

ACHIEVING EXTRAORDINARY THINGS



HOUSTONE SCHOOL

Section 10 Consultation Report
September 2021



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Part 1 - Executive Summary

In September 2020 the Regional Schools Commissioner approved Advantage Schools as the Trust to run the new secondary school for Houghton Regis. Advantage Schools were the preferred choice of Central Bedfordshire Council to run the school which will open in September 2022.

The school has been named Houstone School following a consultation with the local community. It will serve the communities of Houghton Regis and provide an academic, focussed, well-rounded education to pupils aged 11-16, extending to 11-18 by adding a sixth form in due course. The school is being built in the Kingsland Campus area of Houghton Regis and will have its own sports hall and playing field.

The school will be different to many others. For example, the school day, the ethos and culture, the academic curriculum and the commitment to all pupils participating in meaningful enrichment are all aspects of the school that make it unique. Families will be provided with a genuine and exciting choice in the kind of education their children receive.

We believe that, given the right circumstances, everybody is capable of extraordinary things. Our vision is “to create a family of schools, within which students are empowered and supported to achieve extraordinary outcomes – preparing them for a fulfilling life.”

We will be distinctive not just in what we do but how we do it, abiding by our values of:

Aspiration – the belief that everyone can achieve something great – and does their best.

Honesty – being truthful, genuine, open and trustworthy.

Respect – caring for the feelings, wishes or rights of others and yourself.

To ensure that we achieve our vision in the right way, and with integrity, Advantage Schools operates in accordance with the following principles:

Inclusivity - Ensuring our schools are open to, and supportive of, every child and their family. Supporting the social, emotional, and academic development of every child, so they are intrinsically motivated and free to learn.

Supporting parental choice - Ensuring families have the information needed to choose the right school for their child.

Promoting a knowledge-based curriculum - Development and implementation of knowledge-based curriculums across all our schools, as the best way to raise academic achievement and aspirations for all our students.

Working in partnership - Both within our family of schools and through working with community, regional and national partners, to access best practice and support for our staff, students and their families.

Transparency - By recognising our responsibilities as a publicly-funded organisation, being open at all levels about how we work, and welcoming feedback as a way to continuously improve what we do.

Advantage Schools are really excited about this school and expect it to be a beacon of quality in the local area and a centre of educational excellence.

Part 2 - Consultation Overview

Introduction

Since Advantage Schools was announced as the Trust to run Houstone School we have been working hard to ensure all of the compliance requirements related to the process have been met. One of those requirements is that we have to run a consultation under Section 10 of the Academies Act 2010.

This Act requires anyone entering into arrangements with the Secretary of State in respect of a school, being required to consult with those that it feels are appropriate on whether they should enter into a funding agreement with the Secretary of State in respect of the new school.

Our consultation ran for 6 weeks from 9.00 am on 9th August 2021 to 9.00am on 20th September 2021.

The consultation was run in such a way as to enable as wide a possible range of interested parties to have information about the new school, ask any questions they had and respond to our consultation to help inform our decision making.

Further events are planned to continue interacting with the local community in the lead up to the school opening including visits to local primary schools, further public events (both online and in person), the opportunity for local families to visit our existing schools and the provision of further information through newsletters and the website.

Consultation Questionnaire

Our questionnaire was available through our Houstone School website and we were also prepared for paper copies to be completed however no paper copies were either requested or submitted. A copy can be seen at appendix 1. A privacy notice related to the handling of the information related to the process can be seen at appendix 2.

Consultation methods and communication channels

Website

Advantage Schools launched a website in support of the opening of the new school. This had the link to the consultation on the front page during the consultation period. (See screenshot at appendix 3). The website included and continues to include information on the history of the school, vision and values, news articles, staff, governance, working with us, curriculum and contact information.

Social media – Twitter/Facebook/Instagram

During the consultation period numerous posts referencing the section 10 process and related events were publicised on the above platforms. (See appendix 4 for examples of these)

Email

Emails were sent to key stakeholders including the clerk to Houghton Regis town council, a representative of the Houghton Regis Together group, the Community Development Worker for HR North Bidwell West Development, the local Baptist Church minister, a representative of Houghton Hall Park, the Community Champion at Houghton Regis Morrisons supermarket, a representative of the local football club, councillors and selected local businesses to make them aware of the process and enable them to respond to the consultation.

Public consultation events

(a) Online meeting with members of the public on Tuesday 17 August 2021

An online presentation was made using the Eventbrite system for booking and Zoom for the delivery. This was for members of the local community to hear from key Advantage Schools personnel including the Chief Executive Officer, the Chief Operating Officer, the Director of Education and the Vice Principal of Bedford Free School. During the presentation questions were raised by those attending and addressed. The slides from the presentation can be found at appendix 5. The presentation remains on YouTube (with a link from the School website) and is still being viewed by those with an interest in the School.

(b) Public access opportunities

On 15, 16 and 17 September 2021 representatives of Advantage Schools attended a local supermarket and met with members of the community to discuss the new school. The ability to explain the proposed admissions policy, the school site and location and planned educational provision was met with a broadly positive response.

Local Press

In the week commencing 16 August 2021 an advert was run in the Dunstable Gazette promoting the section 10 consultation and how to get involved. (A copy of the advert can be seen at appendix 6.) We understand that the Dunstable Gazette is the only local newspaper with a substantial circulation in the area. Our advert was also run online and linked to their social media pages as part of the package and an article was also launched at the same time to let people know more about our vision and approach (the article can be seen at appendix 7.) The newspaper also signposted using banner adverts on other related websites (see appendix 8).

