

# Building Schools

## For the Future



## Communications Activity



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## Communications Objectives

The primary aim of our communication is to ensure that all relevant stakeholders remain informed and aware of the BSF programme in Haringey.

- To promote an understanding of the planned developments under the BSF initiative and the supporting investment in the programme
- To ensure all relevant stakeholders are aware of the benefits of those developments and their impact on achieving the aims of Haringey's Bright Futures strategy
- To ensure all relevant stakeholders recognise that improving Haringey's schools is not solely about investing in buildings and new facilities, but about transforming the experiences of every young person in Haringey.

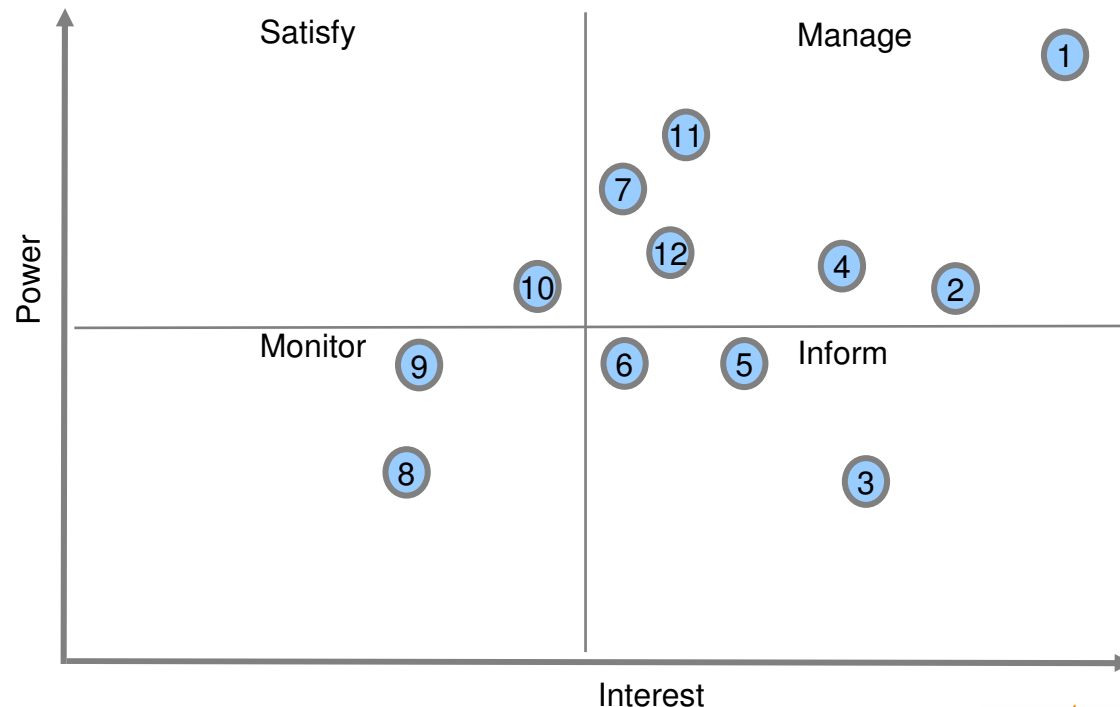
# Understanding BSF Stakeholders

The key stakeholder groups have been identified, then mapped according to their levels of interest and power

