

Online admissions applications for September 2011

Secondary admissions

We received 2131 online applications which equates to 66.9% of all applications. This is an increase in applications of 43.3%.

The national target for online applications is 50% with the national average figure now 55%.

As you will see in the table below four local authority areas in the West Midlands achieved this, compared with one area last year – and Coventry is now the second most successful area for level of online applications.

Local Authority	% 2011	% 2010	% 2009	% 2008
Warwickshire	84.1	36.5	19.0	21.2
Coventry	66.9	23.6	13.3	14.5
Staffordshire	62.1	47.6	33.5	33.4
Dudley	59.0	52.5	46.6	37.1
Worcestershire	45.8	30.9	18.1	14.5
Shropshire	39.0	34.2	13.0	13.0
Birmingham	31.4	20.7	16.3	7.3
Telford and Wrekin	30.7	23.1	15.5	12.4
Wolverhampton	26.8	10.4	5.3	7.7
Herefordshire	22.7	20.7	12.6	9.7
Stoke	21.4	16.3	7.3	8.5
Solihull	18.6	15.2	10.1	9.8
Walsall	16.5	8.7	3.4	7.8
Sandwell	10.0	7.3	3.7	3.4

When comparing data with our 10 “statistical neighbour” local authorities

- The average for this group is 45.5%
- We are the 4th most successful out of 11 authorities

Primary admissions

We received 2356 online applications which equates to 59.4% of all applications. This is an increase in applications of 34.6%. Again this more than meets the national online target of 50%, but there are no statistics nationally available to enable comparisons for primary school results with other authorities.

Future action

The increases in online applications have resulted in a decrease in the carbon footprint of this activity with savings in the amount of print, paper and storage space for the local authority, and savings in postage costs for parents and the local authority.

The focus on encouraging online rather than paper applications does not appear to have reduced the numbers of on time applications. In analysing the numbers and details of those applicants who were late or did not make an application for secondary schools we have seen no significant changes. However, we will be working with schools, parents and other colleagues in the summer term to improve the leaflets and website information, and also to ensure that effective processes are in place to encourage and support parents in making applications for primary and secondary places.

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