



**SHIRELAND**  
CBSO ACADEMY

# Section 10 Consultation



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**SHIRELAND**  
COLLEGIATE ACADEMY TRUST



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**Innovate**  
**Inspire**  
**Collaborate**



## Welcome to Shireland CBSO Academy

Shireland Collegiate Academy Trust is proposing to open a brand-new secondary school in the West Bromwich area in collaboration with the City of Birmingham Symphony Orchestra (CBSO) in September 2023. The new school will be called Shireland CBSO Academy. It will be a six-form entry 11-18 secondary school and sixth form, with 150 students per year group in Key Stages 3 and 4, and 60 students per year group in the sixth form.

The school will be a non-selective state school welcoming children from all backgrounds and abilities, serving people from across Sandwell. The academy's students will be expected to fully immerse themselves in musical education and, in many cases, will already have a musical background.

The Trust is committed to working with students in Sandwell and the Black Country; with support from local families, we hope to achieve exceptional outcomes alongside happy and well-rounded students.

While the school will be located in Providence Place in West Bromwich, it will accept applications from across the borough of Sandwell.

Since the Department for Education approved our Free School application, we have been working hard to ensure that everything is in place for a proposed September 2023 opening date for the Academy. As part of the pre-opening programme, we are required to undertake a public consultation; this pack forms part of that process.

We look forward to listening to your views so that we can work together in providing the local community with the best school possible. We would like to thank you for your involvement in our consultation and look forward to serving you in the future.

### **Sir Mark Grundy**

CEO of Shireland Collegiate Academy Trust



## Who We Are

### Shireland Collegiate Academy Trust

Shireland Collegiate Academy Trust was established in 2007 and founded by Shireland Collegiate Academy, a three-times Outstanding school located in the Smethwick area. We have a reputation both locally and nationally for being innovative in our teaching methods and using technology to enhance levels of progress. We believe that everyone who passes through our schools' 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 April 2022, the Trust family includes five primary academies, four secondary academies and two nurseries.

### City of Birmingham Symphony Orchestra

The City of Birmingham Symphony Orchestra is the flagship of musical life in Birmingham and the West Midlands, and one of the world's great orchestras.

Based in Symphony Hall, in a typical year it gives over 150 concerts each year in Birmingham, the UK and around the world, playing music that ranges from classics to contemporary, film music and even symphonic disco. With a far-reaching community programme and a family of choruses and ensembles, it's involved in every aspect of music-making in the Midlands. But at its centre is a team of 75 superb professional musicians, and a 100-year tradition of making the world's greatest music in the heart of Birmingham.

## The Site

The Academy will open with six classes of Year 7 students and a Year 12 cohort on the site of the former BT building in Providence Place, West Bromwich. Preparations are well advanced, with work due to start in May 2022. This will include performance spaces, a recording studio and music practice rooms. We do not anticipate any use of temporary accommodation. There will also be a separate sports hall block and multi-use games area located on adjacent land.

The founding students will not only have a unique opportunity to be the first cohort to start their Outstanding education in the first year of opening, but both the students and the families who start with us will also have a role in defining the ethos of the school to provide a legacy in the borough for years to come.



## Our Vision

At its core we believe in an inclusive education for local students at every ability level, a rigorous grounding in academic and musical fundamentals and that every student should be equipped for the future through the acquisition of cutting-edge skills for the era in which they live. Most importantly, we believe that every student should be safe, happy, ambitious for themselves and respectful of all.

Furthermore, we want every student to have access to a 'whole education' with music at its core. By this, we mean that we want every pupil to develop the range of skills, qualities and knowledge that they will need to succeed and thrive in life, learning and in the workplace. We want to help to make learning more relevant and engaging, with students taking ownership of what they learn; we want to support learning across various settings (online, outside, at home, through volunteering and work) while engaging the wider community. We believe that music provides an excellent context for achieving these aims.

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

## How will Sandwell benefit from the Shireland CBSO Academy?

With its nodal point admissions structure, which allocates places to all of the towns in Sandwell, Shireland CBSO Academy will address the demand for secondary school places across the borough of Sandwell while providing unrivalled musical opportunities and experiences for students.

Sandwell has one of the fastest growing populations in the region and secondary schools in the local area are unable to cope with the increased need for school places, despite expansions over previous years. Therefore, our academy will address the high levels of demand and will very much be a key part of Sandwell's plans to provide school places in the area.

We believe that every student has the right to access Outstanding educational opportunities and facilities. Our academy will not only address the current need for additional secondary school places, but also will provide high-quality learning through an innovative curriculum.



## Our Approach

Our academy will follow the same key features, ethos and curriculum that we have operated across Shireland Collegiate Academy Trust for many years. It is these key features that we believe will radically improve students' life chances and maximise student progress.

All of our academies have a common curriculum across both Key Stages 3 and 4. At Key Stage 3, we operate our Literacy for Life (L4L) curriculum. Students have 17 hours per week with the same teacher in Year 7, 13 hours in Year 8 and five hours in Year 9. This helps students with the transition to secondary school and enables staff members to get to know the students, therefore allowing them to care for their academic and pastoral needs. Overall, this provides a strong link with families.

Examination success is very important, but we also look to support the wider Arts, Design, Physical Education, Religious Education and a use of technology to ensure that every student can flourish. We look to find opportunities for students to participate in local, national and international competitions and events to show that students from our area can compete on a world stage.

One common theme across our schools is the importance of the community in our model. Our schools are at the heart of their communities and our curriculum reflects this. We believe in the power of partnerships and have strong relationships with companies such as Microsoft to develop the latest use of technology in education. We will look to forge partnerships with local and national organisations to give students the best opportunities.



