



Report on Section 10 public consultation



26th September 2022 - 7th November 2022

www.matfordbrook.academy



We write our story

Part of



www.tedwraggtrust.co.uk

Summary

Matford Brook Academy is a non-selective, all-through school for children aged 2 - 16 years old. The school is opening as part of the Ted Wragg Trust.

The school is due to open in a purpose-built school site on the southern edge of Exeter within the Haldon Reach development. Run in association with the Ofsted (2022) Outstanding Marine Academy Primary, it is an all-through school for children ages 2-16 built with capacity for 59 nursery places, 630 primary pupils and 750 secondary pupils.

Matford Brook Academy is opening to meet the need arising for school places resulting from a development expected to deliver circa 2,500 new homes.

Due to open in September 2023, the initial cohort will be for nursery, Reception and Year 7 pupils with the school growing year-on-year to full capacity.

Ted Wragg Trust

We are part of the Ted Wragg Trust



An ambitious and inclusive Trust of schools
strengthening our communities through
excellent education.

Ted Wragg MAT is an ambitious and inclusive Trust of schools, strengthening our communities through excellent education. Formally established in 2013, the Trust has grown to 13 schools located in Exeter, Plymouth and Crediton working collaboratively with other local and national partners.

The Trust is responsible for the education of over 10, 000 students aged 2-18, holding the highest expectations for every child, every day, with social justice at our core. The Trust's mission is to transform lives and strengthen our communities to make the world a better place. We live by the values of being ambitious, selfless and collaborative.

Our schools are driven by an absolute determination to improve life chances for every child and they are identified by values-driven, inspirational leadership and rich and inclusive learning experiences. Since joining the Trust, all of our schools have identified significant improvements in terms of Ofsted, progress, attainment and attendance.

The Trust's experience includes with a double Outstanding (2022) primary school, Marine Academy Primary, and in the opening of another all-through school in Exeter in 2015, Cranbrook Education Campus. Matford Brook Academy is opening with full alignment to Ted Wragg Trust's 'consistent core' for all schools, ensuring the highest quality in every aspect of its design and enactment.

Initial phase

The Ted Wragg Trust was informed of the successful bid to open a new free school in 2016. The school would be built as part of a multi-estate development in Teignbridge parish council.

Stakeholder engagement has been actively sought prior to and after being successful in submitting the bid. This included:

- discussions with the local authority, including all departments overseeing education and infrastructure. The school is opening in alignment with Devon County Council's long-term strategic pupil place planning objectives and in line with the principles of DCC's Education Infrastructure Plan 2016-2033
- CEO meeting with local headteachers and Academy leaders
- updates on the Ted Wragg Trust website
- Regular & scheduled press releases for updates regarding the new school
- focus group research in November / December 2021, conducted by McQueenie Mulholland, regarding potential names for the new school. This involved 22 participants who were local stakeholders.

Statutory consultation

The Ted Wragg Trust conducted the statutory consultation under Section 10 of the Academies Act 2010 to determine whether the Trust should enter into a Funding Agreement with the Department for Education. The consultation period ran from 26th September 2022 to 7th November 2022, following the recommendations of a six-week period to consult.

The consultation complied with the statutory duty to consult.

The Ted Wragg Trust coordinated the consultation, including all relevant aspects of communication.

Stakeholders

A wide range of stakeholders were consulted, including:

- local parents and carers
- local residents
- Headteachers of local schools with an invitation to share with all staff and governors working within their establishments
- local businesses
- parish councillors
- local authority councillors
- local religious establishments
- local community groups

Invitation to consult

In order to publicise to local stakeholders, the following marketing & publicity methods were used to invite responses to consultation:

| Date | Marketing & Publicity |
|-------------------------|--|
| 01.06.2022 | Website & social media (Twitter, Facebook, LinkedIn) launched |
| 01.06.2022 | Press release - name of school |
| 09.06.2022 | Press release - Headteacher Designate appointment |
| 12.09.2022 | Leaflets publicising Open Evenings for secondary admissions |
| 19.09.2022 | Promotional videos for Matford Brook Academy released via social media ads (repeated on three occasions between Sept-Nov) |
| 21.09.2022 | Press release - building & facilities for Matford Brook Academy |
| September 2022 | Regular social media posts promoting Open Events |
| 27.09.2022 | Open Evening & Section 10 consultation launched, including <u>website</u> & Section 10 Consultation Brochure (Appendix 1). Communication cascaded via email (Appendix 2) to local stakeholders (& those registered for updates via website |
| 27-30.09.2022 | Leaflets delivered to local residents & businesses (Appendix 3) |
| 04.10.2022 | Open Evening & follow-up email inviting responses to new attendees |
| 12.10.2022 | Consultation published on local authority's 'Have Your Say' public consultation page |
| 17.10.2022 | Open Forum event at local venue |
| 27.09.2022 - 07.11.2022 | Regular social media posts promoting consultation (Appendix 4) |