Leaflet drop

During the consultation period 6000 leaflets were delivered to homes in the areas including the Parkside estate, Houghton Park, Tithe Farm estate, Bidwell Hill area and Cemetery Road (town centre) area promoting the section 10 consultation and signposting people to where they could respond or get further information. A copy of the leaflet can be found at appendix 9.

Local Primary Schools

Local primary schools were written to during the consultation period about the possibility of staff from Advantage Schools attending to meet parents and staff and whilst these are to take place after the consultation period ended, our interactions did allow us the opportunity to remind those schools of the consultation when direct contact was made.

Part 3 - Consultation Responses and Analysis of issues or concerns raised

Public consultation events

During the online meeting with members of the public a number of questions were asked related to site readiness, teacher retention, sixth form access, under performance of current educational settings, how we will support individuals, funding of the curriculum, access to the behaviour policy, staff recruitment, visiting our other schools, diversity of the staff, options, the curriculum for the new school and admissions. The recording that outlines the responses to these questions can be found at <https://www.houstoneschool.co.uk/houstone-school-parent-information-evening/>

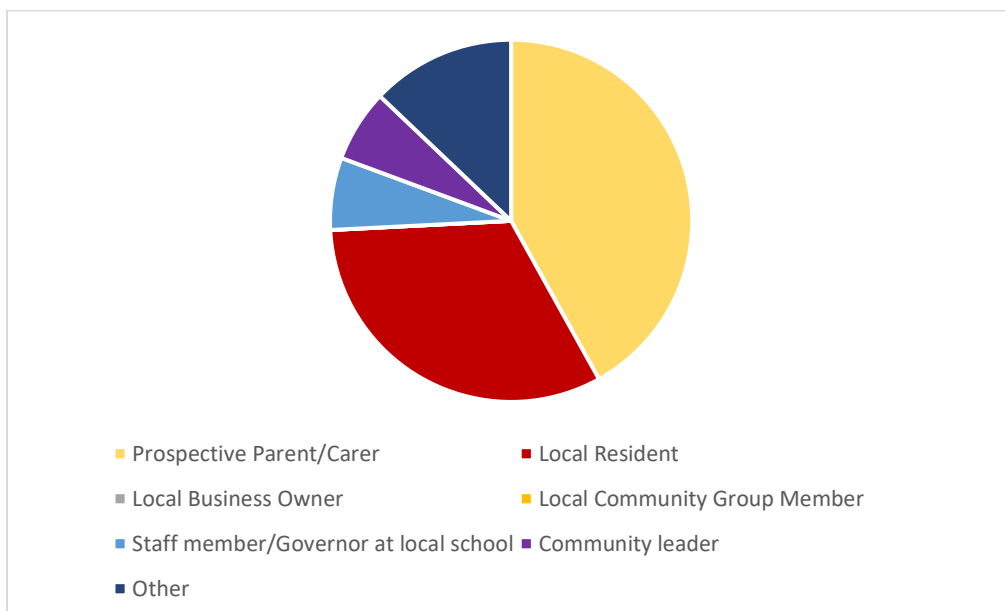
During the sessions at the supermarket conversations were less structured and clarity was provided around a number of issues including but not limited to admissions, the location of the school, the build program, other Advantage Schools schools, the curriculum, how SEN matters would be addressed, discipline and recruitment plans. Further guidance in respect of all of these matters can be/will be available on our website in the coming weeks and months.

Consultation questionnaire

In total we received 31 responses to the consultation. Responses and analysis can be seen below.

Who responded:

Please tick the box that best describes you:	
Prospective Parent/Carer	13
Local Resident	10
Local Business Owner	0
Local Community Group Member	0
Staff Member/Governor at local school	2
Community Leader (Councillor, MP or Voluntary Sector leader)	2
Other	4



Analysis of responses

Whilst it was pleasing to see a number of groups represented, the overall number who responded was low and efforts will continue to encourage further local input into the project as it progresses.

Respondents were asked:

Do you agree that opening the proposed Houstone School will provide extra choice for parents and meet a need to provide additional school places in Houghton Regis?

Yes	29
No	2



Analysis of responses

Those that responded overwhelmingly agreed that the new school would provide extra choice and meet a need for additional school places in the area.

Do you support the vision and values for the School?

Yes	30
No	1



Analysis of responses

The responses received again strongly supported the vision for the school

Do you think that Advantage Schools should enter into a Funding Agreement with the Secretary of State for Education to open Houstone School?

Yes	28
No	3



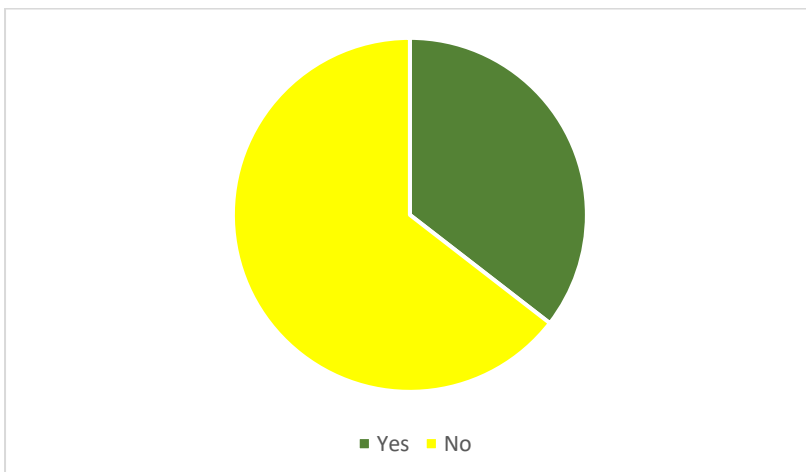
Analysis of responses

The responses were supportive of the proposition that Advantage Schools should proceed with the project and enter into a funding agreement.

