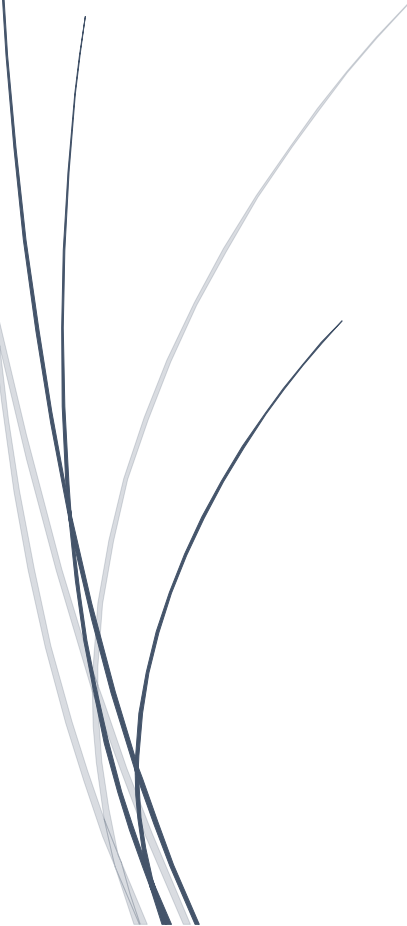




Shireland CBSO Academy

Section 10 Consultation Report

3 May 2022 – 14 June 2022



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Introduction and Background

Shireland Collegiate Academy Trust was established in 2007 and founded by Shireland Collegiate Academy, an Outstanding school located in the Smethwick area. We have a reputation both locally and nationally for being innovative in our teaching methods and using technology to enhance levels of progress. We believe that everyone who passes through our doors deserves the very best that we can offer. We understand that each school is unique, but our emphases and expectations will remain the same. Nothing less than Outstanding is acceptable. As of June 2022, the Trust family includes five primary academies, four secondary academies, and two nurseries.

Shireland CBSO Academy is the result of a partnership between Shireland Collegiate Academy Trust and the City of Birmingham Symphony Orchestra, presenting a unique opportunity to provide the students of Sandwell and the wider West Midlands with an exceptional education that has music at its core.

Why a new Free School in Sandwell?

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. Shireland CBSO Academy, with a robust nodal point structure, will help address the high levels of demand within the Sandwell Borough and will very much be a key part of the Local Authority's plans to provide additional spaces in the area, while also providing unrivalled musical opportunities and experiences for students.

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 and an innovative curriculum.

Our Vision

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 and seek to build strong relationships with families and the local community.

Methodology of the Section 10 Consultation

The formal consultation ran for a period of six weeks between 3 May 2022 to 14 June 2022. The aims of the consultation were to engage with stakeholders, obtain feedback on the Trust's plans and inform the Trust's decision about whether to enter into a funding agreement with the Secretary of State for Education to establish Shireland CBSO Academy.

Throughout the full consultation period, a range of methods were used to engage with the following key stakeholders:

- Parents and carers
- Local residents
- Community groups
- Local businesses
- Local councillors
- Staff and governors from local schools

Consultation Methods and Communication Channels

Shireland CBSO Academy Website

- An area of the Shireland CBSO Academy website was used to highlight details of the proposed new school and the consultation process ([Section 10 Consultation - Shireland CBSO Academy](#)).
- The following information was made available on the website:
 - Link to the online Section 10 questionnaire
 - Admission arrangements
 - Consultation brochure
 - Proposed location of the school site
 - Section 10 Consultation background information and process
 - Contact details

Consultation Questionnaire

- An online questionnaire was used to collect feedback from stakeholders.
- The online questionnaire was linked on the Shireland CBSO Academy website and was extensively pushed on social media and in marketing materials throughout the six-week consultation period.
- In total, **26 responses** were received.

Local Community Event

- A face-to-face community event was held at West Bromwich Collegiate Academy on Monday 23 May between 4.30pm to 5.30pm.

Email to Sandwell Primary Headteachers

- An email promoting Shireland CBSO Academy's Section 10 consultation was sent to all primary school headteachers in the Sandwell Borough.

Social Media

- Throughout the six-week consultation period, social media platforms were extensively used to promote the consultation to all defined stakeholders.
- Weekly social media posts were published to promote Shireland CBSO Academy, invite stakeholders to learn more about the school, and request them to provide feedback by completing the consultation questionnaire (please see Appendix A).
- Please see Appendix C for a full record of the social media posts that were uploaded throughout the consultation period.

