

## South Ayrshire Council

### Report by Depute Chief Executive and Director – People to Leadership Panel of 23 November 2021

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**Subject: Naming of New Community Campus and Non-Denominational Primary School – Maybole**

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#### 1. Purpose

- 1.1 The purpose of this report is to seek Leadership Panel approval for the proposed name of the new community campus and non-denominational primary school and early years centre in Maybole.

#### 2. Recommendation

##### 2.1 It is recommended that the Panel:

- 2.1.1 approves **Maybole Community Campus** as the name for the new community campus; and
- 2.1.2 approves **Culzean Primary School and Early Years Centre** as the name for the new non-denominational primary school and early years centre.

#### 3. Background

- 3.1 On 28 June 2018, South Ayrshire Council agreed on proposals to create a community campus in Maybole following submission of a report on the [Outcome of the Statutory Consultation relating to the Proposed Maybole Community Campus](#).
- 3.2 The new campus, currently under construction, will be located on the extended site of the current Carrick Academy and will incorporate Carrick Academy, St. Cuthbert's Primary School and a new non-denominational primary school and early years centre, formed from the merger of Gardenrose Primary School and Cairn Primary School. A new leisure centre and sports pavilion are also being constructed on the campus which is due to open in April 2023.
- 3.3 On 15 September 2020, approval was obtained from the Leadership Panel for the implementation of new Management Guidelines on 'Procedures for the Naming of New Schools etc,' following submission of a report on the [Naming of New Education Provision](#). In line with these procedures, a naming group comprising local elected members, community representatives, school staff and members of the Learning Community Partnership was formed.

3.4/

- 3.4 In line with the naming procedures the process involved gathering potential names from groups who have an interest in the new campus. Schools submitted a range of proposed names from staff, children and parents. Community representatives also submitted proposals through the naming group. These proposals were considered by the naming group at two meetings which took place in Maybole on the evenings of 14 and 21 September 2021.
- 3.5 At these meetings, the naming group discussed the names either already suggested through consultation undertaken by the schools, or from their own proposals, based on their further consultation with either staff, parents and pupils of the schools, members of the community, the Community Council or members of the Learning Community Partnership, depending on who or which organisation they were representing.
- 3.6 Over sixty proposals for the name of the new non-denominational primary school and early years centre were considered with over seventy proposals for the name of the new community campus considered. These included names which, although, had been popular through initial consultations, were not included in the short-list of names that the naming group had to come to an agreement on, as part of their responsibilities.
- 3.7 In line with the naming procedures, five names were selected by the naming group for the further public consultation on the Council's website, on the naming of the new community campus and new non-denominational primary school and early years centre.
- 3.8 The public consultation survey took place between 8 and 22 October 2021, involving the wider community in the decision-making process. The consultation was undertaken in line with the Management Guidelines setting on Procedures for the Naming of New Schools etc. As set out in the guidelines, individuals and groups were invited to rank the proposed names in order of their preference. The survey was available on the Council's website and links were distributed via SAC social media channels and through school communications. Respondents were asked to rank name options between 1, most preferred, to 5, least preferred.
- 3.9 A total of five hundred and thirty responses were received to the consultation. The results of the consultation are detailed at [Appendix 1](#).
- 3.10 During the period that the survey took place, the Council received two, Stage One, formal complaints through the Council's online complaints system. The two complaints, one anonymous, centred on the complainant's views that their preference of names, Carrick Community Campus, Carrick Primary School and Maybole Primary School had not been proposed in the naming group's short-list progressed for public consultation. Complainants received a formal response, in letters issued through the Council's online complaints, system, advising that their requests for alternative names for the campus and school to be considered could not be upheld.

#### **4. Proposals**

- 4.1 The proposed names for approval, in line with the outcome of the public consultation are:
- 4.1.1 Maybole Community Campus as the name for the new community campus; and

- 4.1.2 Culzean Primary School and Early Years Centre as the name for the new non-denominational primary school and early years centre.