The consultation also allowed respondents to indicate if they would like to get more involved with the School/Trust. They responded as follows:

I would like to find out more about joining the School's Local Governing Body

Yes	11
No	20



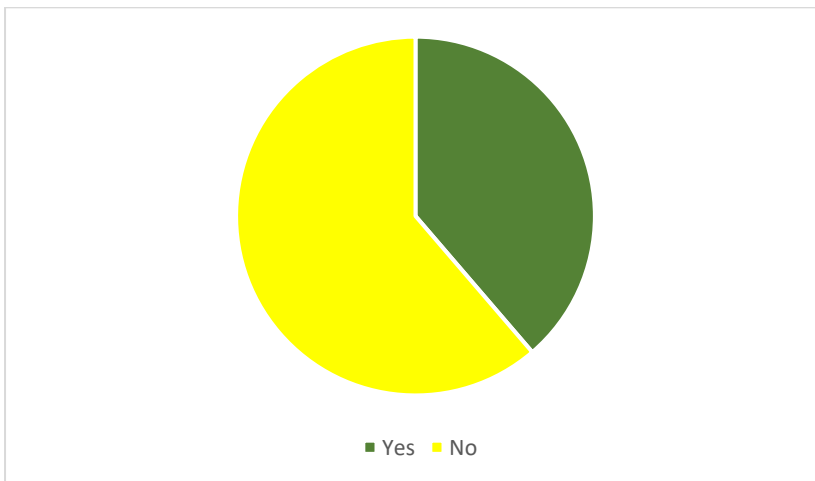
I am involved with local business/industry/higher education and am keen to develop links with the School

Yes	1
No	30



I would like to hear about any vacancies for employment at Houstone School.

Yes	12
No	19

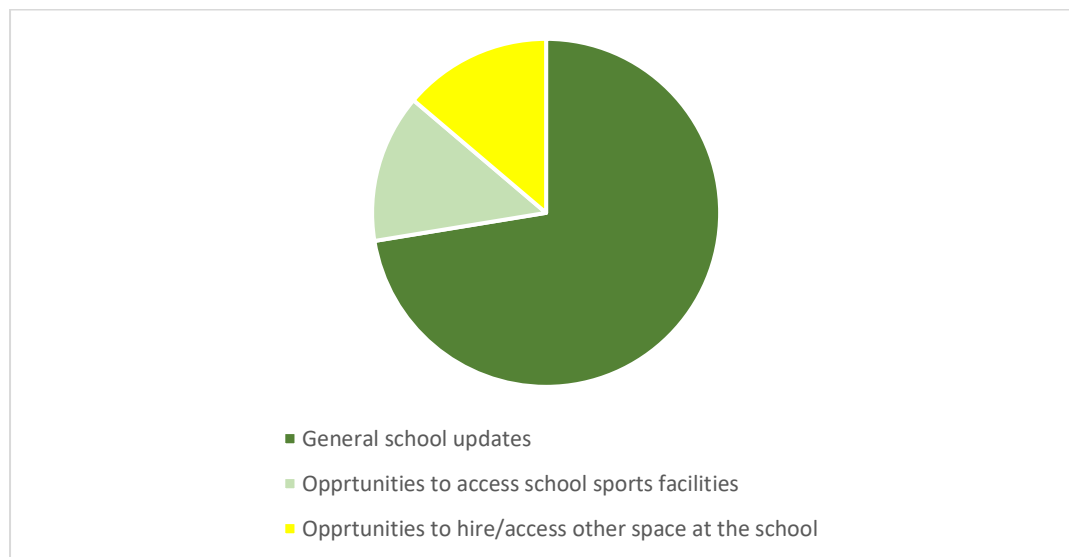


Analysis of responses

Some useful links were made through the process and we will be in touch with those who have expressed an interest in due course. The results of this section and the consultation as a whole suggest that there is further work to be done with local businesses. This will be addressed as the project progresses.

Respondents were invited to let the School know if they wanted further information about opportunities and to be kept updated. The results were as follows:

General school updates	21
Opportunities to access school sports facilities	4
Opportunities to hire/access other space at the school	4



Analysis of responses

There is a clear desire of respondents to remain informed about the progress of the project and opportunities. These matters will be addressed via the website, social media and emails as applicable.