Newspaper Advertising

- An advertisement (please see Appendix B) promoting Shireland CBSO's Section 10 Consultation was published in the Express and Star (Sandwell) and the Sandwell Chronicle. Please see the table below to view the readership statistics of both newspapers and the date the advertisement was published.

Newspaper	Print Audience	Date that Advertisement was Published
Express & Star (Sandwell)	20,547	Thursday 12 May 2022
Sandwell Chronicle	47,284	Thursday 12 May 2022

Brochure Drops to Local Businesses

- Brochures promoting Shireland CBSO Academy's Section 10 Consultation were distributed to local businesses in the proximity of the proposed site for the establishment (B70 8SZ).

Leaflet Drops

- 10,625 A5 leaflets were distributed to all Royal Mail households within the following postcodes:
 - B70 0
 - B70 8
 - B70 9
 - B71 1
- Figure 1 below highlights the distribution area of leaflet drops for Shireland CBSO Academy's Section 10 Consultation.

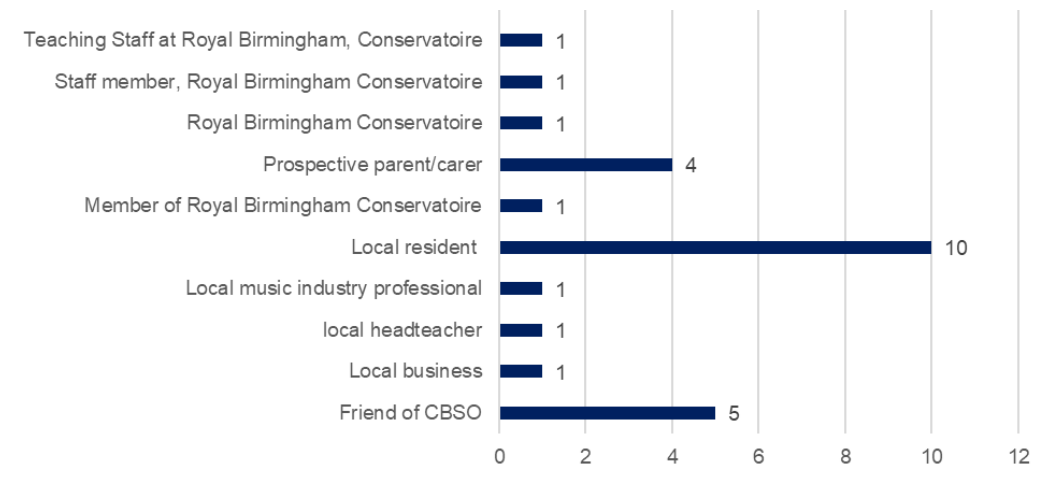


Figure 1 – Distribution area of leaflet drops

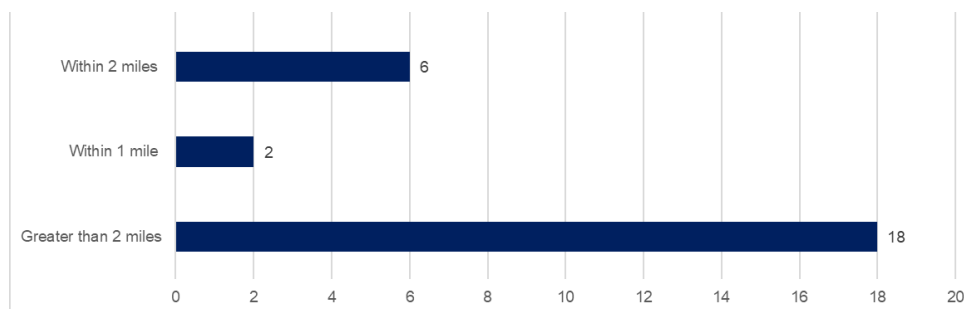
Feedback from the Section 10 Consultation

In total, **26 responses** were received during the consultation period. This section of the report contains a summary of all responses received.

