

Mainstream Guidance

*Template school support survey for applicants
proposing mainstream and 16-19 free schools*

May 2018

School support survey

You will need to be able to demonstrate that your school will be popular and fill to capacity. To do this you must provide evidence that you have effectively marketed the school to a diverse cross-section of the local community and parents, including disadvantaged groups. One way of doing this is to ask parents and students to sign a survey such as the one below, though this is an option rather than a requirement.

As 16-19 free schools can gather support from both parents and young people, if you are applying for this type of school you may wish to incorporate both audiences into your survey (see table below)

Example

We are currently collecting surveys to measure support for a new school in our area. We may share this information with the Department of Education as part of our application for a new school.

As a [post-16 applicant group], we can gather signatures to show support from parents [and young people]. Please register your interest in attending the school or sending your child to this school by completing the form below. If you provide us with your contact details, we will keep you updated on the progress of the campaign.

[Insert a paragraph clearly describing the school you are proposing]

You must show the DfE that your marketing activity enables parents and students as well as other key groups in the local area **to make an informed choice about the curriculum** (and where applicable the faith ethos or designation of the school) and decide whether they want to support the new school. Please use this space to briefly describe your school's i) ethos, ii) age range and size, iii) proposed curriculum and qualifications on offer, and iv) aspirations and outcomes. This will show the DfE that parents know exactly what they are signing up in support of. By providing a clear description of your proposed school you will ensure that this survey shows demand for your particular school proposal rather than for a new school in general.

