

### **Free Schools - Proposal Form**

The Proposal Form asks you for details on the educational aims and objectives, parental demand and premises of the proposed Free School. It also asks questions about the suitability of the provider(s) involved. All new Free Schools will be opened with the same legal status as Academies, in a binding agreement with the Secretary of State.

Please note, all information provided in this form will be published on the Department for Education website.

#### **INITIAL DETAILS**

**Name** (Please specify if you are the nominated representative of an organisation that wishes to set up a Free School)

██████████ (Education Director)

**Name of your organisation**

The Childcare Company

**Address** (of organisation or individual)

██████████, ██████████, Langley, Berkshire, ██████████

**Email Contact**

██████████

**Telephone Number**

██████████

**Are you an existing independent school wanting to convert to a Free School?**

**No**

**If yes, please provide your 6-digit school unique reference number (URN)**

**If no, please confirm the nature of your organisation** (educational group / charity / business / parent group etc)  
EDUCATION AND TRAINING COMPANY

**Please confirm whether your organisation is incorporated** i.e. set up as a Company which is registered at Companies House. If so, please provide the Company Registration Number, Company Address and details of the Directors and Secretary. If not, please indicate the approximate date by which it will be incorporated.



**Yes, our organisation is incorporated**

Company Registration Number: 03133472

Company Address: The Childcare Company, [REDACTED],  
[REDACTED],  
Langley, Berkshire, [REDACTED]

Details of Directors and Secretary: Education Director: [REDACTED]  
Commercial Director and Company Secretary: [REDACTED]

**No, our organisation is not yet incorporated**

Approximate date by which it will be incorporated:

**In which Local Authority area will the school be based?** If you are near to a LA boundary, please include name of neighbouring LA(s)

Local Authority	Slough Unitary Authority
Neighbouring LAs	South Buckinghamshire

**Is your Local Authority aware of your intention to set up a Free School?**

**Yes**

(If Y please give details of your discussions with them so far)

I have an appointment booked to see [REDACTED], [REDACTED] for Slough Unitary Authority on Monday 9<sup>th</sup> August. She is aware of our intention to set up a free school in outline and I hope that when we meet I will be able to provide her more detail.

**SUITABILITY OF PROVIDER**

The Secretary of State will consider each proposal on its merits, and take into account all matters relevant to that proposal: Generally, he would expect that all proposals will comply with all aspects of the rigorous suitability and vetting tests throughout the application process, including due diligence and CRB checks and will reject any proposers who advocate violence, intolerance, hatred or whose ideology runs counter to the UK's democratic values.

Do any of the following apply to the organisation (or any consortium member}, or to (any of) its director(s)/partners/proprietor(s) or individual applicants (select Y/N):	
Is in a state of bankruptcy, insolvency, compulsory winding up, receivership, composition with creditors (including any Individual Voluntary Arrangement), or subject to an Administration Order or any legal proceedings concerning their solvency?	No
Has been convicted of a criminal offence?	No
Is involved in any illegal activities?	No
Has not fulfilled obligations related to payment of taxes?	No
Is guilty of serious misrepresentation in supplying information?	No
Is not in possession of relevant licences or membership of an appropriate organisation where required by law?	No
Is barred from certain work with children as a result of being:	
[a] included in the list of those barred from Regulated Activity with children, kept by the Independent Safeguarding Authority? Or	No
[b] included in the list kept under section 1 of the Protection of Children Act 1999(4) (list of those considered by the Secretary of State as unsuitable to work with children)? Or	No
[c] subject to a direction of the Secretary of State under section 142 of the Education Act 2002 (5) (or any other disqualification, prohibition or restriction which takes effect as if contained in such a direction)? Or	No

<p>[d] disqualified from working with children under sections 28, 29 or 29A of the Criminal Justice and Court Services Act 2000(6)?</p> <p>For further information on [a], [b], [c] and [d], please contact the CRB <a href="http://www.crb.homeoffice.gov.uk">www.crb.homeoffice.gov.uk</a>.</p>	<p>No</p>
<p>Is disqualified from registration under Part 10A of the Children Act 1989(7) for child minding or providing day care?</p>	<p>No</p>
<p>Is disqualified from registration under Part 3 of the Childcare Act 2006(8)?</p>	<p>No</p>
<p>Is a member, or has been a member in the past, of a proscribed organisation?</p>	<p>No</p>
<p>If the answer to any of these questions is "Yes" please give details below:</p>	

## EDUCATIONAL AIMS AND OBJECTIVES

**Briefly outline your reasons for wanting to set up a Free School, Max 200 words.**

I am a qualified teacher and have run schools and nurseries for more than 30 years. I believe that my experience in providing high quality education has, in the past, positively impacted upon standards in local schools and this opportunity will enable me to be an influence on local education once again.