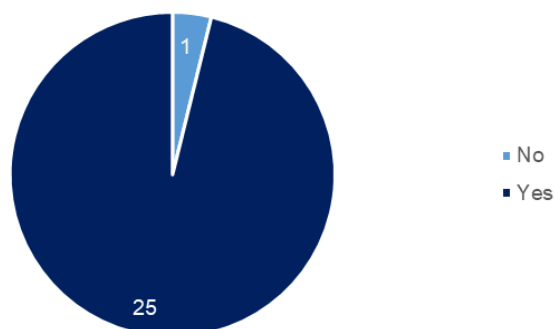
Q1 – Which of the following best describes you?



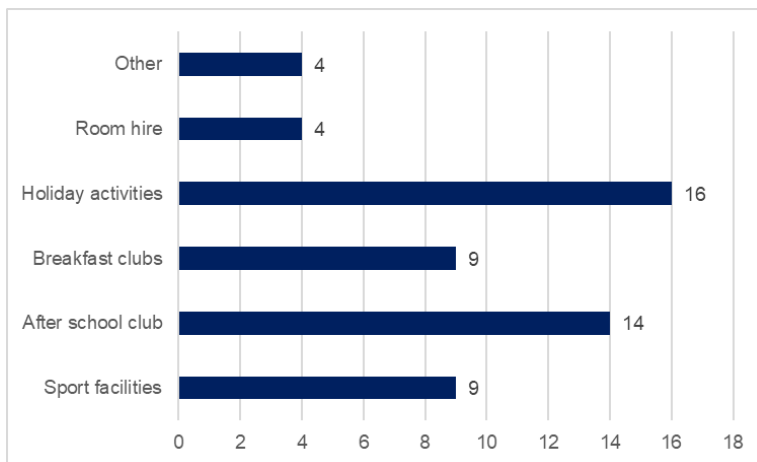
Q2 – Where do you live in relation to the proposed site (B70 8SZ) or, if responding on behalf of an organisation, where is it located in relation to the site?



Q3 - Do you agree that the opening of Shireland CBSO Academy could contribute to the provision of additional school places in Sandwell, while providing a unique opportunity for our young people?



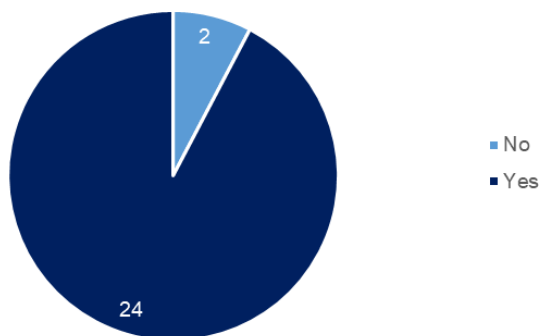
Q4 - We aim to have strong links with our academy's families and community. In addition to our core delivery to students, what services would you like the school to offer? (Please feel free to select more than one)



'Other' responses included:

- Music classes for the local community
- As great a variety as possible
- Practice rooms for students/practice supervisor
- Music facilities

Q5 - Do you think that Shireland Collegiate Academy Trust should enter into a funding agreement with the Secretary of State in order to open Shireland CBSO Academy?



Q6 - Do you have any further comments that you would like to share?

Additional remarks about Shireland CBSO Academy were submitted via the questionnaire's comment section (please see Appendix D for full response details).

Additional comments	Number of respondents that shared this view
Lack of demand for additional secondary school places within the Sandwell Borough	1
Limited number of diverse musical features and facilities within the initial Shireland CBSO Academy building plans	1
Positive comments received regarding Shireland CBSO Academy's proposed opening	7

Feedback on Additional Comments

As shown in Appendix D and in the responses to questions 3 and 5 above, feedback from the consultation was overwhelmingly in support of the opening of the Shireland CBSO Academy but in this section we will address the two points of concern raised within the responses.

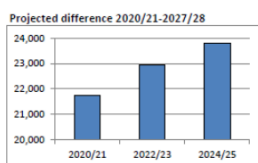
Lack of demand for additional secondary school places within the Sandwell Borough

The Sandwell School Organisation Plan 2021-26 provides evidence that there is a further demand for secondary school places within the Sandwell Borough. The plan states that between 2020/21 and 2027/28, secondary school rolls are forecasted to rise by 8.5% to just over 23,600, with a peak in 2024/25 of just over 23,800. Please see Figure 2a below for a full breakdown.