## **5. Legal and Procurement Implications**

- 5.1 The recommendations in this report are consistent with legal requirements. Should members approve the proposals, the Scottish Government will be informed of the name of the new community campus and non-denominational primary school. The new non-denominational primary school and early years centre will require to be registered with the Care Inspectorate under the new name. A single SEED number is required to replace the current numbers allocated to the two existing primary schools and early years centres.
- 5.2 There are no procurement implications arising from this report.

## **6. Financial Implications**

- 6.1 Not applicable.

## **7. Human Resources Implications**

- 7.1 Not applicable.

## **8. Risk**

### ***8.1 Risk Implications of Adopting the Recommendations***

- 8.1.1 There are no risks associated with adopting the recommendations.

### ***8.2 Risk Implications of Rejecting the Recommendations***

- 8.2.1 The risks associated with rejecting the recommendations include a delay in advancing activities required for the progression of the project, including the registration of the non-denominational primary school and early years centre, as well as other activities such as the design of signage for the campus and consultations on new branding and uniforms for the non-denominational primary school and early years centre.

## **9. Equalities**

- 9.1 The proposals in this report have been assessed through the Equality Impact Assessment Scoping process. There are no significant potential positive or negative equality impacts of agreeing the recommendations and therefore an Equalities Impact Assessment is not required. A copy of the Equalities Scoping Assessment is attached as [Appendix 2](#).

## **10. Sustainable Development Implications**

- 10.1 ***Considering Strategic Environmental Assessment (SEA)*** - This report does not propose or seek approval for a plan, policy, programme or strategy or document otherwise described which could be considered to constitute a plan, programme, policy or strategy.

## 11. Options Appraisal

- 11.1 An options appraisal has not been carried out in relation to the subject matter of this report.

## 12. Link to Council Plan

- 12.1 The matters referred to in this report contribute to Commitment 2 of the Council Plan: Closing the Gap/ Reduce poverty and disadvantage.

## 13. Results of Consultation

- 13.1 There has been public consultation on the contents of this report, as detailed within the background information above, with details provided at 3.10 of two complaints received from members of the community, during the public consultation period.
- 13.2 Consultation has taken place with Councillor William Grant, Portfolio Holder for Children and Young People, and the contents of this report reflect any feedback provided.
- 13.3 Consultation has taken place with Local Members and the contents of this report reflect any feedback provided.
- 13.4 Consultation has taken place with staff, parents and children at Carrick Academy, St. Cuthbert's Primary School, Gardenrose Primary School and Cairn Primary School and the contents of this report reflect any feedback provided.

## 14. Next Steps for Decision Tracking Purposes

- 14.1 If the recommendations above are approved by Members, the Depute Chief Executive and Director - People will ensure that all necessary steps are taken to ensure full implementation of the decision within the following timescales, with the completion status reported to the Leadership Panel in the 'Council and Leadership Panel Decision Log' at each of its meetings until such time as the decision is fully implemented:

<b><i>Implementation</i></b>	<b><i>Due date</i></b>	<b><i>Managed by</i></b>
Inform the Scottish Government and wider stakeholders of the new name for the community campus and non-denominational primary school and early years centre	31 December 2021	Service Lead – Education Support Services
Progress the registration of the new non-denominational primary school and early years centre under the new name of Culzean Primary School and Early Years Centre	31 December 2021	Service Lead – Education Support Services

<b><i>Implementation</i></b>	<b><i>Due date</i></b>	<b><i>Managed by</i></b>
Agree a SEED number with Scottish Government for the new non-denominational primary school and early years centre	28 February 2022	Service Lead – Education Support Services

**Background Papers**    **Report to South Ayrshire Council of 28 June 2018 – [Outcome of the Statutory Consultation relating to the Proposed Maybole Community Campus](#)**

**Report to Leadership Panel of 15 September 2020 – [Naming of New Education Provision](#)**

**Person to Contact**    **Douglas Hutchison, Depute Chief Executive and Director - People**  
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**Date: 15 November 2021**



# Results of New Campus Naming Surveys - Maybole

25 Oct 2021



# Results of New Campus Naming Surveys - Maybole

## Summary

New community campus – most preferred name chosen with highest overall average ranking score of 4.3 out of 5 was Maybole Community Campus.