Finally respondents were invited to make any further comments that they wished to make about the school. **Please note that redactions have been made in order to ensure that the responses are anonymised in accordance with our privacy notice.**

The responses were as follows:

Comment from respondent	Advantage Schools response
My [redacted] child will be joining from [redacted] she has server educational needs and a EHCP , it worries as she struggles with pressure homework, as we have no quiet space at home to do it and myself and her father work , she finds it frustrating when classes are distracted by other students, she was receiving help and had a SEND teacher who has now left ,so she receives no 1 to 1 help	We anticipate that our routines and structures, together with supported timetabled sessions of reading and 'prep', will support these pupils in a disproportionate and positive way.
I would really like to know about what support will be in place for children with a SEN in order for the same opportunities to be open to them? I would also like to know if prep is compulsory?	All aspects of the school day are compulsory, except for sporting fixtures. We will have a longer school day explicitly to support those who find it difficult to complete homework or

<p>It is a very long day for a child to be in a school environment every day if they find it overwhelming.</p>	<p>ensure that they have maintained the pace of the curriculum.</p> <p>Houstone School will be an inclusive school – our routines and structures will be designed to support the most vulnerable, including those with SEND. Being organised with the support of staff, a predictable school day, purposeful environment and very high standards of behaviour will help ensure that pupil feel safe and able to learn.</p> <p>Of course, there are some exceptions where pupils will need additional support to meet our very high expectations. These exceptions will be dealt with on a case-by-case basis by our SENDCO and their team. We will work with families to ensure that all children are provided for and can meet the very high expectations of Houstone School.</p>
<p>Let's hope it makes a better job than the last academy who starved the school of equipment and resources to go to other sites</p>	<p>We can't comment on other schools. We are a new school that is different to any other, being run by a different organisation that is also a charity.</p>
<p>I really enjoyed the Zoom meeting and learning more about the school, it's definitely a school we're now seriously considering sending our son to.</p>	<p>Please feel free to get in touch with any further questions.</p>
<p>The ethos and values sound amazing and very similar to the school I used to work for. It would be brilliant to have that sort of ethos and standing in Houghton Regis. I would send my daughter there.</p>	<p>We are looking forward to meeting you and working with you.</p>
<p>We were not made aware we of the consultation process and did not receive the notice until the 23rd of Aug. Since the consultation started on the 9th and I understand there was a presentation on the 17th some considerable time has elapsed. This does not provide a convincing example of engaging with the community and the competence of Advantage Schools.</p>	<p>We're sorry that you did not receive notice of the consultation. We made the consultation period six weeks long to maximise the opportunity of people responding, and carried out five separate community events to ensure take-up. The presentation on 17th August was recorded with the recording made available on YouTube throughout the remainder of the consultation and is still visible if you would like to watch it. We are delighted that you were able to respond.</p>
<p>Houghton Regis is described as a deprived area, which I believe instantly gives a negative and harmful message to our children that they are doomed to fail.</p> <p>From the information I have read, Advantage school really seems a beacon of hope for our children to completely dismiss this 'deprived' label and make them believe that they can reach the stars.</p>	<p>Thank you for your comments. We don't believe that demography should be destiny and are determined that all pupils, including the most disadvantaged, get the very highest quality of education, the highest expectations, and are able to achieve. We are looking forward to working with you.</p>

<p>[Redacted], I have been watching the developments of Houstone school quite intently and am optimistic that my younger children's educational future now looks good. I hope (covid allowing) that face-to-face meetings can be arranged as not all of us parents like virtual meetings.</p>	
<p>[Redacted], I have been active in seeking the early provision of a new school. I believe it is important for the established community of Houghton Regis as well as those who will be moving into the new housing now under construction. I believe it will play a key role in building community cohesion as we look ahead.</p>	<p>Thank you for your comments. We will work with other local schools to be collaborative for the benefit of the local community.</p>
<p>Will there be someone appointed to help raise funds for the school, by hiring out it's facilities for private use to external clubs and events/ charity events? [Redacted]</p>	<p>We do intend to make our facilities open to community groups and individuals. We will also be open to the idea of a "Friends of Houstone School" group. Please visit the "Working With Us" and "Vacancies" pages on the website for more information about recruitment and our talent pool.</p>
<p>I am delighted by the opening of a splendid new secondary school for Houghton Regis. I believe that it will raise aspirations and educational standards in our expanding town.</p>	<p>We are pleased that you feel this way and hope that we can meet and surpass your expectations.</p>

Part 4 – Conclusion & Acknowledgements

Having completed the consultation we believe that we have given a broad array of people the opportunity to learn more about the plans for the new school and the feedback received will be kept in mind as the project proceeds. The Trust are generally very pleased with the support for the new school and look forward to working with not just the respondents to the consultation but also the broader community in order to make the school something that everyone can be proud of.

The Trust would like to thank everyone who took the time to respond to the consultation and also to thank those that we met during the various events that have been held. We value your views and support.

Appendix 1 – Consultation Questionnaire



Houstone School Section 10 Consultation

...

* Required

1. Please select the option that best describes you: *

- Prospective Parent/Carer
- Local Resident
- Local Business Owner
- Local Community Group Member
- Staff Member/Governor at local school
- Community Leader (Councillor, MP or Voluntary Sector leader)
- Other

2. Do you agree that opening the proposed Houstone School will provide extra choice for parents and meet a need to provide additional school places in Houghton Regis? *

- Yes
- No

3. Do you support the vision and values for the School? *

- Yes
- No

4. Do you think that Advantage Schools should enter into a Funding Agreement with the Secretary of State for Education to open Houstone School? *

- Yes
- No

5. We are very interested to hear from people and organisations who can bring skills and expertise to our exciting new school. Please select as many of the options below as appropriate and enter your email address (text box in question 6) if you would like to be contacted about any opportunities.