Secondary

Secondary Projections 2020/21-2027/28

Academic Year	PAN	NOR	Surplus %
2020/21	22420	21750	2.99%
2021/22	22976	22310	2.90%
2022/23	23341	22951	1.76%
2023/24	23631	23573	0.25%
2024/25	23577	23804	0.00%
2025/26	23521	23797	0.00%
2026/27	23480	23776	0.00%
2027/28	23480	23608	0.00%



Future Growth/reduction
It is projected that the Secondary school population in Sandwell will increase by 9.44% between 2020/21-2024/25.

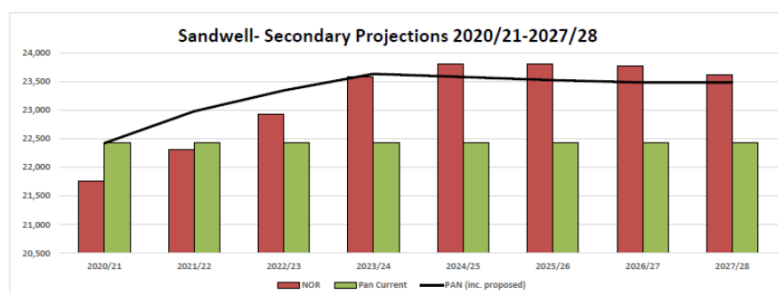


Figure 2a – Secondary School Projections
2020/21 to 2027/28

In addition, the Sandwell School Organisation Plan 2021-26 highlights that five of the six of the towns within the Sandwell Borough require additional secondary school places between 2022/23 and 2026/27. Please see Figure 2b below for a full breakdown.

Learning Community	2022/23	2023/24	2024/25	2025/26	2026/27	Total
Oldbury	0	0	0	0	0	0
Rowley	45	81	66	13	33	238
Smethwick	15	29	42	0	10	96
Tipton	24	18	20	0	0	62
Wednesbury	60	50	57	33	25	225
West Bromwich	10	48	47	12	0	117

Figure 2b – Summary of Secondary School Places Required in the Sandwell Borough 22/23 – 26/27

Limited number of diverse musical features and facilities within the initial Shireland CBSO Academy building plans

The fly-through video published as part of the consultation is a concept piece to help us to understand the space that will be available to Shireland CBSO Academy; it provides a view of the basic structure for our facilities but over the next 12 months we will be working with partners such as the CBSO in order to ensure that the academy will have exceptional facilities to support both music and wider education. There will be a range of practice rooms and other specialist facilities and careful consideration has been given to the design of the building. We will be providing further updates as to progress with the building on our social media channels ahead of the academy’s opening in September 2023.

Consultation Outcomes

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

92% of respondents agreed that the Shireland Collegiate Academy Trust should enter into a funding agreement with the Secretary of State for Education to open Shireland CBSO Academy.

The Trust is confident that Shireland CBSO Academy will provide extra, much-needed spaces for students in the Sandwell Borough, which is reinforced by the **96% of respondents who agreed that the brand-new school will help meet the demand for secondary places in the region.**

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

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

We would like to like to thank all the stakeholders that took the time to provide their feedback and engage with us during the consultation period.

Appendix A – Section 10 Consultation Questionnaire

1. Which of the following best describes you?

Parent / Carer	<input type="checkbox"/>
Local Resident	<input type="checkbox"/>
Local Business	<input type="checkbox"/>
Local Councillor	<input type="checkbox"/>
Staff/Governor at a local school	<input type="checkbox"/>
Member of CBSO	<input type="checkbox"/>
Friend of CBSO	<input type="checkbox"/>
Other	<input type="checkbox"/>

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

Within 1 mile	<input type="checkbox"/>
Within 2 miles	<input type="checkbox"/>
Greater than 2 miles	<input type="checkbox"/>

3. Do you agree that the opening of Shireland CBSO Academy could contribute to the provision of additional school places in Sandwell, while providing a unique opportunity for our young people?

Yes	<input type="checkbox"/>
No	<input type="checkbox"/>

4. We aim to have strong links with our academy's families and community. In addition to our core delivery to students, what services would you like the school to offer? (Please feel free to select more than one)

Sports Facilities	<input type="checkbox"/>
After-school clubs	<input type="checkbox"/>
Breakfast clubs	<input type="checkbox"/>
Holiday activities	<input type="checkbox"/>
Room hire	<input type="checkbox"/>
Internet facilities	<input type="checkbox"/>
Other (suggestions)	<input type="checkbox"/>

5. Do you think that Shireland Collegiate Academy Trust should enter into a funding agreement with the Secretary of State in order to open Shireland CBSO Academy?