New non-denominational Primary School and Early Years Centre – most preferred name chosen with highest overall average ranking score of 3.83 out of 5 was Culzean Primary School and Early Years Centre.

## Background

The new community campus in Maybole, currently under construction, will be home to the existing Carrick Academy and St Cuthbert's Primary School, as well as a new non-denominational Primary School and Early Years Centre and a new Sports Pavilion and Leisure Centre for Maybole, with swimming pool.

A Naming Group, comprising school staff, local councillors and members of the local community agreed on a shortlist of names for the new community campus and the new non-denominational primary school.

Members of the community were then invited to contribute to a short public consultation on naming the new campus and the new non-denominational primary school by ranking each of the shortlisted names in order of their preference.

The survey with two questions was open for two weeks from the 8 to 22 October 2021. The survey was available via the Council's website and links to it distributed via social media channels.

For both questions respondents were asked to rank name options from 1, most preferred to 5, least preferred. Ranking questions enable the calculation of an average ranking for each option so the most preferred overall option can be determined.

## Calculating the average ranking

The average ranking score is calculated as follows

Average rank score =  $(X1W1 + X2W2 + X3W3 + X4W4 + X5W5) / (\text{Total Response Count for that option})$

where: X = response count for answer choice and W = weight of ranked position

Weights are applied in reverse. In other words, the respondent's most preferred choice (which they rank as #1) has the largest weight, and their least preferred choice (which they rank as #5) has the smallest weight. Therefore, for these ranking questions which each had 5 answer options or choices, weights are assigned as follows:

- The #1 most preferred choice has a weight of 5
- The #2 choice has a weight of 4
- The #3 choice has a weight of 3
- The #4 choice has a weight of 2
- The #5 least preferred choice has a weight of 1

## Results

There were a total of 530 responses to this survey.

For Q1 the preferred name for the new community campus with 342 responses as most preferred name and highest overall average ranking score of 4.3 out of 5 was Maybole Community Campus.