*

	Yes	No
I would like to find out more about joining the School's Local Governing Body	<input type="radio"/>	<input type="radio"/>
I am involved with local business/industry/higher education and am keen to develop links with the School	<input type="radio"/>	<input type="radio"/>
I would like to hear about any vacancies for employment at Houstone School.	<input type="radio"/>	<input type="radio"/>

6. Please enter your email address (or postal address) if you would like to be contacted about any opportunities:

7. If you would like to receive updates about the School's progress, please indicate which areas are of most interest to you and enter your email or postal address in the text box in question 8.

- General school updates
- Opportunities to access school sports facilities
- Opportunities to hire/access other space at the school

8. If you answered that you would like to receive updates about the School's progress, enter your email or postal address in the text box.

9. Do you have any further comments you wish to make about the new school?

Submit

Appendix 2 – Privacy Notice related to section 10

You have a legal right to be informed about how we use any personal information that we hold about you. To comply with this, we provide a 'privacy notice' to you where we are processing your personal data. This privacy notice explains how we collect, store and use personal data about you. We, Advantage Schools are the 'data controller' for the purposes of data protection law. Our data protection officer is Mr C Beeden (see 'Contact us' below).

1. What data do we hold?

Personal data that we may collect, use, store and share includes, but is not restricted to:

- Contact details including, where provided, name, postal address and/or email address
- Responses to our section 10 consultation

2. How we will use your information?

The following sections set out why we are processing your information, the legal basis for and duration of our processing of your information and who your information will be shared with.

We will process your information to inform the response to our section 10 consultation and to enable us to compile a consultation report for submission to the Department for Education. Any documentation submitted to the Department for Education will be anonymised.

We may process your information to contact you about the responses you have made in the consultation form or to provide you with information or updates that you have requested.

The legal basis for holding this information is your consent. You will be deemed to have consented by completing the consultation. You may withdraw this consent at any time. How you go about withdrawing consent if you wish to do so is outlined below.

We will not use your personal information for marketing or promotional purposes unless your consent has been given. By adding your email address or postal address to the consultation response we will deem this as your consent to contact you either regarding your responses, if applicable, or to provide you with information or updates that you have requested.

We will store your personal data for no longer is necessary for us to fulfil the purpose for which it was obtained or until you ask us to delete your data by contacting us as by email at info@houstoneschool.co.uk.

3. How to access the personal information we hold about you

Individuals have a right to make a 'Subject Access Request' to gain access to personal information that the school holds about them.

If you make a subject access request, and if we do hold information about you, we will:

- Give you a description of it
- Tell you why we are holding and processing it, and how long we will keep it for
- Explain where we got it from, if not from you
- Tell you who it has been, or will be, shared with
- Let you know whether any automated decision-making is being applied to the data, and any consequences of this
- Give you a copy of the information in an intelligible form

You may also have a right for your personal information to be transmitted electronically to another organisation in certain circumstances.

If you would like to make a request, please contact our data protection officer.

4. Your other rights regarding your data

Under data protection law, individuals have certain rights regarding how their personal data is used and kept safe. You have the right to:

- Object to the use of your personal data if it would cause, or is causing, damage or distress
- Prevent your data being used to send direct marketing
- Object to the use of your personal data for decisions being taken by automated means (by a computer or machine, rather than a person)
- In certain circumstances, have inaccurate personal data corrected, deleted or destroyed, or restrict processing
- Claim compensation for damages caused by a breach of the data protection regulations

To exercise any of these rights, please contact our data protection officer.

5. How we store this data

Personal data we collect as part of the consultation process is stored in line with our data protection policy that can be found at <https://www.advantageschools.co.uk/privacy-notice/>.

We use the Information and Records Management Society's toolkit for schools which sets out how long we must keep information.

6. Complaints

We take any complaints about how we collect and use your personal data very seriously, so please let us know if you think we've done something wrong. You can make a complaint at any time by contacting our data protection officer. You can also complain to the Information Commissioner's Office in one of the following ways:

- Report a concern online at <https://ico.org.uk/concerns/>
- Call 0303 123 1113
- Or write to: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

7. Contact

If you have any questions, concerns or would like more information about anything mentioned in this privacy notice, please contact our data protection officer:

- Mr. C Beeden via contact@school-dpo.co.uk

Appendix 3 – Website Screenshot



ACHIEVING EXTRAORDINARY THINGS

HOUSTONE SCHOOL – SCHEDULED TO OPEN SEPTEMBER 2022

Welcome to Houstone School

In September 2022 a brand new secondary school will open in Houghton Regis. This school will provide excellent education to local children. We are delighted that Advantage Schools were selected as the Trust to run the new school, and we are working in partnership with local families to serve the communities of Houghton Regis to provide an academic, focussed well-rounded education to pupils aged 11-18.

Our school will be different. For example, the school day, the ethos and culture, the academic curriculum and our commitment to all pupils participating in meaningful enrichment are all aspects of the school that make us unique. We will therefore provide families with a genuine and exciting choice in the kind of education their children receive.

We are really excited about this school, and are aiming for it to be a real beacon for the local area.

The school is being built in the Kingsland Campus area of Houghton Regis and will have its own sports hall and playing field.

We will be accepting admissions to pupils in years 7, 8, 9 and 10 in the first instance. The school is intended to grow to 900, with the option of a sixth form being added in later years.

Please keep checking back on the website, and follow our accounts on Facebook, Instagram and Twitter for further updates.