### 1. MODEL EXCELLENCE

In March 2010, the BBC reported that Slough primaries had amongst the worst levels of unauthorised absence (1.54%) in England for 2009.

██████████, ██████████, said that engaging parents was an important factor for change. I have an excellent track record for engaging parents and could provide an example for local schools to follow.

### 2. IMPROVE RESULTS

In 2008, the Key Stage 2 tests for the Slough area indicated that in English, the local results were 5% below the national average, and in mathematics they were 2% below. In 2007 they were 6% below for mathematics. I believe that I can have a positive impact upon standards and raise expectations and achievement in all areas of the curriculum.

### 3. INCREASING LOCAL POPULATION

The Slough Borough Council Department 'Primary Strategy for Change' March 2009 states that:

"The increasing birth numbers in Slough mean that the provision of school places offered in some areas of Slough will also be increased and buildings will be extended to meet this need."

"Since 2001/2002, births have increased by 31.7%. Numbers rose by 8.9% between 2005 and 2006 and by 10% the year after. 2006-7 figures show 2,457 births were recorded. The difference between the projected demand in September 2010 and availability is 155. The following year, this shortfall of places is expected to rise to 342 places."

### 4. INCLUSION

I believe the time is now right to offer all local children the opportunity to enjoy the education I was previously only able to offer to a few. The only barrier that existed was cost of fees, and many parents wanting the sort of education I could provide were unable to access it.

**Please set out the Free School's aims and objectives.** You should also describe:

- the teaching methods that will be used and whether the Free School will follow a particular philosophy (eg Montessori);
- the outline of the Free School's proposed curriculum, including

- any religious ethos;
- how the Free School will improve pupil learning and ensure strong discipline;

Max 2000 words.

#### THE FREE SCHOOLS AIMS

1. To give all children a really good, basic understanding of literacy and numeracy concepts which opens doors to further learning.
2. To provide an educational facility that will enable all children to discover their talents and skills and achieve success and fulfilment through developing these skills to a high standard.
3. To work in close partnership with parents to provide children with a secure, loving and inspirational environment in which they can thrive.
4. To follow the Whole Education philosophy which seeks to develop young people's practical skills and theoretical knowledge, whatever their ability.  
(See RSA article attached as an appendix for more details of this philosophy).

#### ADMISSION PROCEDURE

The school will welcome children from all backgrounds and will adopt a fully inclusive approach to all school procedures but particularly admissions. We will actively market the school in more deprived areas of Slough, seeking to encourage applications from children from these backgrounds. Slough has a wide spectrum of family backgrounds and it will be important to us that the school represents this.

If the school is oversubscribed, the criteria for selection will be in the following order:-

- a) Brothers and sisters of existing pupils including half brothers and sisters
- b) Brothers and sisters of past pupils including half brothers and sisters
- c) Distance from school as defined by postcode on the shortest route indicated on Google maps.

#### OVERVIEW

Teaching will be delivered by highly experienced, enthusiastic and dedicated teachers who share my passion for giving children an excellent head start to their primary education and creating opportunities for children to shine.

Teaching will be multi-sensory and involve pupils at every level in the process.

Good, appropriate use of technology will enhance learning and provide the basis for monitoring a child's progress giving regularly weekly feedback to parents, Children will be involved in setting themselves targets and goals and review their progress through discussion with their teachers.

For children to learn I believe they need to be happy and confident so there will be lots of opportunities taken to praise, encourage and reward effort and achievement.

The school will use The Arts to provide a richness to the curriculum that is essential for providing an 'all round' education.

a) All children in Year 1 & 2 will learn to play the recorder and the violin. In

Year 3, children will select from a wide range of musical instruments and small group music lessons will be part of the curriculum. From Year 4 onwards, children can join the orchestra.

b) Children will start performing in Year 1 by taking part in 'show and tell' sessions and weekly class led assemblies. They will grow from these experiences to take on roles in school plays and major musical productions from Year 3-6.

c) The school will have a number of choirs and small ensemble groups, catering for a variety of musical styles.

d) Dance will be part of the curriculum from Year 1, starting with free movement classes, country and group dancing, moving on to jazz, tap, ballet and street dancing.

e) Art activities and art appreciation will be an important part of the curriculum, giving children the opportunity to meet artists and express their emotions and feelings through their own art and craft.

