS membership to staff and again, staff transferring from a maintained predecessor school would simply continue their scheme membership. Academies mandatorily fall within the TPS and LGPS but it would be open to an individual member of staff to opt out of the TPS or LGPS, as the case may be, if they preferred to make other pension provision for themselves.

**Would Academy status have any effect on maternity/ paternity leave arrangements?**

No.

**Would we be looking for an external sponsor?**

The original Academy programme required external sponsors. This is no longer the case.

**Would staff representation remain on the new governing body?**

There is no requirement for the governing body of an Academy to have staff representation on its governing body. However, the school believes that staff representation is essential and would not wish to change this.

**Appendix C – Copy of Parent/Carer presentation 1**

**Appendix D – Copy of Parent/Carer presentation 2**

**Appendix E – Consolidated Q&A document**