

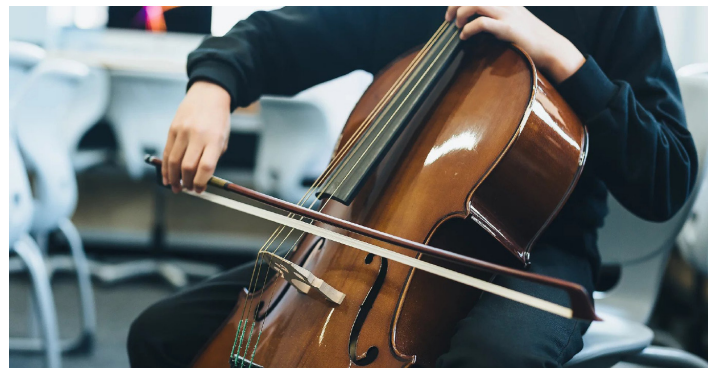
School Admissions; Calculating Walking Distance



Project Plan

School places are highly sought after and the fairest way for how places are decided is based on the catchment area of the school. The catchment area historically has been based as the crow flies, this means that pupils that live on the other side of a river might be given a school place, when the reality is their journey isn't accessible.

Increasingly schools and local councils are using mapping systems to precisely measure the distance to the exact metre from a prospective pupil to the school entrance. Kelvin Hall School is a popular, oversubscribed secondary school in Hull. One of the criteria for admission is distance to the school.



Challenges

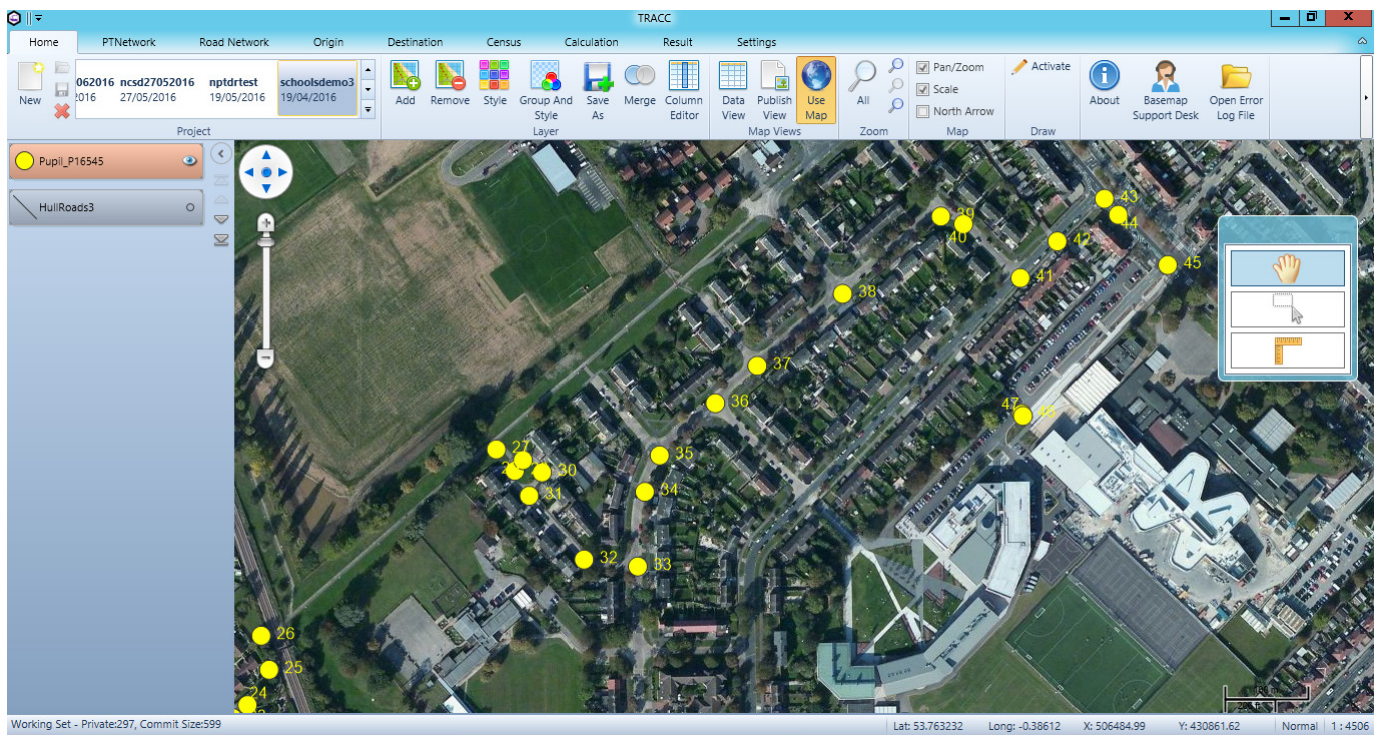
TRACC is an accurate, multimodal travel time analysis tool that is able to produce precise travel time reports and contours between any number of origins and destinations. Due to the software's detailed analysis, Kelvin Hall School have been using Basemap's TRACC software for their annual admissions for the past few years.

Each year there is a requirement to process circa. 800 applications, this was extremely time consuming for staff at the school. Due to the popularity of Kelvin Hall a large number of pupils will not be offered a place despite living close to the school. This is quite an emotive subject and understandably resulted in a backlash from parents not able to understand why their child was declined a place at the school.



TRACC





The Solutions

Kelvin Hall School have been using Basemap's TRACC software for their annual admissions, Mrs Helen Harrison, PA to Headteacher, used the tool and in her own words describes how TRACC made a difference: "In order to calculate the shortest walking distance precisely, we needed an easy to use but accurate software to calculate the coordinates. We decided to use the TRACC software. The school purchased the software and were given detailed training on how to use it, with help also at the end of the phone at all times."

The software calculated the exact distance from the location of the applicant's address to the school entrance, giving the most accurate distance possible. The software also gave us the option to allow a footbridge into our calculations, that was an exception in our Admissions Policy. It also gave us the option to exclude any roads if we needed to, for example unsafe walking routes. The school received over 750 applications and by uploading these into the software, we had our results immediately, creating a fair and accurate process to present to the applicants. Kelvin Hall could not have produced such accurate results so easily, without the TRACC software and would highly recommend it to other schools and academies who run their own admissions process.

The Benefits

- 1 **Save Time**
Save time – calculations run in seconds
- 2 **Save Money**
Save money – no external consultancy costs
- 3 **Flexible**
TRACC results stand up when scrutinised by parents

"The TRACC software is so precise we can demonstrate honestly and fairly as to how our decisions were arrived at, this can also be demonstrated when parents appeal for a place. This accurate information is vital to schools, making it essential for the price. If we, and other schools, did not do their own admissions, the local council do them for you, rather than a consultancy service. In our experience if another party is calculating your admissions, then the admin and process is not always easy to explain to parents how they have arrived at their decision.