#### OUTLINE OF CURRICULUM

The school day will commence at 8.30 am and finish at 3.30 pm for Years 1 and 2 and 4.00 pm for Years 3-6, There will be a Breakfast Club run from 7.30 am and, as the school will be situated within walking distance of a train station which gives access to central London within 25 minutes, we anticipate the need for extended care to be significant.

After School Club will run until 6.00 pm with a Care Club and various sports and arts clubs to choose from. This we see as the extended curriculum.

#### THE CORE CURRICULUM WILL CONSIST OF:-

Numeracy	5 hours per week
Literacy	5 hours per week
Drama	1 hour per week
Music	2 hours per week
Art	1 hour per week
Geography/History	2 hours per week
IT	1 hour per week
Assemblies	1 ½ hours per week
Choirs	1 hour per week
Lifeskills/Citizenship	1 hour per week
Philosophy/Thinking Skills	1 hour per week
Christian Education	1 hour per week
Dance	1 hour per week
Reading	2¼ hours per week
Games/PE	3 hours per week
Swimming	1 hour per week

30 hours

Much of the above will be taught cross-curricular.

The school will provide a high level of motivation and pupil achievement and the discipline we are looking for is that which comes from within: self discipline. This is achieved by raising children's self esteem, giving them responsibility and having expectations that match ability. Every child will be

treated as an individual and their attainment targets will carefully match their talents, skills and abilities, providing room for challenge.

The school will be based upon Christian principles, but will not be a religious establishment. It will respect and accept pupils from all backgrounds and faiths and will use Christian principles as guidance and example for living and working together respectfully in an all inclusive, caring society.

#### TESTING STANDARDS

Assessment will be continuous throughout the child's learning experiences and testing will be one of the assessment methods used. The purpose of assessment will be:-

- a) to monitor a child's progress against targets and expectations
- b) to identify their next learning outcome
- c) to encourage and motivate

If an assessment method does not meet the criteria above it will be modified. The testing we will implement will be diagnostic and its purpose must be to the benefit of the child. Testing will not be permitted to lead the process and 'teaching to the test'<sup>1</sup> will be discouraged at all costs. We will follow Key Stage tests, as we believe they are useful in making judgements on the school's effective implementation of their curriculum and to assess an individual child's development.

It will be our aim for 88% of our pupils to achieve a Level 4 and above in their Key Stage 2 English tests. This is 7% above the National Average for 2008 and 12 % above the Slough results for 2008.

For mathematics, we will aim for 84% of our pupils to achieve a Level 4 or above. This is 6% above the National Average for 2008 and 8% above the Slough results for 2008.

#### SPECIAL NEEDS

The Free School will have a fully inclusive policy so that all children feel that they are valued, accepted and fully involved in school life. Good systems will be in place to monitor a child's progress and to provide early intervention for causes of concern. It will be beholdent upon all staff, including ancillary personnel, to pass on any observed concerns and for staff to understand the procedure for action.

Children with special needs will not be seen as 'somebody else's responsibility', but 'everybody's responsibility'. Weekly staff meetings will give progress on children with needs who attend the school and parents will be fully informed and involved in the strategies put in place to give their child assistance and equality of access to the curriculum and facilities. If the school is a new building, it will be fully DDA compliant and able to take children with physical as well as educational needs.

At least two teachers will be appointed who have special needs training to enable them to guide and support other teachers and give direct support to the children identified with needs. We will work closely with other agencies and specialists where appropriate.

#### DEPRIVED BACKGROUNDS

"The Slough area ranks as the 115<sup>th</sup> most deprived district of 3454 in England, using 2007 IMD figures. There are, however, pockets of significant deprivation within Slough's 78 SOA's, with one SOA in the bottom 10% and 22 in the 30% most deprived areas in the country." Taken from Slough Borough Council's 'Primary Strategy for Change' document, 2009.

It will be the school's aim to fully integrate children from deprived backgrounds and to raise expectation and provide them with positive experiences. The school will work closely with parents to achieve this and give practical assistance where needed. Children will be offered assistance to enable them to participate fully in all activities, for example, there will be a music fund (charity source to be confirmed) to enable children from deprived backgrounds to have and play a musical instrument which is going to be in line with the school's ethos and philosophy on providing 'Music for All'.

**What are your organisation's core areas of work / aims? Max 500 words.**

Currently The Childcare Company provides training for Nursery Practitioners delivering the learning programme via an online learning portal that they have created themselves. The Portal, known as The Laser, has become a UK tool for training, with many training companies adopting it as their delivery vehicle through a licensing agreement with The Childcare Company.

The Childcare Company Mission Statement and Ethos are written below.