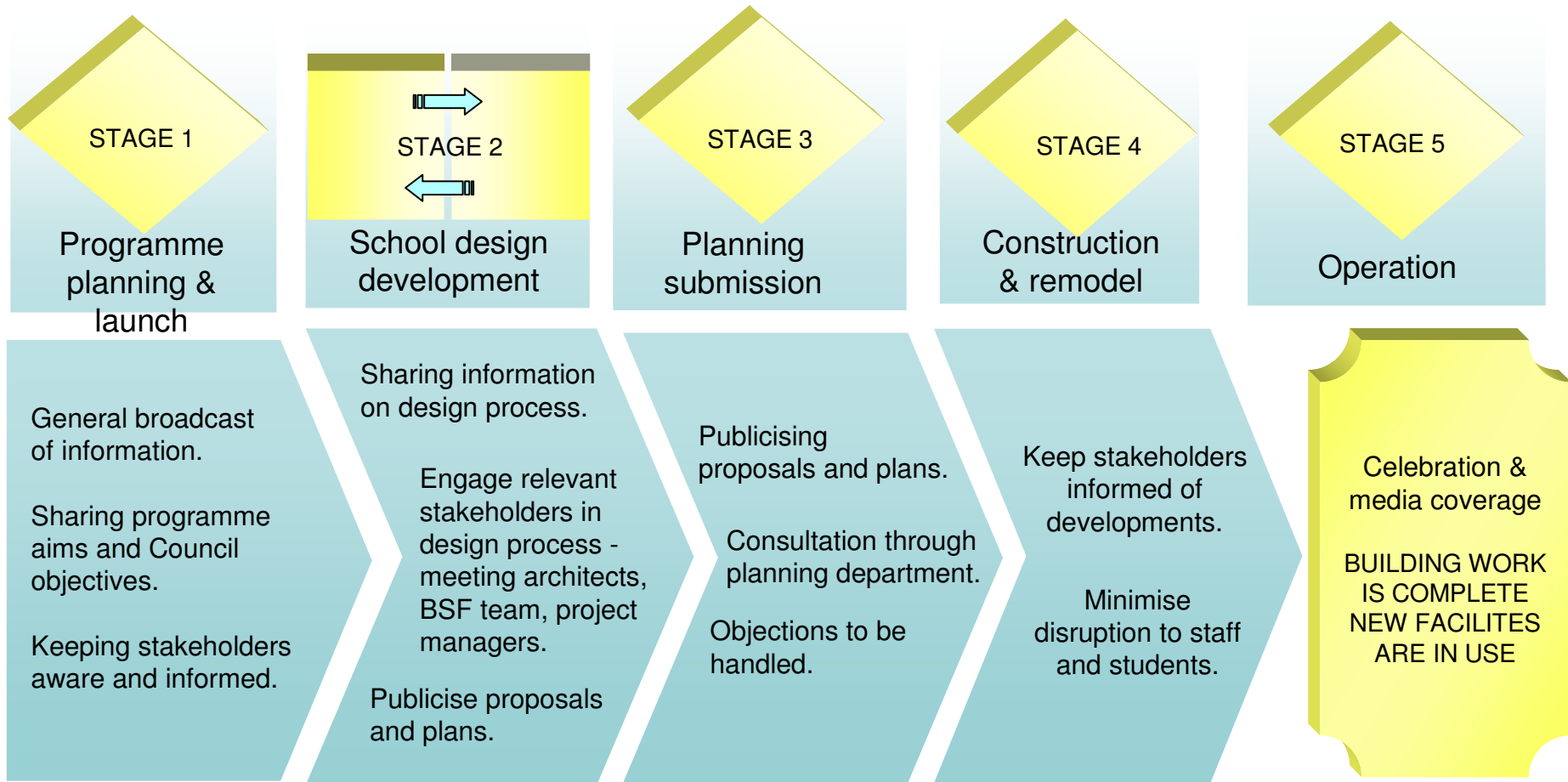
- |   |   |
|---|---|
| <ol style="list-style-type: none"> <li>1. Headteachers and Governors</li> <li>2. Schools teachers and staffs</li> <li>3. Parents</li> <li>4. Young People</li> <li>5. Council Members</li> <li>6. Partners e.g. LSC, CYPS, HSP, Connexions</li> </ol> | <ol style="list-style-type: none"> <li>7. Process Support e.g. PfS, DfES</li> <li>8. Influencers e.g. PCT, Unions</li> <li>9. Community &amp; Voluntary Groups</li> <li>10. Media</li> <li>11. Programme Team</li> <li>12. Council Senior Management</li> </ol> |
|---|---|

for example:

- Our Headteachers and Governors have a high level of interest in the programme and their influence over the programme is also high. As a result we need to closely manage our relationship with this group to ensure they remain advocates of the programme, fully informed and able to influence key decisions.
- Community and voluntary groups have a less significant level of interest in the overall programme but greater interest in specific aspects. Their voice is an important influence on the programme's success so we need to monitor their position regularly and ensure they remain informed and aware throughout. In addition, as items such as extended services move up the agenda so does the influence of the community increase.



# Communications schedule



## Communications activity – programme level summary


- Brand developed for BSF materials to reflect Council investment
- Website updated with programme and project level information
- FAQs document produced and circulated (also online)
- Newsletters
  - Programme level news circulated community-wide
  - Project level news circulated via pupil post and to local residents
- Press releases & media events e.g. funding awarded, 6FC opening
- Public exhibitions or drop in sessions in school
- Displays on schools' noticeboards – updated termly
- Advertising to promote event dates/times
- Schools Extranet
- Surveys
- Forums & meetings to engage key stakeholder groups
  - BSF Board, STB, TMs Forum, ICT Forum
- E-bulletins circulated regularly to support Forum activities

## Brand style for BSF materials



Developed as a sub-brand of the Council style to ensure recognition of the investment made by the Council and also to ensure awareness of BSF activities across school estate

# Advertising & materials



## transforming education in Haringey

Our secondary schools need to be fit for teaching and learning in the 21<sup>st</sup> century

As part of the Council's strategy for improving the life-chances of children and young people, we are investing almost £200m in our schools over the next 5 years through our Building Schools for the Future (BSF) programme.

