

ONLINE ADMISSIONS

Report of the Director of Children, Schools and Families

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1. Purpose of the Report

- 1.1 To inform Forum members of the progress of online admissions.

2. Background Information

- 2.1 There has been a year on year increase in the take up of online admissions, as can be seen from Appendix 1.

- 2.2 The percentage take up for online admissions for the process for admission in September 2007 is as follows:

Primary -	68.27%
Secondary -	68.62%
Nursery -	90.12%
Middle/Junior -	56.12%

Total - 73.04%

- 2.3 Whilst the primary and secondary figures are final, the nursery and middle/junior figures will be adjusted in March before final percentages can be given.

- 2.4 For the 2007 nursery admissions we tried a new approach. Instead of sending out a book to all prospective parents/carers we sent them a letter which can be seen at Appendix 2. This letter was translated into Urdu, Bengali, Chinese and Polish. This approach has resulted in the large increase in online nursery applications that can be seen at Appendix 1. The number of books that were requested and posted before the closing date was 2,122. This compares with 12,062 books sent out last year. If the same process is used for nursery next year and also for all or some of the other processes it is anticipated that there will be a further increase in online take up, and a reduction in printing costs as fewer books will need to be printed. Additionally, we are now exploring other ways of further maximising online applications whilst at the same time recognising that support is necessary for some families to access the admissions process and potentially to apply online.

- 2.5 We have received some feedback with regard to this year's nursery process which suggests that the communication sent to parents/carers should include a little more information about the process e.g. the potential for oversubscription and how we allocate places. For 2008 admissions we will add this information in the communication sent to parents/carers.
- 2.6 Appendix 3 shows the pattern of online admissions for nursery, primary and secondary - the blue line shows online applications for 2006 and the red line shows online applications for 2007.

3. Conclusion

- 3.1 Sending out a letter and making it possible to request a book, rather than sending a book to all parents in the first instance, leads to an increase in online admissions. Members of the Forum are asked to note this report.