**THE CHILDCARE COMPANY MISSION STATEMENT**

The Childcare Company provides training that is of an exceptional high quality ensuring that learners have access to a wealth of knowledge and resources related to their sector.

The training will be delivered effectively and efficiently providing learners with regular support and guidance.

The Childcare Company adopts an all inclusive philosophy that actively promotes and encourages applications from all learners regardless of gender, race, age and disability.

The Childcare Company's learning programme, written by industry experts is innovative and will continue to be ground-breaking. Using the most up to date technological advances that will benefit the learners, The Childcare Company ensures that the programmes of study and collection of assessments are easy to access and use.

**THE CHILDCARE COMPANY ETHOS**

At The Childcare Company we believe that the branding and development of our company image and ethos needs to engage all staff. We aim for them to be enthusiastic and motivated to promote the company to our customers, and to do this we believe they must be included and represented in the marketing process.

Developing strong staff loyalty is key to attracting and retaining learners, and we strategically communicate to staff our core values, strengths and successes. We encourage them to believe in and be proud of the company. Our reputation within the industry is heavily reliant upon this, therefore the development of our marketing strategy and company brand must focus on forging good relationships with our staff.

The Childcare Company creates a culture and environment in which everybody feels supported and is happy to offer support to others if needed. The Childcare Company provides a highly collaborative forum where ideas are shared and opinions are expressed, listened to and acted upon where appropriate.

The Childcare Company encourages prospective staff, learners and associates to embrace the organisation's educational culture, core principles and values. Whilst we hope that training with The Childcare Company is aspirational, we work hard to ensure that it is seen by learners to be accessible and achievable.

The Childcare Company is a forward thinking, cutting edge company. We provide training that is high quality and reliable. We are always at the forefront of change and development, pioneering, and innovative, raising awareness of the need not to be left behind.

The Childcare Company promotes a personable, friendly, approachable image, so that those who are hesitating about re-entering or continuing education are not deterred from doing so.

We want to adopt Google's ethos that "you can be serious without a suit", implying that effective learning can also be fun, exciting and interesting.

We want people to feel able and keen to professionally develop and grow as human beings and to see learning with The Childcare Company as more than just a means of obtaining a qualification.

The Childcare Company wants to be recognised as a credible specialist training company, committed to high standards and focused on training and education. To achieve this we employ staff of a high calibre who have extensive experience in teaching and caring for children and have proven abilities in disseminating their skills and knowledge to others. We have provided a good programme of underpinning knowledge that can be accessed by learners at a time and place to suit them.

**What capacity and capability do you have (or have access to) in order to deliver the educational vision set out above?** Please indicate the resources, experience and expertise (educational and legal) that you have or have access to. Max 500 words.

My experience and expertise in the education sector is wide and varied.

**1. EXPERIENCED BACKGROUND IN EDUCATION**

██████████

**2. PROVIDING STRATEGIC DIRECTION FOR TEACHERS AND HEADTEACHERS**

██████████

[REDACTED]

3. CHANGE AGENT FOR TRAINING UK WIDE

[REDACTED]

4. OTHER EDUCATION AND TRAINING RESONSIBILITIES

[REDACTED]

5. WIDE NETWORK OF EDUCATION CONTACTS

[REDACTED]

6. LOCAL REPUTATION

[REDACTED]

[REDACTED]

**Do you have plans to work with a 3<sup>rd</sup> party organisation?** If so, please include their details below and set out the intended nature of that relationship (for example, a contract, co-sponsorship arrangement, informal partnership).

Currently there are no plans to work directly in any form of partnership, but as mentioned above, a number of key people will offer their support and expertise as and when needed.

**Please name the key individuals / trustees involved in setting up the Free School** (if available). Please also indicate whether trustees have been chosen and their roles confirmed. Please provide details of employment of these individuals and any conflicts of interest you believe might arise.

KEY INDIVIDUALS WHO HAVE AGREED TO BE INVOLVED WITH THE SCHOOL, AS YET TRUSTEES HAVE NOT BEEN APPOINTED..

[REDACTED]  
Author of the [REDACTED]

[REDACTED] is very enthusiastic about the setting up of the school. He is 'officially' retired and has time to give to the school as required. His expertise will be of immense value. He advised the last conservative government on childcare issues and strategy and has provided The Childcare Company with advice and guidance relating to the content of its learning programme. This role will be that of advisor on educational philosophy and direction.

[REDACTED]  
[REDACTED]

[REDACTED] would like to forge links between the Iver Community Nursery and the Free School, They will be situated 2 miles apart and [REDACTED] will play a full and active role within the school.