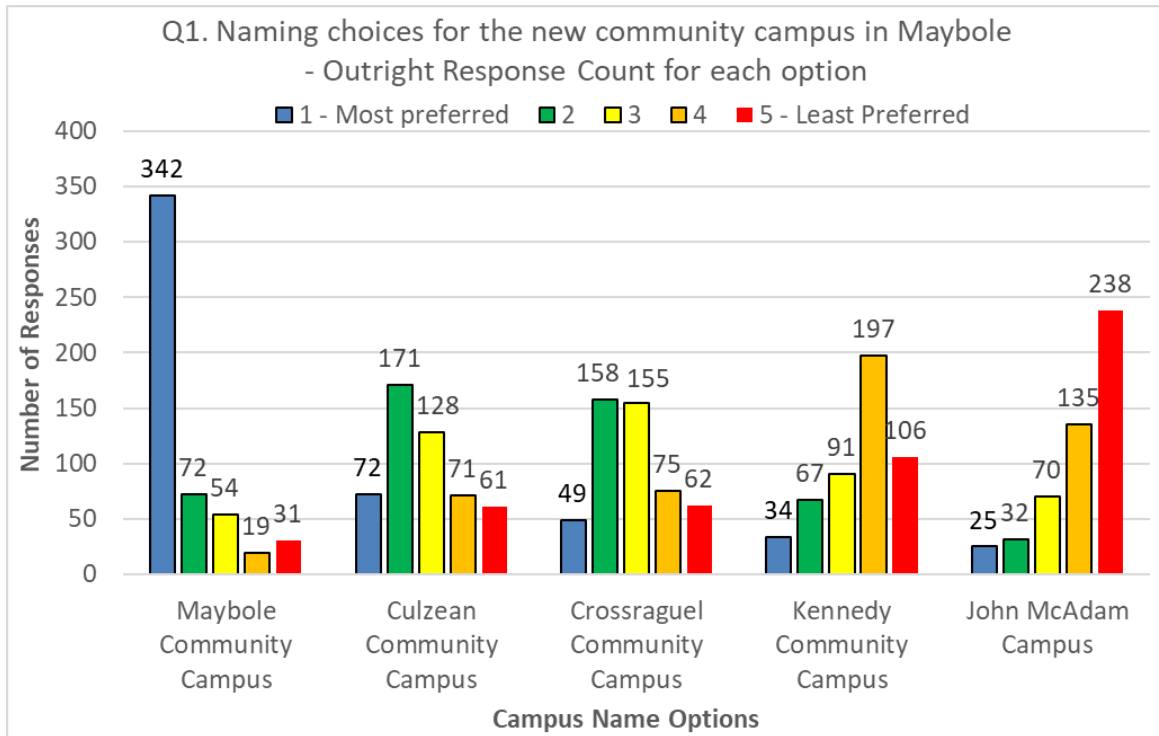


Chart 1: Outright response count for each naming option for new community campus at Maybole