Engagement

Statistics during the consultation period:

Website

There were 312 views of the Matford Brook Academy Section 10 Consultation page on the school website

Social media - Facebook ad

Reach: 15, 453 people

Post engagement: 10, 581

Open event attendees

157

(invitation to consult was part of the information shared)

Open forum

0 attendees

Questionnaire responses

21 responses

Whilst the number of questionnaire responses and open forum attendees was a small proportion of the local stakeholders invited to respond, the Ted Wragg Trust are mindful of the following contextual points in evaluating the responses:

- there are limited local residents who would be impacted by the opening of a new school as the building is part of a new housing estate (Haldon Reach). All residents who have currently moved into property in the vicinity of Matford Brook Academy's school building were invited to consult.
- there are limited local businesses in the vicinity of Matford Brook Academy's school building location. All local businesses were invited to consult.



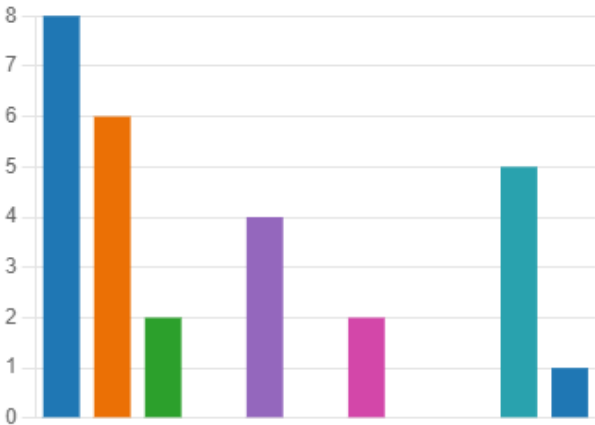
Responses

A total of eight questions were asked of respondents. The results are as follows:

1. Which of the following best describes you?

[More Details](#)

| | |
|--|---|
| ● A parent/carer of a child or chil... | 8 |
| ● A parent/carer of a child or chil... | 6 |
| ● A parent/carer of a child or chil... | 2 |
| ● A student at a local primary/sec... | 0 |
| ● An educational professional at a... | 4 |
| ● A councillor | 0 |
| ● A local employee/employer/bus... | 2 |
| ● A representative of a communit... | 0 |
| ● A representative of a local faith ... | 0 |
| ● A local resident | 5 |
| ● Other | 1 |



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

[More Details](#)

[Insights](#)

| | |
|--|----|
| ● Within 1 mile | 3 |
| ● Within 3 miles | 12 |
| ● Within 5 miles | 4 |
| ● More than 5 miles | 2 |



3. Do you agree that opening the proposed Matford Brook Academy will provide extra choice for parents/carers and meet a need to provide additional school places in Exeter?

[More Details](#)

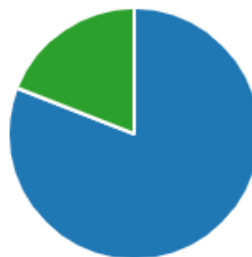
[Insights](#)

| | |
|---|----|
| ● Yes | 21 |
| ● No | 0 |
| ● Unsure | 0 |



4. Do you agree that the vision and values of Matford Brook Academy meet the needs of the community?

[More Details](#)



5. It is important that Matford Brook Academy is at the heart of its community. What does this mean to you?

All respondents provided a qualitative response to this question.