Yes	<input type="checkbox"/>
No	<input type="checkbox"/>

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

7. How did you hear about Shireland CBSO Academy's Section 10 Consultation?

Newspaper advertisement	<input type="checkbox"/>
Social media post	<input type="checkbox"/>

Leaflet
Shireland Collegiate Academy Trust website
Shireland CBSO Academy website
Live Q&A session on social media
Local community event
City of Birmingham Symphony Orchestra

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

Name:

Email Address:

Thank you for taking the time to complete this form and being part of our consultation.

Please return this form to the email or postal address on the front of this form.

Appendix B – Promotional Materials

Advertisement published in Express and Star (Sandwell) and the Sandwell Chronicle

Have your say on a new secondary school for Sandwell.

Located in West Bromwich and in collaboration with **City of Birmingham Symphony Orchestra**, Shireland CBSO Academy is due to welcome its first **Year 7 and Year 12 students in September 2023**. We want every student to have access to a 'whole education', with a rigorous grounding in both academic and musical fundamentals.

Our Section 10 Consultation is now open and will run until **Tuesday 14 June 2022**.

For more information and to fill in our online questionnaire please visit our website: www.shirelandcbsa.org.uk

[/ShirelandCBSOAcademy](https://www.facebook.com/ShirelandCBSOAcademy)
[@ShirelandCBSO](https://twitter.com/ShirelandCBSO)
[@ShirelandCBSO](https://www.instagram.com/ShirelandCBSO)



Paper copies of the consultation form are available on request. Contact us on: info@cbsa.shirelandcat.net



A5 Flyer



Have your say on a new secondary school for Sandwell.

Located in West Bromwich and in collaboration with **City of Birmingham Symphony Orchestra**, Shireland CBSO Academy is due to welcome its first **Year 7 and Year 12 students in September 2023**. We want every student to have access to a 'whole education', with a rigorous grounding in both academic and musical fundamentals.

Our Section 10 Consultation is now open and will run until **Tuesday 14 June 2022**.

For more information and to fill in our online questionnaire please visit our website: shirelandcbsa.org.uk



Front



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 in September 2023. The new school will be called Shireland CBSO Academy.

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.

We aspire to be a focal point for music education in Sandwell, working with partner schools and our communities to foster the next generation of musicians. Shireland CBSO Academy will have purpose-built facilities including performance spaces, a recording studio and music practice rooms where our students have the opportunity to develop and hone their music skills. We will also have the ability to host events with inspiring individuals and organisations from the West Midlands and beyond.

Find out more about the academy on our website: shirelandcbsa.org.uk



Back

Graphics used on social media



SHIRELAND
COLLEGIATE ACADEMY TRUST

“
As Chief Executive of Shireland Collegiate Academy Trust, I am incredibly proud of our achievements to date and am looking forward to building on them in partnership with the City of Birmingham Symphony Orchestra.”

Sir Mark Grundy
CEO
Shireland Collegiate Academy Trust



SHIRELAND
CBSO ACADEMY

MEET US!

Section 10 Consultation drop-in event:

- Monday 23 May 2022
- 4:30pm–5:30pm
- West Bromwich Collegiate Academy, B70 7LE

shirelandcbso.org.uk

PROUDLY PART OF
SHIRELAND
COLLEGIATE ACADEMY TRUST



SHIRELAND
CBSO ACADEMY

1

WEEK TO GO

PROUDLY PART OF
SHIRELAND
COLLEGIATE ACADEMY TRUST

Appendix C – Social Media Presence

Date published	Content <i>(as published on Facebook – other content was amended to suit restrictions of the channel it was posted on)</i>	Facebook	Twitter	Instagram
3/5/22	<p>📣 Our Section 10 consultation is now open!</p> <p>📣 This consultation is an important part of the process of opening a Free School, required by the Department for Education under Section 10 of the Academies Act 2010. Find out more and share your views: → https://shirelandcbso.org.uk/section-10-consultation/ The consultation will remain open until 5pm on Tues 14 June 2022. We are working on this exciting project in collaboration with City of Birmingham Symphony Orchestra.</p>	<p><i>(Boosted post – promoted for 40 days)</i></p> <p>7 likes 10 comments 2 shares</p>	<p><i>(Boosted post – promoted for 40 days)</i></p> <p>2,847 impressions 15 link clicks 3 retweets 5 likes 55 media engagements</p>	<p><i>(Boosted post – promoted for 40 days)</i></p> <p>2 likes 0 comments</p>
13/5/22	<p>Join us at our Section 10 consultation drop-in event to find out more about the academy and how you can feedback to us on the consultation proposals.</p> <p>📅 Monday 23 May 🕒 4:30-5:30pm 📍 West Bromwich Collegiate Academy, B70 7LE Find out more: → https://shirelandcbso.org.uk/section-10-consultation/</p>	<p><i>(Boosted post – promoted for 10 days)</i></p> <p>2 likes 0 comments 2 shares</p>	<p><i>(Boosted post – promoted for 10 days)</i></p> <p>20,960 impressions 10 link clicks 3 retweets 3 likes 166 media engagements</p>	<p><i>(Boosted post – promoted for 10 days)</i></p> <p>1 like 0 comments</p>
19/5/22	<p>📣 Don't forget 📣</p> <p>Join us at our Section 10 consultation drop-in event to find out more about the academy and how you can feedback to us on the consultation proposals.</p> <p>📅 Monday 23 May 🕒 4:30-5:30pm 📍 West Bromwich Collegiate Academy, B70 7LE Find out more and register to attend: → https://shirelandcbso.org.uk/section-10-consultation/</p>	<p>0 likes 0 comments 0 shares</p>	<p>67 impressions 0 link clicks 0 retweets 1 like 2 media engagements</p>	<p>1 like 0 comments</p>
24/5/22	<p>If you couldn't make our Section 10 Consultation drop-in event last night, don't worry!</p> <p>There is still plenty of time for you to find out more about our proposals and fill in our consultation feedback form online: → https://shirelandcbso.org.uk/</p>	<p>0 likes 0 comments 0 shares</p>	<p>570 impressions 7 link clicks 3 retweets 5 likes 32 media engagements</p>	<p>0 likes 0 comments</p>

31/5/22	Find out more about the proposals for our school and take part in our Section 10 consultation: → https://shirelandcbsso.org.uk/	0 likes 0 comments 0 shares	233 impressions 2 link clicks 0 retweets 2 likes 10 media engagements	0 likes 0 comments
7/6/22	📣 One week to go until our Section 10 Consultation closes! Find out more and share your views on our proposals: https://shirelandcbsso.org.uk/	1 like 0 comments 0 shares	601 impressions 1 link clicks 4 retweets 3 likes 12 media engagements	2 likes 0 comments

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

ID	Response
1	I love the idea of a school which puts music at the heart of education.
2	There is not such a demand for secondary school places as you have referred to. I would like to see this document of places needed, it should be published.
3	This sounds like an exciting venture that will bring creative learning into the forefront.
4	This is a brilliant initiative!
5	The design of the school building should reflect as much as possible its creative dimension and distinctive music provision. From the fly-through on your website the building seems quite uninspiring, and lacking any feature to distinguish it from a standard old-fashioned school building. Apart from the small theatre, I couldn't see any specialist spaces for music education - workshops for ensemble performance, practice rooms, studios, etc.
6	I am the Head of Strings at the Royal Birmingham Conservatoire and am interested in being involved with this venture. I believe very strongly in the ethos behind this school and would like to be actively involved in some way.
7	This is an excellent initiative which should be supported, particularly in the context of the general decline of music provision in schools outside the independent sector and the consequent challenges to the pipeline which will feed the future music industry. Furthermore, the wide benefits of involvement in music-making are well recognized, and an education which puts this activity at its heart, available to all students, irrespective of background, has to be encouraged and supported: it can only benefit the future cultural health not only of the West Midlands region, but also of the country, as well as the lives of the individuals who experience it and those with whom they will live and work.
8	This seems an excellent way of extending specialist music education to a diverse and inclusive local community.
9	Music is a human right! All children deserve the opportunity to experience listening to and making music. As a parent of a young man now in Year 13, who has benefited hugely from formal music lessons which have given him the skills to participate in various different types of ensembles, I am firmly convinced that incorporating music into a child's life is a gift of incalculable value. I'm also keen to see a pipeline of musicians and music lovers developing into the performers, pedagogues, audiences and philanthropists of the future.