

Appendix 1

(This list is taken from a working document that will shape the strategy over time.)

Actions to implement Strategy

The following list which is not definitive or exhaustive has been refined and worked up to form a coherent, deliverable and cost effective plan that meets the ultimate aims of the strategy.

1. Working from an informed evidence base

- a. Real data on GS entry; results passes; retention; destination
- b. School level data on application, assessment and passes including residence
- c. Consider alongside wider deprivation indices, FSM; IDACI; link to narrowing the gap
- d. Obtain metrics on private tutoring, costs, usage, duration, impact
- e. Research available support for pupil intending to apply for a GS place
- f. Joint working with Kent Local Authority and Buckinghamshire Local Authority to research strategies already being considered in other Local Authorities and inform the possibility of similar initiatives in Southend BC.

2. Effective communications campaign

- a. Major press launch
- b. Targeted letters and application information into every eligible household encouraging families to consider and apply for a grammar school place
- c. Tell a story of what Grammar Schools may open up for pupils through publicised case studies
- d. Signpost all available support through central source.
- e. Create 11+ plus information pages on SBC website and create hyperlinks to CSSE site
- f. Contact all primary & secondary HT's to find out what is available to support pupils to apply both for own schools and others – collate information and publicise
- g. SBC council twitter account & Facebook to tweet / publish factual social media posts about application process
- h. Set up an 11 plus portal to share information and encourage parent group / pupil group / F&Q's / signpost available support
- i. Electronic messages at all bus stops giving key messages such as information website URL or application window dates
- j. Bus stop posters in targeted wards
- k. Kursaal bowling / pavilions / library / sports centres and Victoria – pop up banners
- l. Meet with HTs and Chair of Governors for all schools, head on to identify barriers
- m. Engage further with local MPs and Prime Minister's office
- n. Parent information available at major youth events such as children's university

3. Demystifying the assessment processes

- a. Provide pupils with the opportunity to sit the assessment at their existing primary school
- b. Establish a helpline/website for concerns building up to assessment
- c. Opt out - all pupils working above national expected at end of Year 5 automatically entered for the 11 plus unless parents state otherwise?

4. Promoting the image of pupils who currently attend

- a. GS student mentor for eligible year 4&5
- b. Attach an adult to every FSM pupil identified
- c. Promote case studies of existing pupils through media campaign

5. Targeting learners

- a. Primary Schools identifying pupils in Year 5 for targeting
- b. Establish relationship with child and families in year 5 - Encourage and follow it through
- c. Establish a safety net, rapid intervention if individual at risk of underperforming
- d. 121 support in build up to assessment
- e. Initiative free to FSM, at cost to others
- f. Monitor this group, through 11 plus portal – send encouragement and offer support for homework / practise questions etc.

6. Coaching (all contingent upon pupils registering)

- a. Primary school based coaching building on existing models
- b. Individual targeted at borderline
- c. On line live tutors available through 11 plus portal
- d. Homework gurus available for eligible pupils
- e. Establish pupil networks through 11 plus portal
- f. CPD for teachers of Year 5

7. What is in it for the Grammar Schools/Other Schools

- a. Meet with the consortium, what else could be done
- b. Build on and support their existing initiatives