



## WHY SPONSOR?

Simply, we understand that creating great neighbourhoods is about more than just housing. We commit ourselves to a lot of work with young people, and can see that they deserve the best educational opportunities. Sponsorship of the Academy is wholly consistent with the aspirations of our Group. It's also consistent with our mission and may give us competitive edge as well as bringing wider community benefits to Tameside. It will also compliment Tameside Council's Community Strategy and the work we do as part of the Local Strategic Partnership (Taking Tameside Forward).

Our sponsorship does not threaten our agreed housing investment plans; in fact, our intention is to further sustain the neighbourhoods and communities we are investing in. We won't be building the Academy, although our professional skills are useful to ensure the new school is designed in an imaginative way.

Our investment of £2million from our profitable Building Company into the new Academy has unlocked a £164m Building Schools for the Future programme across Tameside. We are the first housing association to sponsor an Academy.

The New Charter Academy will bring together Hartshead Sports College and Stamford Community High School. Originally set to open the year after, it will now open in September 2008, following a poor Ofsted inspection at Hartshead Sports College which placed the school in special measures.

We've got extra funding from the Government to address the practicalities of opening the academy on two sites, and to pay for minor refurbishment to the existing buildings.

# more than education

## News on the New Charter Academy

ISSUE 1 JUNE 2007



## CHRIS COMMENTS

Welcome to this first issue. New Charter aims to give you news and progress of one of the most exciting local projects for years – creating the New Charter Academy.

During our recent consultation, some people asked about the choice of specialisms. The Academy will specialise in Sport with a focus on health. Let me assure you from the outset – sport is not a soft option! Our aim is to raise educational standards. We want all our young people to achieve more than they thought was possible.

We will want to use the sports status to provide opportunities for the wider Ashton community to take full advantage of our facilities. And our health focus means our young people will have the skills to stay fit and healthy.

Our second specialism is Business and Enterprise. As a young and growing company ourselves, New Charter is ideally placed to provide practical support. We'll use our partners to enrich the learning for students.

And if you have more questions, contact me (details on back page). I'll be pleased to hear from you!

Christine Amyes  
Director of Organisational Development  
New Charter



### YOU SAID

One student signals the hope of many of her contemporaries:

**"I really hope this Academy goes ahead because from what I have heard from people coming in to talk to us, the school sounds fantastic – people just have not realised this yet."**

## CONSULT : RESULT

During March and April this year, sponsor New Charter consulted interested parties on the proposals to set up a new kind of school, an Academy.

We met with and listened to students, parents, teachers, unions, governors and anyone with an interest and passion for improving the educational prospects of our young people. At the heart of our consultation was a questionnaire, to help us measure feelings about this exciting opportunity

Over 160 questionnaires were completed and returned. They came from all groups but not surprisingly, nearly half were from students and parents of Hartshead and Stamford, the two schools which will form the nucleus of the Academy. This is what you said.

Your feedback was positive; for example, 75% of respondents supported the proposal to open a new Academy in Ashton, with 48% of these very supportive. Over 70% felt the local community would benefit from the Academy.

Four out of five respondents favour continued links with sport and business, with more than half very much in favour.

You told us areas of high importance. Developing self-confidence and the potential of all pupils were priorities for over 80% of respondents, as was good student behaviour. Many of you commented how the Academy could be used to benefit the wider community.

Thank you! These opinions will help us as we move towards opening the Academy on the two existing school sites in September 2008, and creating the brand new Academy at Broadoak in 2010.

We will publish the full report on our consultation on our website [www.newcharteracademy.org.uk](http://www.newcharteracademy.org.uk) shortly.

### YOU SAID

**"The pupils of the New Charter Academy are our future. We should help and support them as much as possible."**



### CONTACT DETAILS

**On the web:** [www.newcharteracademy.org.uk](http://www.newcharteracademy.org.uk)  
**Email:** [consultation@newcharteracademy.org.uk](mailto:consultation@newcharteracademy.org.uk)  
**Write:** New Charter Academy, at address below

## AN ACADEMIC CHOICE

New Charter is delighted to announce George Lloyd has been appointed Principal of the New Charter Academy.