[REDACTED]  
Senior Systems Analyst

██████████

██████████

██████████ will advise on the financial viability of the school and oversee all aspects of financial planning. ██████████ lives and works locally and will be able to play an active part in school life.

██████████

██████████ will advise on inclusion policy and partnership with parents. His knowledge and experience in social issues will be extremely valuable to the school and he has indicated that he can be available to advise by phone and will be available for meetings and significant school events.

██████████

██████████

██████████ was a governor of one of my past schools and devoted much time and energy to advising and guiding health and social care issues. Now that she has retired she has even more time to devote to the school and her involvement will be significant.

██████████

██████████ has been ██████████. He has agreed to be involved in the school to advise on legal matters.

### **EVIDENCE OF DEMAND**

**What evidence of local parental demand do you have?** For example, a petition or a declaration from interested parents or pupil number projections for the area. Max 200 words.

The schools that I ran were very popular and as word is spreading of the proposal to set up a Free School in Langley, parents are asking how they can register their children already. The list of parents declaring a serious interest is increasing daily but currently 122 local parents with children aged 4-11 have signed a petition in support of the Free School. This equates to 201 pupil places. 200 local residents and businesses have registered to offer their support and help. I know the local area well and I am absolutely committed to making the school a success and have the guaranteed support of a significant number of people.

I have in the past worked very closely with the Board of Directors of Slough Estates (SEGRO) who erected a purpose built nursery on the Slough Trading Estate that was run by my company. I have written to [REDACTED] ([REDACTED]) to gain his support for this school which will be local to their head office.

**What is the proposed capacity (number of pupils)?** Max 200 words.

As a free school, I anticipate that a two form entry facility should be sufficient, with 25 pupils per class. The total proposed capacity of the Free School, therefore, is 300 excluding Nursery for 3-5 and excluding the daycare centre for 0-2's. Given this number of pupils and assuming a funding estimate per pupil of £3500, the school would be financially viable. We look forward to discussing this issue further with the DfE at a suitable point in the process.

**What is the proposed age range of the Free School?** Please include details of planned pupil numbers in each year group.

I would like to provide a day Nursery on site for parents who require 7.30-6.00pm care for children aged 0-2 years. From 3 years onwards, children would transfer to the School Nursery which would have extended care facilities. Therefore, the Free School aged range will be as follows:

5-6	Year 1	2 classes of 25 pupils with Teacher Assistants
6-7	Year 2	2 classes of 25 pupils with Teacher Assistants
7-8	Year 3	2 classes of 25 pupils
8-9	Year 4	2 classes of 25 pupils
9-10	Year 5	2 classes of 25 pupils
10-11	Year 6	2 classes of 25 pupils

**When do you hope the Free School will start operating** (for your first set of pupils)?

September 2011

## **PREMISES**

**What steps have you taken to identify a potential site?** Please include details of the geographical area the school seeks to serve; a list of any sites you have considered; and any discussions you have had to identify a suitable site. If known, please include the proposed location, premises and postcode of the Free School.

I have located a site in the centre of Langley Village. It has been available for more than 6 years. Please see attached.

- a) Location Map
- b) Photographs of site
- c) Proposed free drawing of school building. Currently the land is levelled, ready for development. There are currently no plans for development.

There is a strong possibility that this site could be purchased by a local businessman and the school building built by him and then made available on a lease basis. We have in the past looked for suitable school sites in the Slough/Langley area. The site mentioned has the most potential but there are one or two others that may possibly meet our criteria.

We look forward to discussing the possibilities with the Department for Education when appropriate.

### **Further information**

Please note, all information provided on this form will be published on the Department for Education website. Information that you supply on this form may be shared with (a) the New Schools Network and (b) the Local Authority in which you wish to set up the Free School. Information about the New Schools Network can be found at <http://www.newschoolsnetwork.org>.

Submission of this form will be treated as consent, from both you and anyone else whose personal data is contained on this form, to the sharing of this information as set out above.

In addition, information that you provide on this form, including personal information, may be subject to publication or disclosure in accordance with the access to information regimes, primarily the Freedom of Information Act 2000 and the Data Protection Act 1998.

### **Next Steps**

Please email completed Proposal Form to  
[freeschools.registration@education.gsi.gov.uk](mailto:freeschools.registration@education.gsi.gov.uk)

You will hear back from a named official at the Department for Education within two weeks, who will offer you advice on how best to progress your application. The Secretary of State will make a judgement on the potential of the project based on criteria relating to educational aims and objectives, evidence of demand, potential premises, suitability of provider and any other relevant considerations to decide whether the proposed Free School project should move into stage 3, namely that of drawing up a business case and plan.