We are under a duty under section 10 of the Academies Act 2010 to consult with the community on whether Advantage Schools should enter into a Funding Agreement for the new school with the Secretary of State. If you would like to be kept up to date with the school build, admissions and upcoming events, please sign up to our mailing list using the link below.

Our consultation period is running from **9.00 am on 9th August 2021 to 9.00am on 20th September 2021**. We believe that involvement with the local community is key to us being able to deliver the best possible school and we would therefore really appreciate it if you could take the time to respond to the consultation. In order to do this, first take a good look through the website and then complete a short questionnaire which is linked below. We will also be conducting other events in the local area where you can come and speak to staff from Advantage Schools and ask any questions so please keep an eye on our "News" page for further information.

[Section 10 questionnaire](#)

Please find our privacy notice [here](#).

Appendix 4 – Examples of social media posts

Twitter

The screenshot shows the Twitter profile page for Houstone School. At the top, the time is 16:08. The profile header shows 'Houstone School' with 46 tweets. Below the header are tabs for 'Tweets', 'Tweets & replies', 'Media', and 'Likes'. The first tweet is a thread snippet about a 'FAMILY INFORMATION EVENT' on 17th August from 7.30-8.30, mentioning Mr Lock, Chief Executive of @advschools. The second tweet, dated 09/08/2021, announces that the Section 10 Consultation period is now open and provides the website houstoneschool.co.uk. The third tweet, dated 03/08/2021, is a retweet of a video. The video has a green background and features the Houstone School logo at the top. The main text on the video reads 'OUR WEBSITE IS NOW LIVE!' in large yellow letters. Below this is a laptop displaying a website with the slogan 'ACHIEVING EXTRAORDINARY THINGS'. The website URL 'www.houstoneschool.co.uk' is shown at the bottom of the video. A '0:03' duration indicator is in the bottom left corner of the video frame, and a blue circular button with a white plus sign and a feather icon is in the bottom right corner. Below the video, it says '1,058 views'. At the very bottom of the screen is the Twitter navigation bar with icons for home, search, notifications, and messages.

16:08

Houstone School
46 Tweets

Tweets Tweets & replies Media Likes

FAMILY INFORMATION EVENT.
7.30-8.30 17th August
Mr Lock, Chief Executive @advschools will b...
[Show this thread](#)

Houstone School @Houstone... · 09/08/2021 ...
Our Section 10 Consultation period is now open.
For more information and to respond to the
consultation, please visit houstoneschool.co.uk

Houstone School Retweeted
Houstone School @Houstone... · 03/08/2021 ...

OUR WEBSITE IS NOW
LIVE!

ACHIEVING
EXTRAORDINARY THINGS

www.houstoneschool.co.uk

0:03

1,058 views



Houstone School



Posted by Stuart Lock

9 Aug · 🌐

Our Section 10 consultation started at 9am this morning and will run until 9am on 20th September. To respond to the consultation and for further information, visit

www.houstoneschool.co.uk



**Our Section 10
Consultation is now open.**



Visit www.houstoneschool.co.uk for more information and to respond to the consultation.

Instagram

16:06



houstoneschool 9+



Houstone School

A new school in Houghton Regis, opening for Years 7, 8, 9 and 10 in September 2022.

www.houstoneschool.co.uk/

Edit Profile ^

Discover people

See All

<p>Lifestyles @ Houghton Followed by lifestylesatdunstable</p> <p>Follow Back</p>	<p>The Tactic Centre Followed by 4ypuk_ltd + 1 more</p> <p>Follow</p>	<p>Sloane Followed by</p> <p>Fol</p>
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Appendix 5 – Presentation slides



HOUSTONE SCHOOL



**HOUSTONE SCHOOL
INFORMATION EVENING
Prospective Families**

Stuart Lock
Chief Executive, Advantage Schools

ACHIEVING EXTRAORDINARY THINGS

1

Our Team



Stuart Lock
CEO



Simon Campbell
Chief Operating Officer



Sally Stanton
Director of Education



Jenny Hill
Chief Financial Officer



Sophie Heron
Executive Assistant



ACHIEVING EXTRAORDINARY THINGS

2

Our Team



Naomi Bell
Director of Maths



Michael Cox
Community and Partnerships



Jane Herron
Founding Vice Principal



Paul Smith
Facilities Manager



John Moore
Data Controller & IT Systems



ACHIEVING EXTRAORDINARY THINGS

3





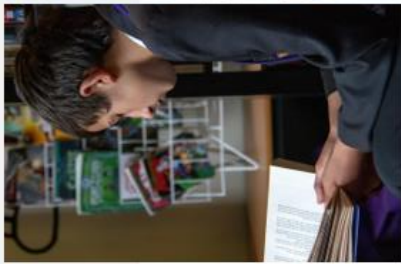
Who are we?
Advantage Schools

4



Vision

WE BELIEVE THAT GIVEN
THE RIGHT
CIRCUMSTANCES, ALL
CHILDREN ARE CAPABLE
OF EXTRAORDINARY
THINGS



ACHIEVING EXTRAORDINARY THINGS

5



Why are we opening this school?