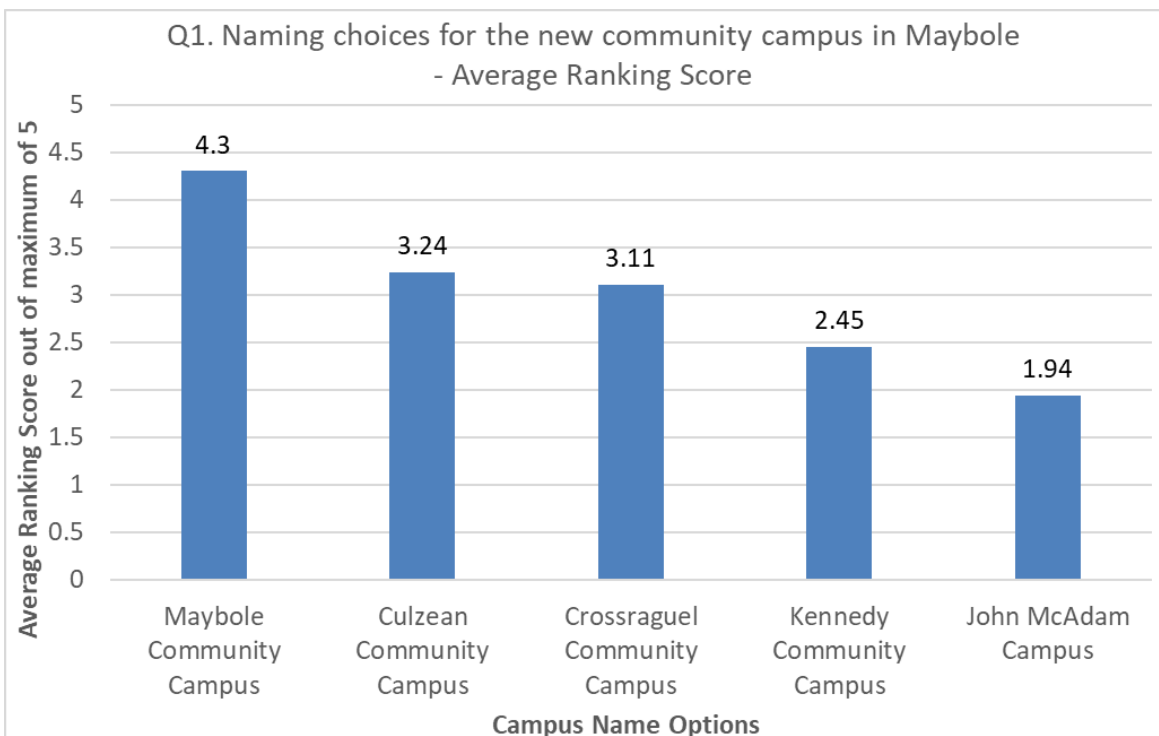
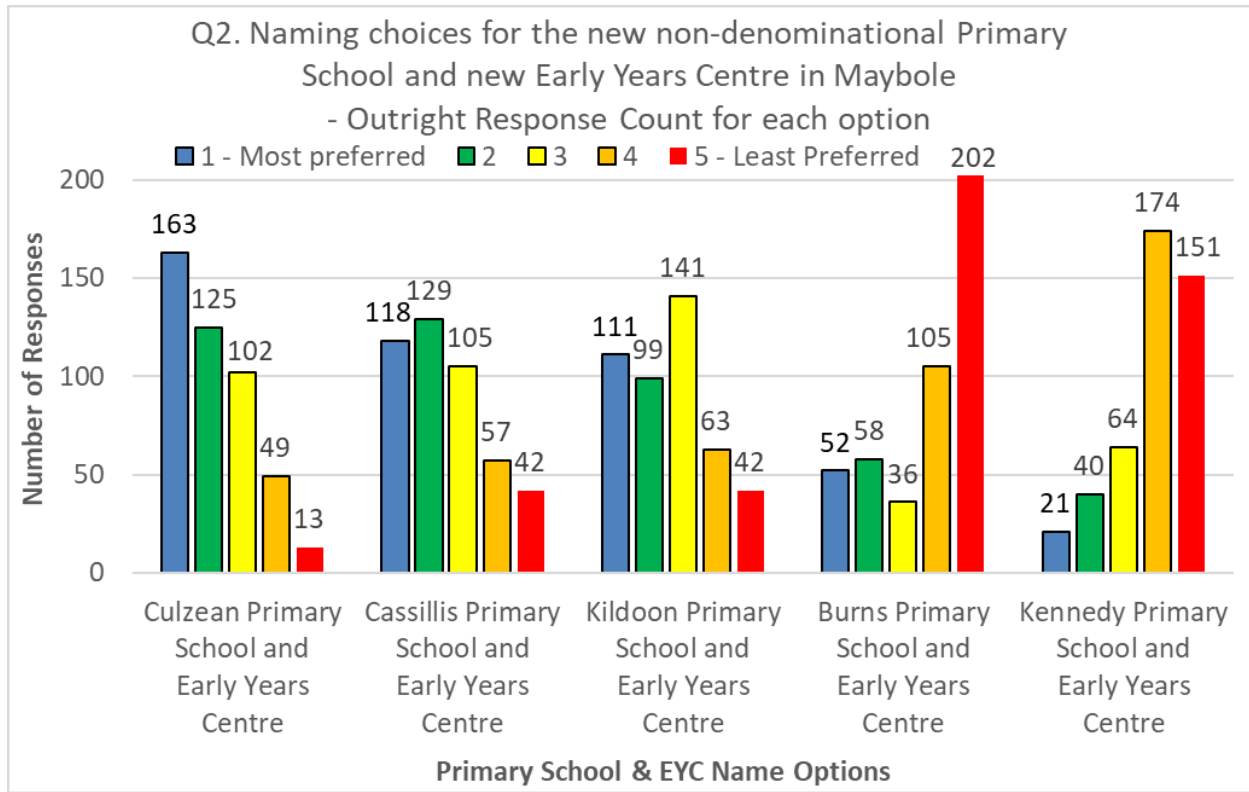


