

# Sharing our Successes

Email: [choiceadvice@staffordshire.gov.uk](mailto:choiceadvice@staffordshire.gov.uk)

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| <b>Name of Project</b>            | School Choice Advice Service   |
| <b>Purpose of project/service</b> | The aim was to provide a service which gives independent and impartial support to parents during the transition of their child from primary to secondary school.   |
| <b>Funder</b>                     | Department for Children, Schools and Families (DCSF)   |
| <b>Description</b>                | <p>Helen Dell started this newly created post in 2008, using funding provided by the DCSF. The service is particularly targeted at those who find it the hardest to understand and navigate the school admissions system and aims to make the admissions and appeals process clearer, fairer and more equitable.</p> <p>In 18 months Helen has identified target groups and areas of the county to focus on. Leaflets, posters, area information packs for parents and an information document for colleagues, schools and other agencies, have all been produced. Helen has also created a new web site and regularly attends primary and secondary schools to talk to parents of year 5 and year 6 pupils. An introduction to the School Choice Advice can be provided to other professionals through team meetings if required. Information about the service is also included in the Information Booklets for parents for children transferring to secondary school, produced by the Admissions and Transport Service. Helen has also accompanied parents and children to meetings at secondary schools and has helped and supported a number of parents at Admission Appeals.</p> <p>The value of the service can be seen by the fact that the Choice Advice web site has received 63000 hits in twelve months. Our website has received national recognition and is listed by the DCSF Choice Advice Support and Quality Assurance Network (CAS&amp;QAN) as a recommended site to follow when marketing the service. Feedback from parents has been very good, with over 50 compliments received via email, letter or a feedback form. The comments received all relate to the value of the service and in particular to the friendly, professional and informative approach. Comments such as “excellent” and “brilliant” have been received along with thank you cards received directly from year 6 pupils.</p> |
| <b>Contact Details:</b>           | If you would like to find out more about the School Choice Advice please visit the web site at: <a href="http://www.staffordshire.gov.uk/schoolchoice">www.staffordshire.gov.uk/schoolchoice</a> or alternatively email: <a href="mailto:choiceadvice@staffordshire.gov.uk">choiceadvice@staffordshire.gov.uk</a>  |