ACHIEVING EXTRAORDINARY THINGS

6



Building

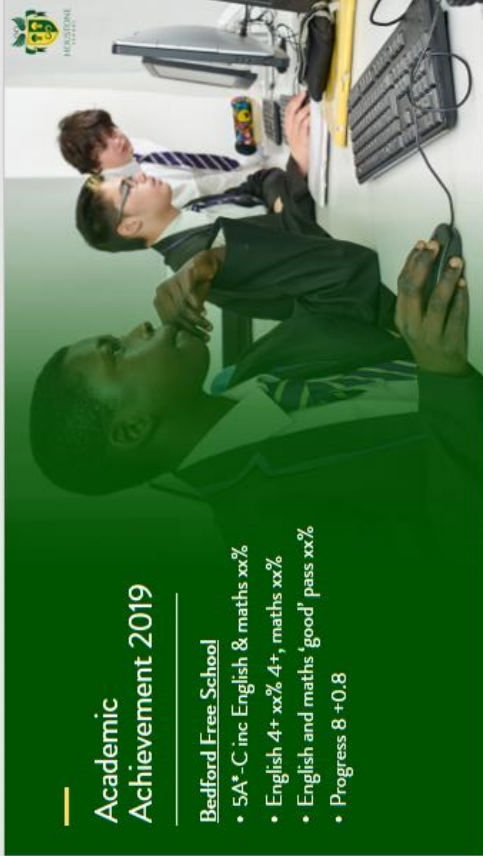
7



Building

- Progress to date
- Next site visit
- Trust input on the build
- Plan B
- Commitment to success of the project

8



Academic Achievement 2019

Bedford Free School

- 5A* - C in English & maths xx%
- English 4+ xx% 4+, maths xx%
- English and maths 'good' pass xx%
- Progress 8 +0.8

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Bedford Free School OFSTED

"The very calm atmosphere at the school enables pupils to learn with great focus."

"Pupils are very well behaved."

"Some pupils told us that joining this school has transformed the way they behave. They say that they now can do well in education and have improved life chances."

"Leaders have designed an impressive curriculum for personal development. Pupils access a very wide range of activities that enrich their learning. They pursue their talents and interests with great enthusiasm."

"Leaders ensure that the curriculum and teaching meet the needs of all pupils, including those with special educational needs and/or disabilities (SEND)."

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What makes us unique?

- Small school feel
- Ambitious curriculum
- Routines and structure
- A focus on academic standards
- Longer school day and extended opening
- DEAR
- Prep
- Electives
- Approach to SEND
- Trips and cultural experiences

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Electives include:

ACHIEVING EXTRAORDINARY THINGS

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ACHIEVING EXTRAORDINARY THINGS

The Arts

- International trips,
- Celebration assemblies
- Several showcase events a year
- Accessible and affordable activities, clubs and sports
- Music for all

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ACHIEVING EXTRAORDINARY THINGS

Sport and recreation

- Rugby
- Dance
- Netball
- Archery
- Hockey
- Football
- Badminton
- Gymnastics
- Trampolining
- Sports Leaders
- Links with district clubs
- Inter-school competition
- Sports Day

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ACHIEVING EXTRAORDINARY THINGS

Pastoral Care

Pastoral support is very strong.
We create a supportive learning environment for all our pupils, regardless of their backgrounds or attainment.

NB Pastoral Co-ordinator, Form Tutor, Student Leadership, Student Reception, SLT

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ACHIEVING EXTRAORDINARY THINGS

Involvement of families

- Achievements
- Test scores
- Progress
- Attendance
- Behaviour


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Communication with Parents/Carers

- In person
- Telephone
- Letters
- Email/ text
- Website
- Parents' Evenings
- Parents' Forum

ACHIEVING EXTRAORDINARY THINGS



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Transition/Primary Day/ Week: July 2022

ACHIEVING EXTRAORDINARY THINGS




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Admissions

- Houstone School is a non-selective school
- To apply for a place in September 2022, contact Admissions at Central Bedfordshire Council. The deadline is October 31 2021.

ACHIEVING EXTRAORDINARY THINGS



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Consultation survey

We have a duty under Section 10 of the Academies Act 2010 to consult with the community on whether Advantage Schools should enter into a Funding Agreement for the new school with the Secretary of State.

We value your views on this exciting project and hope you will take the time to participate in the consultation.

To do this please visit our website at www.houstoneschool.co.uk.

ACHIEVING EXTRAORDINARY THINGS



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Questions

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Next....

- A chance to find out more...
- Monthly online updates
- Follow us on social media
- Fill in our consultation
- Help us spread the word
- Register at info@houstoneschool.co.uk
- Keep checking www.houstoneschool.co.uk

ACHIEVING EXTRAORDINARY THINGS

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Appendix 6 - Dunstable Gazette Advert



HOUSTONE SCHOOL



Brand new school opening in Houghton Regis in September 2022

The brand new Houstone School, run by Advantage Schools, will be accepting applications for admission from families with children who will be in years 7, 8, 9 and 10 in September 2022. Built on the Kingsland Campus, the school will hold 900 pupils plus a sixth form when full.

Houstone School will be different. It will have a longer school day, firm standards of behaviour, a highly academic curriculum and all pupils will participate in meaningful enrichment, including reading classic books every day.

We have a duty under Section 10 of the Academies Act 2010 to consult with the community on whether Advantage Schools should enter into a Funding Agreement for the new school with the Secretary of State.

We hope you will take the time to participate in the consultation on our website: www.houstoneschool.co.uk by 20th September 2021.

You can also meet us! Please keep an eye on our website and follow us on social media.

