

Hamilton Academy

Proposed Change of Academy Name Consultation Report

Summary

This report sets out the process for, and responses to, the consultation exercise carried out by The Mead Educational Trust on the proposal to change the name of Hamilton Academy to Orchard Mead Academy.

The consultation took place over a five-week period, starting on Monday 25th February 2019 and finishing on Friday 29th March 2019, and involved a range of consultation methods and communication channels.

The consultation received nine responses during the specified timeframe. Responses were from a range of stakeholders comprising parents and carers, staff members, academy councillors and residents.

Background

After careful consideration, the Board of Trustees of The Mead Educational Trust (TMET) agreed to change the names of its schools so that their names explicitly reflect the link to The Mead family of schools. Including the word 'Mead' within its schools' names will help to build public recognition of The Mead family of schools, celebrating their long established track record of school improvement intervention and raising standards. The change of name will be particularly beneficial for schools joining The Mead Educational Trust that are judged by Ofsted to be requiring improvement or inadequate, as it will signify the Mead family of schools' commitment to raising standards in such schools.

Consultation Process

Letters detailing the proposal to change the name of Hamilton Academy to Orchard Mead Academy were sent to parents/carers, staff, academy councillors and other local stakeholders (see appendices 1 and 2).

Details about the consultation were posted on both the Academy and Trust's websites and contained information of how to respond to the consultation.

An email containing information about the consultation was also sent to members of staff and academy councillors of other schools within the Trust and local stakeholder groups.

The consultation period ran from Monday 25th February 2019 – Friday 29th March 2019.

Consultation Responses

A total of nine responses were received during the consultation period. The responses, which were received via email, were from a broad spectrum of the community including parents and carers, members of staff, academy councillors and residents. Of the responses received, a number of

common queries or concerns were raised. The response to issues commonly raised by respondents can be found below.

The cost of purchasing new uniforms for students

One respondent expressed concern that the name change would mean parents and carers having to purchase a new uniform. Respondents were assured that current students would be able to continue wearing their current uniforms for as long as they required them and will only be required to purchase the updated uniform items (an embroidered navy blazer) when they require a replacement e.g. when the student outgrows their blazer.

Loss of identity and justification

Three respondents felt that the name change was unnecessary and that the proposed name – Orchard Mead Academy – did not reflect the local community in which it serves. Some respondents suggested Hamilton Mead Academy as an alternative name.

Hamilton Academy (formerly Hamilton Community College) joined The Mead family of schools in September 2017 after being judged inadequate by Ofsted in October 2016. At the time of conversion, the Governing Body decided not to change the name of the school. However, feedback received from potential parents and carers, members of staff and other stakeholders since the school joined the Trust indicates that the school's current name remains closely associated with the school's historic reputation despite the transformative school improvement work being carried out by the Principal and staff and improving outcomes. It was felt, therefore, that the proposed name will be of particular benefit to Hamilton Academy as it will celebrate the school's transformation over the last few years and signify the Mead family of schools' commitment to raising standards and offering a first class education.

The cost of rebranding the school following a name change

One respondent raised concern over the funding required to rebrand the school following a name change. Respondents were assured that the cost of updating the school logo and signage would be funded by a specific external grant that is intended for marketing, public relations and trust identity rather than any funding that is intended for school improvement.

Appendix 1 – Letter to Parents

25th February 2019



Dear Parents and Carers,

Proposed Change of Academy Name

After careful consideration the Board of Trustees of The Mead Educational Trust have agreed to change the name of Hamilton Academy and are proposing to change the name to Orchard Mead Academy from 28th August 2019.

The proposed name will explicitly reflect the Academy's link with The Mead Educational Trust and its family of academies, especially Rushey Mead Academy.

The change of name will not affect the way in which the academy is run. The Academy will remain committed to working together to make a positive difference and continue to improve the life chances of its children and young people through high aspirations and challenge.

We would like to take this opportunity to assure parents that students Year 8, 9, 10 and 11 will be able to continue wearing their existing Hamilton Academy uniforms for the academic year 2019/20. The new cohort of Year 7 students starting in 2019/20 will be required to purchase new uniforms, which will be available from Uniform Direct at 54-56 Humberstone Gate, City Centre, Leicester, LE1 3PJ.

The consultation runs from **Monday 25th February 2019** to **Friday 29th March 2019**.

Questions or comments can be made in writing to Charlotte Johnston, The Mead Centre, 343 Gipsy Lane, Leicester, LE4 9DD or by email to info@tmet.uk.

We look forward to hearing your views.

Yours sincerely,

A handwritten signature in black ink that reads 'Carolyn Robson' with a small arrow pointing to the right.

Carolyn Robson CBE
Chief Executive Officer
TMET

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Appendix 2 – Letter to Stakeholders

Date: 25th February 2019



To Whom It May Concern,

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