| ID | Name | Responses |
|----|-----------|--|
| 1 | anonymous | Strengthens communities through facilities and support, providing a safe space. |
| 2 | anonymous | Local school providing a high quality education for aspirational pupils |
| 3 | anonymous | inclusive. Renowned academic success. student projects interacting with the community and seen out in the community eg exe estuary challenge, school teams for ten tors, maths challenge, coding challenge. Also the building being used in the community for clubs out of hours. facilities being used by other groups in the community that can include the schools children but also other members of community eg scouts, karate etc |
| 4 | anonymous | Facilities that can be used by the public and public supporting the school |
| 5 | anonymous | That the school supports families to thrive and families help the school to thrive |
| 6 | anonymous | Community groups being admitted to use the side facilities. Children giving back to the community. |

| | | |
|----|-----------|---|
| 7 | anonymous | Encouraging links between the school and community. Welcoming parents and other interested community members in, offering concerts etc, using the school facilities for community events, enabling the school children to volunteer safely within the community |
| 8 | anonymous | Facilities that are not exclusively for the school and can be used by residents |
| 9 | anonymous | I expect the school to provide learning opportunities for children that makes them well rounded people. |
| 10 | anonymous | For the teachers and their management to have a connection and understanding of the community surrounding the school. To recognise the needs of this community and to develop and foster strong links with it. For example, out of hours local access to sport amenities, an open door policy for parents to come and have in person meetings about their child with consistent and familiar staff who knows their child, events and plays that integrates the community etc. |
| 11 | anonymous | to be available for community sport in a fair and transparent way. indoor and out door facilities. |
| 12 | anonymous | That the children feel part of the community by being at the school and value being part of it . |
| 13 | anonymous | Serving local families within walking distance of the school, particularly the most vulnerable pupils. |
| 14 | anonymous | Having things going on that are more than just getting kids to pass exams. Too many schools are joyless exam factories now. Lots of music, drama, different kinds of sports etc. These are the things that make people feel like they belong to a community and allow wider community to come and enjoy |

| | | |
|----|-----------|---|
| 15 | anonymous | That they provide a service to the local community and are a positive representation of the community. |
| 16 | anonymous | A school that really cares for all children who are entrusted to them; a school who communicate well with parents and local stakeholders and a school who provide opportunities for local residents who want it. A school intent on fostering bonds with local organisations to improve the opportunities and outcomes for the pupils. An opportunity for young people to learn and create their own, positive view, of social responsibility |
| 17 | anonymous | Clear communication and understanding of the needs of the community |
| 18 | anonymous | I work for a local developer. Our land is split in half in terms of catchment area, the bottom half being West Exe and the top half being Dawlish. I don't feel that Dawlish is a realistic expectation for parents, although they put on coach transport, it doesn't factor after school clubs, play dates, socialising for teens etc... |
| 19 | anonymous | That it is open and available to all residents within the locality as well as making ties with neighbouring communities |
| 20 | anonymous | It means I can feel assured that my child and young children in the area will have a space they can turn to, in terms of meeting their intellect needs, athletic and perhaps emotional needs with peers and mentors. |
| 21 | anonymous | Somewhere that brings people together and makes them feel part of something bigger than themselves |

6. What community facilities would you like to see available? Please tick all which are applicable to your interests.

[More Details](#)

- Sports hall

16
- Outdoor courts & pitches

18
- Meeting spaces

11
- Theatre & performance space

17
- Other

5



For the 'Other' category, the following qualitative responses were provided:

| | | |
|---|-----------|---|
| 1 | anonymous | Excellent art facilities e.g. kiln, workshops for DT, well lit and spacious art studios, artists in residence |
| 2 | anonymous | Cycling routes / network that connects the city with the school |
| 3 | anonymous | Studio spaces to foster creativity and wellbeing such as arts and crafts |
| 4 | anonymous | Community use kitchens, for teaching food skills to adults |
| 5 | anonymous | music rooms / recording studio |

7. Should the Ted Wragg Trust enter into a Funding Agreement with the Secretary of State for Education in order to open this school?

It is the central government who fund the building of this new school. In order for the school to open, a contract - the Funding Agreement - needs to be signed with the Department for Education.