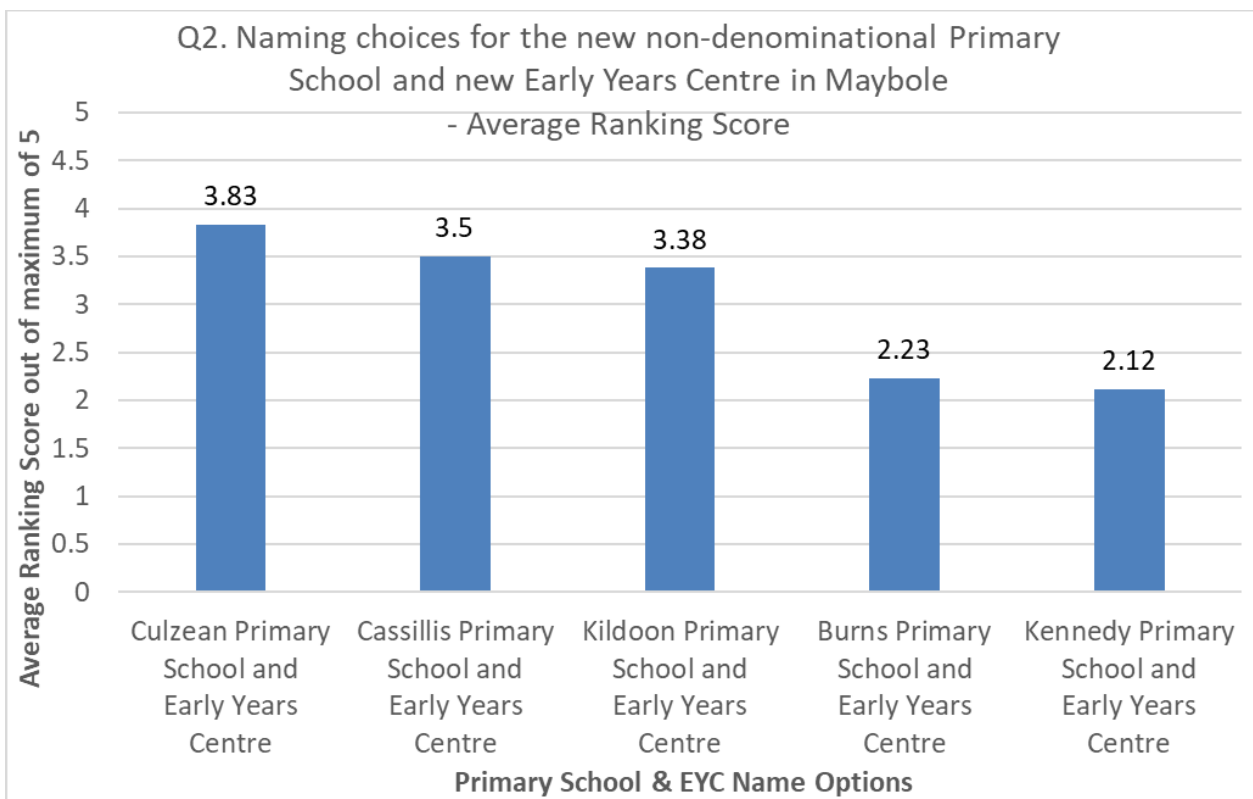
Chart 2: Average ranking score for each naming option for new community campus at Maybole



For Q2 the preferred name for the new non-denominational Primary School and Early Years Centre with 163 responses as most preferred name and highest overall average ranking score of 3.83 out of 5 was Culzean Primary School and Early Years Centre.



**Chart 3: Outright response count for each naming option for new non-denominational Primary School and Early Years Centre at Maybole**



**Chart 4: Average ranking score for each naming option for new non-denominational Primary School and Early Years Centre at Maybole**

## South Ayrshire Council Equality Impact Assessment Scoping Template

Equality Impact Assessment is a legal requirement under the Public Sector Duty to promote equality of the Equality Act 2010. Separate guidance has been developed on Equality Impact Assessment's which will guide you through the process and is available to view here: <https://www.south-ayrshire.gov.uk/equalities/impact-assessment.aspx>

Further guidance is available here: <https://www.equalityhumanrights.com/en/publication-download/assessing-impact-and-public-sector-equality-duty-guide-public-authorities/>

The Fairer Scotland Duty ('the Duty'), Part 1 of the Equality Act 2010, came into force in Scotland from 1 April 2018. It places a legal responsibility on Councils to actively consider ('pay due regard to') how we can reduce inequalities of outcome caused by socio-economic disadvantage, when making strategic decisions. See information here: [Interim Guidance for Public Bodies](#) in respect of the Duty, was published by the Scottish Government in March 2018.