Mr Lloyd started his career locally in Manchester, and joins us from his previous post as Headteacher of Bishop Rawstorne Language College in Lancashire. The College has just had an outstanding Ofsted report. He has spent over thirty years working in schools in Greater Manchester and Lancashire. Initially he will be based at New Charter's headquarters, close to the Ikea store.

Mr Lloyd trained Headteachers for several years, and has worked part-time for Ofsted since 1993 inspecting schools in the North West.

Academies nationally have attracted some of the most capable principals with great vision and leadership. Mr Lloyd said: "I don't believe in super headteachers! But I will be passionate about creating super teams of teachers, parents and students. I want my team to excel by working closely with the community, New Charter and the Local Authority to create a new school with the highest ambitions and achievement."

Mr Lloyd stressed that much planning still has to be done. He is committed to ensuring quality education provision for every student during the transition. "I am particularly concerned to ensure the transition is smooth, especially for students involved in examination years. Staff, too, will be a priority as the new Academy gears up. The goal is to capture the overwhelming support of the community to create an Academy where everyone achieves more than they thought possible."

Mr Lloyd is married with two children. He is delighted to be working in Ashton-under-Lyne, and sees his appointment to create an outstanding Academy that will transform the opportunities for young people in the area. Mr Lloyd believes the special focus on Sport, with Business and Enterprise as a second specialism will help motivate students and raise standards of student attainment. He is excited by the challenge and the opportunities the Academy will present for the community in Ashton. He quoted a favourite African proverb, 'it takes a whole village to raise a child', to underline his commitment to partnership working.

Group Chief Executive at New Charter, Ian Munro said: "We have secured an outstanding individual to help drive forward our mission to improve the life chances of young people in the Ashton area. The New Charter Academy is another example of our commitment to being **IN BUSINESS for neighbourhoods.**"



## YOU SAID

**"It would be nice to see more people in Ashton area seeing this as a positive move in education...I hope New Charter and the management team in the Academy ensure the school is a success."**

## OUR TIMETABLE

**March 2007** – Consultation begins

**June 2007** – Consultation report published

**July 2007** – Funding agreement signed

**August 2008** – Hartshead and Stamford schools close

**September 2008** – Academy opens on existing school sites

**September 2010** – Academy opens in new buildings at Broadoak

## ABOUT US

You must have spotted our vans around, but maybe you don't know too much about us...

New Charter formed in 1999 as the new landlords to own and manage homes transferred from Tameside Council. We were amongst the first of a new breed of housing associations that sees our purpose as 'more than just housing'. We employ over 800 people and last year had a turnover of £48m.

New Charter is one of the region's largest Registered Social Landlords, and is regulated by The Housing Corporation, a Government watchdog. By incorporating Aksa Housing Association in 2005, the Group owns just under 15,000 homes.

We have already spent huge sums of money upgrading the rented homes we own and the environment of our neighbourhoods. For two years running, we have been rated as the best large landlord in England by satisfied customers. And we have a high profile locally with our work to regenerate and stabilise communities.

We are the first landlord to sponsor an Academy, prompted by the Local Authority's invitation and our understanding that good prospects for our young people will improve our business.



## URBAN MYTHS

In any major project, rumours spread faster than the truth! Let's tackle two of these urban myths – stories which are generally untrue or exaggerated but which are continually retold.

"The consultation needs over 50% in favour for the Academy to happen." Not true, although we have received majority agreement from the consultation. We and Tameside Council must consider all feedback received during the consultation, at meetings and drop-ins, at discussions with interested parties such as staff, residents and pupils as well as responses to the consultation brochure. We are pleased there is community support for the Academy. But a simple majority of responses in either direction could not be conclusive.

"New Charter can do what it likes with the curriculum." Not true either - the Academy will be an independent school, but must operate within the law and the terms of the funding agreement between New Charter and the Department for Education and Skills.

## YOU SAID

**"This is an exciting time and I fully support the move. Events in the recent climate will ensure that our school gets better."**