Applications for admission open Sept 2021 for entry in years 7-10 in Sept 2022



Email info@houstoneschool.co.uk to be added to our news updates

www.houstoneschool.co.ukinfo@houstoneschool.co.uk[@HoustoneSchool](https://www.facebook.com/HoustoneSchool)[@HoustoneSchool](https://twitter.com/HoustoneSchool)[@HoustoneSchool](https://www.instagram.com/HoustoneSchool)

If you require paper copies to respond to the consultation, please send a request in writing FAO Executive Assistant - Advantage Schools, Cauldwell House, Cauldwell Street, Bedford, MK42 9AD.

ACHIEVING EXTRAORDINARY THINGS

Houstone School puts The Sophie Test at its core

Stuart Lock, Chief Executive of Advantage Schools, sets out his promise for Houstone School - the new secondary school in Houghton Regis.

Promoted by Advantage Schools

Wednesday, 25th August 2021, 2:37 pm



Advantage Schools' CEO Stuart Lock has a bold vision for education

I want to send my children to a school that provides these three things: excellent behaviour, strong teaching, and great extra-curricular experiences.

I want my children to go to a school where leaders take responsibility in ensuring all pupils receive these things as their entitlement.

In my School Trust, Advantage Schools, we all believe this: If it is not good enough for our own children, it is not good enough for anyone's children.



***Houstone School will apply what works so well in their existing schools:
Concertus Design and Property Consultants Ltd***

All of the staff we employ in our schools share this belief. We call it The Sophie Test, named after the daughter of one of our founders. It means we check every decision against this standard: would this be good enough for my own child?

We are delighted to have been selected by the local authority to open this new school. It is a privilege to be able to serve the community, and we are committed to doing so. At Advantage Schools, we have experience of successfully establishing great secondary schools. In 2012, we opened Bedford Free School, which is now graded as outstanding by Ofsted, and its [attainment measures are comfortably in the top 150 schools in the country](#). This is because of our approach, including the Sophie Test.

In opening Houstone School, we will apply what we do so well in our existing schools. We have named it Houstone, pronounced “How-Stone”, after consulting with the local community. Nearly 400 responses showed this to be the most popular name, and it is the historic name for Houghton Regis, as referenced in the Domesday Book nearly 1000 years ago.

We will have very high expectations of pupils, and expect families to be heavily involved, playing their part. Pupils will work very hard, because we know that there are no shortcuts to success. We will employ some of the best teachers in the country, and we will train them exceptionally well. We will deliver a highly academic curriculum with an entitlement to enrichment – all pupils will do extracurricular activities as a part of our longer school day.

In a few years, our school will grow to hold 900 pupils plus a sixth form, and because we have already achieved this with our school in Bedford, these are not empty promises, but ones that we will deliver on. As chief executive, I take personal responsibility for this. I also have a personal interest – for the Sophie Test is not

hypothetical – as my own three children (aged 5, 8, and 11) all attend schools run by our Trust.

I really believe in our approach to running schools.

If you wish to be a part of our journey, or to join our school, you can get updates from [our website](#) or follow us on the following accounts: [Facebook](#), [Twitter](#), or [Instagram](#).

We would particularly encourage interested families, colleagues and prospective governors to register for updates by emailing info@houstoneschool.co.uk. Applications for admissions open this September for pupils who will be moving into Years 7, 8, 9 or 10 in September 2022.

We will also shortly be looking for local governing body members who have exceptional skills to volunteer to help us run the new school and ensure it is one of the very best in the country. We also have regular opportunities to meet with the Houstone School team, which you can find via any of these channels.

I look forward to meeting you soon.

Stuart Lock,
Chief Executive,
Advantage Schools.

Contact details:

Stuart Lock - CEO
slock@advantageschools.co.uk
07458 641073

Sophie Heron – Executive Assistant
sheron@advantageschools.co.uk
07538 328270

Appendix 8 – Banner Advert



HOUSTONE SCHOOL

A brand new school opening in
Houghton Regis in September 2022



For more information and
to complete the
consultation survey,
CLICK HERE

✉ info@houstoneschool.co.uk

f @HoustonSchool

🐦 @HoustonSchool

ACHIEVING EXTRAORDINARY THINGS

HOUSTONE SCHOOL

Section 10 Consultation



A brand-new school will be opening in Houghton Regis in September 2022.

Houstone School, run by Advantage Schools, will be accepting applications for admission from families with children in years 7, 8, 9 and 10 in September 2022.

Houstone School is being built on the Kingsland Campus and will have its own sports hall and playing field.

The school will hold 900 pupils when full, with the option of a sixth form being added in later years.

Houstone School will be different: the school day, the ethos and culture, the academic curriculum and our commitment to all pupils participating in meaningful enrichment make us unique. We will provide families with a genuine and exciting choice in the kind of education their children receive.



To open the school, we have a duty under Section 10 of the Academies Act 2010 to consult with the community on whether Advantage Schools should enter into a Funding Agreement for the new school with the Secretary of State. We value your views on this exciting project and hope you will take the time to participate in the consultation. To do this please visit our website at www.houstoneschool.co.uk.

You can also meet the CEO and teachers of Advantage Schools via regular events. Please keep an eye on our website for more information about these events and our latest news or follow us on social media.

Our consultation period will run from 9.00am on 9th August 2021 to 9.00am on 20th September 2021.

If you require paper copies to respond to the consultation, please send a request in writing FAO Executive Assistant - Advantage Schools, Cauldwell House, Cauldwell Street, Bedford, MK42 9AD.

 www.houstoneschool.co.uk



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