### 1. Policy details

Policy Title	Naming of New Community Campus and Non-Denominational Primary School – Maybole
Lead Officer (Name/Position/Email)	Douglas Hutchison Depute Chief Executive and Director - People <a href="mailto:douglas.hutchison@south-ayrshire.gov.uk">douglas.hutchison@south-ayrshire.gov.uk</a>

**2. Which communities, groups of people, employees or thematic groups do you think will be, or potentially could be, impacted upon by the implementation of this policy? Please indicate whether these would be positive or negative impacts**

Community or Groups of People	Negative Impacts	Positive impacts
Age – men and women, girls & boys	n/a	n/a
Disability	n/a	n/a
Gender Reassignment (Trans/Transgender Identity)	n/a	n/a
Marriage or Civil Partnership	n/a	n/a
Pregnancy and Maternity	n/a	n/a
Race – people from different racial groups, (BME) ethnic minorities and Gypsy/Travellers	n/a	n/a
Religion or Belief (including lack of belief)	n/a	n/a
Sex – gender identity (issues specific to women & men or girls & boys)	n/a	n/a

Sexual Orientation – person’s sexual orientation i.e. LGBT+, lesbian, gay, bi-sexual, heterosexual/straight	n/a	n/a
Thematic Groups: Health, Human Rights & Children’s Rights	n/a	n/a

**3. What likely impact will this policy have on people experiencing different kinds of social disadvantage? (Fairer Scotland Duty). Consideration must be given particularly to children and families.**

Socio-Economic Disadvantage	Negative Impacts	Positive impacts
Low Income/Income Poverty – cannot afford to maintain regular payments such as bills, food, clothing	n/a	n/a
Low and/or no wealth – enough money to meet Basic living costs and pay bills but have no savings to deal with any unexpected spends and no provision for the future	n/a	n/a
Material Deprivation – being unable to access basic goods and services i.e. financial products like life insurance, repair/replace broken electrical goods, warm home, leisure/hobbies	n/a	n/a
Area Deprivation – where you live (rural areas), where you work (accessibility of transport)	n/a	n/a
Socio-economic Background – social class i.e. parent’s education, employment and income	n/a	n/a

**4. Do you have evidence or reason to believe that the policy will support the Council to:**

General Duty and other Equality Themes Consider the ‘Three Key Needs’ of the Equality Duty	Level of Negative and/or Positive Impact (High, Medium or Low)
<b>Eliminate unlawful discrimination, harassment and victimisation</b>	Low
<b>Advance equality of opportunity</b> between people who share a protected characteristic and those who do not	Low
<b>Foster good relations</b> between people who share a protected characteristic and those who do not. (Does it tackle prejudice and promote a better understanding of equality issues?)	Low
Increase participation of particular communities or groups in public life	Low
Improve the health and wellbeing of particular communities or groups	Low
Promote the human rights of particular communities or groups	Low
Tackle deprivation faced by particular communities or groups	Low

## 5. Summary Assessment

<b>Is a full Equality Impact Assessment required?</b> (A full Equality Impact Assessment must be carried out if impacts identified as <b>Medium and/or High</b> )	<b>YES</b>  <b>NO</b>
<b>Rationale for decision:</b>  <b>This report proposes that the Council approves the naming of a new community campus and school. This has no specific equality implications</b>	
<b>Signed :</b> Douglas Hutchison – Depute Chief Executive and Director - People  <b>Date:</b> 27 October 2021	