School buildings and facilities will be renovated to support new ways of teaching and learning for the future. There will also be a once-a-generation investment to transform your schools' Information and Communications Technology (ICT) facilities.


Each school has developed a vision for their school in the future and to create a design that fulfils that vision an architect works closely with a project manager and representatives from the school.

The design is developed and refined in stages:


- **STAGE A/B** broad ideas and concepts for the site;
- **STAGE C** outline design for comment and feedback;
- **STAGE D** detailed design for formal consultation and planning approval;
- **STAGE E** very detailed proposals developed and a building contractor is appointed

Our schools are at stages A/B with some reaching stage C this summer. To find out more about the proposals for your local school visit one of our BSF exhibitions in school or visit our website at:

[www.haringey.gov.uk/bsf](http://www.haringey.gov.uk/bsf)



Building schools for the future



Haringey Council



# BSF online

**Haringey**

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Home >> Children and Families >> Schools and Education >> Services and Projects >> Building Schools for the Future

## Building Schools for the Future (BSF)

- BSF News
- Background on BSF
- Further Information

### BSF News

#### BSF Programme schedule

Our BSF Programme is currently running to schedule and to budget. The flagship project under BSF, Haringey Sixth Form Centre is due to open to students in September 2007.

Our latest newsletter (December 2006 BSF newsletter) is available in the [Attached Files](#) section below

#### Local residents invited to view plans for new school

Local residents are invited to take the opportunity to view plans of the site proposed for a new secondary school in Haringey Heartlands.

- When** Thursday 13th September, 2007
- Time** 4pm to 6.30pm
- Venue** St Paul's Church Hall, Station Road, Wood Green

You will meet members of the BSF team, including the architects appointed to develop designs for the new school and have the chance to see photographs of the site as it currently stands.

In addition there will be opportunities to see proposals for using the site next to Alexandra Palace station and to discuss the limitations the site presents, such as the proximity to rail lines and river. Drop in to find out more.

[Back to top](#)

### Background on BSF

In November 2006, we were awarded £178m in BSF funding – the largest ever investment in our schools, and the largest ever one-off grant from Government for a specific project in Haringey.

This funding will be used to realise a vision of successful schools, enjoying the confidence of local communities, maximising the life chances of local children and young people, contributing to the well-being and cohesion of the area and gaining from the potential of connections across the capital. Our aim is that activity undertaken through BSF will act as a catalyst for change and regeneration throughout our schools and into the wider community.

Standards of education in our schools are improving all the time, with the percentage of our students achieving 5+ A\*-C grade GCSEs increasing from 31% in 2001 to 53.2% in 2006. This improvement, along with a growing number of people

**Did you know?**  
Alexandra Park was named after Alexandra of Denmark who married Prince Edward, the Prince of Wales, in 1863

#### Related links

- BSF Principles
- BSF and Your School

**Haringey Council**  
Civic Centre  
High Road  
Wood Green  
N22 8LE  
Tel: 020 8489 0000  
[Email the Council](#)  
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Local Intranet

Start | Inbox - Microsoft ... | Microsoft PowerP... | Search All eRoom... | Building Schools... | Adobe Reader - [... | BSF ad 1\_2 (2).pd... | Northumberland P... | Branding 1\_2 (2)... | 16:32



Gladesmore BSF: Haringey Council - Microsoft Internet Explorer provided by Haringey Council

Address: http://harinet.haringey.gov.uk/index/children\_and\_families/education/services\_and\_projects/bsf/bsfinyourschool/gcsbsf.htm

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Haringey Council

Home >> Children and Families >> Schools and Education >> Services and Projects >> Building Schools for the Future >> BSF and Your School >> Gladesmore BSF

## Gladesmore BSF

### Building Schools for the Future (BSF) at Gladesmore Community School.

Each of our secondary and special schools has developed its own vision for the future to reflect the Council's overall education vision for the borough. BSF funding amounting to £11.3m will help Gladesmore Community School to achieve this vision.