## Admissions Process

Our inclusive admissions process will, at all times, be open, transparent and fair, and will meet the requirements of the national Schools Admissions Code, the Appeals Code and Admissions legislation. As this is the first year of operation, Shireland CBSO Academy will process applications outside the normal local authority process for coordinating school offers. We will only be able to accept applications for places made directly to Shireland CBSO Academy c/o Shireland Collegiate Academy Trust. In future years, we expect that this will be run by Sandwell local authority.

Our admissions process will be open for Year 7 from 1 July 2022 until 31 October 2022. Year 12 admissions will open in autumn 2022.

We will have 150 Year 7 places and 60 Year 12 places for opening in September 2023. The admissions policy and application form can be found on our website: [shirelandcbsso.org.uk](http://shirelandcbsso.org.uk)

### Nodal points

Where the number of applications for admission is greater than the number of places available in a year group, applications will be considered against the oversubscription criteria as described in our Admissions Policy.

We will have six nodal points for admissions, one in each of the six towns of Sandwell – West Bromwich, Tipton, Wednesbury, Oldbury, Smethwick and Rowley Regis. Our Admissions Policy will provide detailed location information.



## Trust and CBSO Leads



**Sir Mark Grundy**  
CEO of Shireland Collegiate Academy Trust

Sir Mark was knighted in 2006 for his services to education and technology in the UK. He has led two schools to be judged Outstanding by Ofsted; in March 2013, Shireland was judged for a third time to be Outstanding and an “exceptional” academy. He now leads the Shireland Collegiate Academy Trust as Chief Executive Officer (CEO).

Sir Mark also works for the Department for Education as the Education Advisor to the Regional Schools Commissioner for the West Midlands and sits on the board of the Education Endowment Foundation.

*“I joined Shireland as Head Teacher in 1997 and have had the pleasure to serve its community and families for over 20 years. Shireland has had a national reputation for a number of years for innovation, collaboration and inspiring the individuals in its care. As Chief Executive of the Trust, I am incredibly proud of our achievements to date and am looking forward to building on them in partnership with the CBSO.”*

*“We want every single person that comes through the doors of one of our schools to leave having grown as an individual, in terms of their skillset and their respect for others. We hope that everyone will have participated in a ‘whole education’ that prepares them both personally and professionally and that they are well placed for a successful and happy life.”*







**George Faux**  
Secondary Education Lead

George Faux is the Principal of West Bromwich Collegiate Academy, Secondary Education Lead for the Trust and a specialist leader of education in curriculum design. He has worked in education for over 20 years and has been a member of the Executive Leadership Team at Shireland Collegiate Academy Trust for much of the last ten years. More recently, he has led on the successful development and opening of West Bromwich Collegiate Academy.

*"As Secondary Lead for Shireland Collegiate Academy Trust, I want to ensure that Outstanding educational opportunities are available to all of our pupils. As a Trust, it is our duty to provide the very best chances, so that as many doors as possible will be open to our students in their future. We want to help them develop as individuals so that they can flourish and excel both in further education and the working world."*

*"Inspiring students with a diverse and well-thought-out curriculum will enable them to fulfil their potential. Through our partnership with the CBSO and our emphasis on a collaborative online learning environment, we will ensure a strong link between students, staff, the CBSO and families to help promote a successful and cohesive educational environment."*



**Stephen Maddock OBE**  
CEO of the City of Birmingham Symphony Orchestra

*"We are delighted and hugely excited to be able to move ahead with our plans for this new specialist music school, which will offer access to music education, regardless of background, in an area where such opportunities are so desperately needed. The CBSO has a long tradition of innovation in music education and community work – we were the first British symphony orchestra to present concerts for young people and the first to establish a specialist education department and to build a community facility – all of which have allowed us to make a real musical impact on young people and the wider community in the West Midlands. We are delighted to be part of launching an inclusive and nurturing school which will help create the musicians of the future."*



# SHIRELAND CBSO ACADEMY



## Get involved in our consultation

We would like to hear from everyone in our academy's community in the upcoming weeks to help inform the Secretary of State's decision as to whether they should enter into a funding agreement with Shireland CBSO Academy.

We will listen to all of your comments and act on any feedback to ensure that we are creating the best possible school for the community. You can get in touch with us in various ways.

- Fill in our feedback form, which can be found on our website, or print off and return by post:  
**shirelandcbso.org.uk**
- Email: [info@scbso.shirelandcat.net](mailto:info@scbso.shirelandcat.net)
- Attend one of the upcoming events in the local community. Details will be published on our website and social media.
- Follow us on social media:  
Facebook.com/shirelandcbsoacademy  
Twitter: @ShirelandCBSO  
Instagram: @ShirelandCBSO

We will record all views that are shared with us during the formal consultation window, which runs between **Tuesday 3 May** and **Tuesday 14 June 2022**.

Shireland Collegiate Academy Trust will be acting on behalf of Shireland CBSO Academy. Please send any correspondence to:

Shireland CBSO Academy  
c/o Shireland Collegiate Academy Trust  
Waterloo Road  
Smethwick  
B66 4ND

[info@scbso.shirelandcat.net](mailto:info@scbso.shirelandcat.net)

All feedback will be reviewed, analysed and recorded into a final report, and will be available to view on our website: **shirelandcbso.org.uk**

If you are interested in sending your child to our school or you would like more information, please do not hesitate to get in touch.

Our free school team is always happy to help. We look forward to hearing from you.

*This consultation is not related to any building or planning applications surrounding the new school; it is solely to consult on whether appropriate persons support the Trust to enter into a Funding Agreement with the Secretary of State for Education to run Shireland CBSO Academy.*



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