[More Details](#)

Insights

- Yes

16
- No

0
- Unsure

5



8. Please share any further comments and feedback:

7 respondents provided a qualitative response to this question.

| ID | Name | Responses |
|----|-----------|--|
| 1 | anonymous | Concerned around footfall to the Matford Brook Academy. Feel there should be more direct local footpaths that are safer than alongside the dual carriageway for school aged children and their families. |
| 2 | anonymous | It's important the TWT allow the school to develop and maintain its own identity and values, based on the legacy idea of those who conceived the school idea. |
| 3 | anonymous | We are really excited about this school and found the open evening to be very informative and welcoming. I would like to see, alongside academic achievement, an equal focus on creativity (art, drama, music, crafts) and fostering wellbeing of each unique individual. |
| 4 | anonymous | Sport England looks forward to working with the TWT and others in developing a community use agreement to get users from community sport to use the facilities in a fair and transparent way. Linked to priority groups and access / giving good customer service. |
| 5 | anonymous | The need for a carefully considered traffic management plan and upgrades to local road and transport infrastructure will be essential to ensure that existing residents, employers and employees daily lives and commutes are not adversely affected. |
| 6 | anonymous | Please have a proper lunchbreak to give time for sit-down lunches and extra-curriculars. |
| 7 | anonymous | Please ensure that staff and parents won't park on the haldon reach site |

In addition to the responses to the Section 10 questionnaire, a letter was submitted from the local authority.



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4 November 2022

Dear Sir/Madam

Matford Brook Academy School: Pre-opening Phase

Thank you for consulting Devon County Council (DCC), under section 10 of the Academies Act 2010, on whether the Ted Wragg Trust should enter into a Funding Agreement, for the new Academy Free School, Matford Brook Academy, with the Secretary of State.

DCC has been working collaboratively with the Trust and fully supports the proposal to open Matford Brook Academy Free School from September 2023, providing 630 primary places, 750 secondary places and a 59 place Nursery provision.

The Free School proposal is linked to a successful bid to the Government's Housing Infrastructure Fund for development at South West Exeter which is expected to deliver circa. 2,500 dwellings on the edge of Exeter. The opening of the new school fully aligns with DCC's long-term strategic pupil place planning objectives and is in line with principles as set out in DCC's Education Infrastructure Plan 2016-2033.

Please do not hesitate to contact me if you require any further information.

Yours faithfully

A handwritten signature in black ink, consisting of a stylized 'S' followed by a horizontal line.

Simon Niles
Strategic Planning Manager, Children's Services

cc Councillor Andrew Leadbetter, Cabinet Member for Children's Services and Schools
Councillor Alan Connett, Local Member (Exminster & Haldon)
Councillor Yvonne Atkinson, Local Member (Alphington & Cowick)

Evaluation of responses

An evaluation of responses was conducted by the core team for Matford Brook Academy within the Ted Wragg Trust.

The following considerations have been identified as a result of responses to the Section 10 consultation:

Choice for school places in Exeter

All respondents (21/21) agreed that the opening of Matford Brook Academy will provide extra choice for parents/carers and meet a need to provide additional school places in Exeter.

This is supported by the response from Devon County Council outlining the long-term strategic pupil place planning objectives.

Vision & values of Matford Brook Academy

17/21 respondents agreed that the vision and values of Matford Brook Academy meets the needs of the community whilst 4/21 responded that they are unsure.

In consideration of responses to question 8, any further comments and feedback, we note the answer from respondent 2. The successful bid for the opening of Matford Brook Academy includes those who had been developing a vision for a new creative school in Exeter. They fully support the vision & values established for the school, as shared with stakeholders during the consultation period.

We note also the answer from respondent 3. Matford Brook Academy's building has extensive facilities to support the creative arts and the Ted Wragg Trust will continue to share with stakeholders the curriculum model for pupils attending the school.

Community focus

The qualitative responses regarding a school at the heart of its community highlight the following priorities for respondents:

- a safe space where the local community (pupils and others) have access to facilities
- a school with high quality education and academy success
- opportunities for pupils to interact with and feel part of their community
- a school that supports families and understands its local community
- accessibility for parents/carers to meet with school staff
- a local school for local families
- opportunities for enrichment

Part of the vision and values of Matford Brook Academy is a focus on community, especially as a new school growing alongside a new development.

With respondents sharing consistent agreement of its importance, the Ted Wragg Trust will continue to create positive local links and drive this commitment.

We note the answer to question 8 from respondent 4. The Community Use Agreement alongside the Ted Wragg Trust's Lettings policy will support a fair and transparent strategy for community use of school facilities.

Infrastructure

Several respondents to question 8 raised concerns regarding traffic management and parking.

The Ted Wragg Trust continues to liaise with the local authority, especially regarding infrastructure and town planning, and has shared these points.