The school aims to:

- develop new ways of teaching and learning
- inspire and motivate students, staff and the community and
- transform spaces and provide new and facilities, such as ICT and Virtual Learning Environments, a Central Learning Resource Centre and a Student Centre.

#### Milestones

Below are some key dates, or 'milestones', for our school's BSF project.

Milestones	Dates
Outline design completed	August 2007
Detailed design completed for planning	October 2007
Construction begins	May 2008
Completion date	September 2010

#### Newsletter


Further information is available from the **Gladesmore BSF newsletter** in the [attached files](#) section below. This includes information on early design proposals, along with details of some of the new facilities that may be provided.

[back to top](#)

#### Further Information

##### Building Schools for the Future

Civic Centre  
High Road  
Wood Green  
N22 8LE  
Tel: 020 8489 4581



**Related links**

- BSF Principles
- Designing our schools
- BSF Milestones
- Gladesmore Community School

**Did you know?**

The large Sainsbury's supermarket in Green Lanes was built on the site of Harringay Stadium - a major greyhound and speedway track

**Add to my links**

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Local intranet

Start | Inbox - Microsoft ... | Microsoft PowerP... | Search All eRoom... | Gladesmore BSF... | Adobe Reader - [... | BSF ad 1\_2 (2).pd... | Northumberland P... | Branding 1\_2 (2)... | 16:35

## Communication during design development phase

Stage of Process	Activity
<b>Pre-Planning</b> (once DTP appointed)	In-school Displays – posters, visions, plans, dates of events, milestones
	Newsletters – templates, project updates, architect drawings, key dates
<b>Stage C</b>	In-school Displays – updated with Stage C designs & architect comment
	Newsletters – as before but with Stage C drawings and comment
	Survey – feedback on Stage C options
	Exhibition / Focus Group – events in school for stakeholders to meet architects & project managers, view draft designs and make comment
	Posters & Flyers – advertise events in schools
	Web site – specific school page on BSF website updated with drawings
<b>Stage D</b> (planning submissions)	In-school Displays – updated with Stage D designs & architect comment
	Public Meeting / Consultation – Formal planning process, opportunity to comment on planning submissions
	Development Control Forum – if required by Council Planners
	Exhibition / Focus Group – events in school for stakeholders to meet architects & project managers, view final designs and make comment
	Web site – updated school page with Stage D planning submissions
	Newsletters – background to how final design evolved & how feedback used
	Collateral – for use at community and school events
<b>Throughout design &amp; planning phase</b>	Other supporting activity including BSF community newsletter, media coverage in local press, CYPS Schools & Staff newsletters and in Leaders Update

## Drop-in sessions held for Wave 2

- **New School**  
Thurs 13 September, 4pm-6.30pm, St Paul's Church Hall
- **Woodside ILC**  
Tues 25 September, 4.00 – 6.00pm
- **St Thomas More**  
Tues 25 September, 6.00 – 8.00pm
- **Gladesmore**  
Thurs 27 September, 4.00 – 6.00pm
- **Northumberland / The Vale**  
Tues 2 October, 4.00 – 6.00pm
- **John Loughborough**  
Wed 3 October, 4.00 – 6.00pm
- **Park View**  
Thurs 4 October, 4.00 – 6.00pm

# Newsletters

- Project-level news
- Survey included to gather feedback
- Wave 2 - second issue used at drop-ins
- Also circulated to all pupils
- 6-pages including:
  - Vision
  - Design proposal, drawings, floorplans
  - Update on project progress, next steps
  - Survey for feedback on design proposals and opportunity to raise concerns
- Wave 4 - first newsletter to be designed
  - Vision
  - Project milestones



# Student engagement

- Student survey in Autumn term focusing on their satisfaction with their environment and facilities
  - What do you like / not like about your school?
  - What ICT facilities do you have? Which do you use? How so you use them?
  - What would you like to change about your school?
- Joinedupdesign for BSF
  - Project facilitated by the Sorrell Foundation
  - Previous involvement with schools such as Fortismere and Woodside High
  - 5 Wave 4 schools involved (4 schools in west plus PSC)
  - Client group of 10 students plus a lead teacher
  - 5 sessions to include
    - visit Somerset House for launch and visit iconic designs in London
    - 3 meetings with their designers: to create a pupil vision that identifies a specific issue or an aspect of the school that needs improvement, pupils act as liaison within school, gather peer opinion and discuss design options to resolve issue
    - celebratory event to present outcomes and receive certificates
  - All 5 groups will also work together as a larger client group for new school project