On completion and handover of the school site, consideration will be given to communication regarding parking, especially at peak periods of drop-off and collection. The site has extensive parking and a turning circle to reduce potential issues for local residents.

Lunch breaks

The 'family dining' model for Matford Brook Academy has been shared via the publicity material, Open events and website. This model supports 'sit-down' dining as a key component of the school's value of 'community', providing all children with a dining model where they have appropriate time to eat and socialise during the school day.

Funding agreement

16/21 respondents agreed that the Ted Wragg Trust should enter a Funding Agreement with the Secretary of State for Education in order to open this school whilst 5/21 respondents were unsure.

The responses to question 8, which could indicate reasons for uncertainty regarding this question, have been responded to above.



Conclusion and next steps

Since the earliest stages of development of the proposal for Matford Brook Academy, the Ted Wragg Trust has engaged in consultation with a wide range of stakeholders. Responses to the Section 10 consultation have been overwhelmingly supportive and positive.

The Ted Wragg Trust would like to thank all stakeholders who have contributed responses to the Section 10 consultation.

We are committed to continuing to work with stakeholders throughout the planning and design phases of Matford Brook Academy.

We are confident that Matford Brook Academy will provide additional choice and much-needed places for families and that this is fully supported by Devon County Council.

The Trust will now begin the process of agreeing a Funding Agreement for Matford Brook Academy with the Secretary of State for Education.



Matford Brook Academy
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Appendix 1

Section 10 Consultation Brochure

The brochure containing an overview of the Section 10 consultation can be found on the website, under the [Section 10 consultation page](#).

Paper and accessible copies were available at the West Exe school Reception during the consultation period. This location was chosen as it is the closest local Ted Wragg Trust school to Matford Brook Academy's school site.



Appendix 2

Text from the initial email contact to all local stakeholders listed above

The Ted Wragg Trust is pleased to share that our proposed all-through free school, Matford Brook Academy, has progressed to the pre-opening stage. We are now required to conduct a public consultation under Section 10 of the Academies Act 2010 to determine whether the Trust should enter into a Funding Agreement with the Department for Education.

As a local stakeholder, we would like to invite you to learn more about Matford Brook Academy and to share your views in order to provide the best school possible at the heart of its community.

The feedback from the questionnaire is really important; we will be publishing a report in response once the consultation period is over. The questions will likely take no more than 10-15 minutes and we would be really grateful if you would take the time to complete this.

The brochure explaining the consultation, as well as the link for the questionnaire, can be found on our website or by clicking here: <https://www.matfordbrook.academy/page/?title=Section+10+Consultation&pid=6>.

Accessible or paper-based copies are available either at the Reception office of West Exe school or by request using this email address.

If there are other individuals or organisations who you would like to pass this on to, please do so – we would welcome their feedback.

Kind regards,

The Matford Brook Academy team

Appendix 3

Leaflets delivered to local residents and stakeholders to promote the consultation



An all-through school for ages 2-16



Nursery



Secondary



Primary

ABOUT US

Matford Brook Academy, part of the Ted Wragg Trust, is a brand new all-through school being built on the edge of Exeter within the Haldon Reach development.

Opening in September 2023.



We exist to provide an excellent all-through education that empowers children to believe they can, and should, change the world around them.

Run in association with the Ofsted (2022) Outstanding, Marine Academy Primary.

CONSULTATION

As part of the pre-opening requirements, we are running a Section 10 pre-opening consultation (closing 7th November).

We welcome local stakeholders to learn more about Matford Brook Academy and to share their views in order to provide the best school possible at the heart of its community.

Please visit our website for full information & questionnaire or join our Open Forum event on 17th October, 5pm, at the Devon Hotel.



MATFORD BROOK ACADEMY



We write our story

For more information visit www.matfordbrook.academy or scan the QR code.



Appendix 4

Examples of social media posts to promote the consultation

Our pre-opening consultation (Section 10) is live. We would love to hear from local stakeholders about our new school. You can find more information & the questionnaire here: <https://www.matfordbrook.academy/page/...> or join our Open Forum on 17th October at 5pm at the Devon Hotel. #wewriteourstory



Matford Brook Academy @matfordbrook · Oct 14

It has been great to read all your responses for our pre-opening consultation (Section 10). If you haven't had the chance yet, please do share your thoughts or join our Open Forum Event on 17th October, 5pm at the Devon Hotel. [#wewriteourstory](#)

