






10th May 2021

Dear Parents,

Re; School logo

Firstly, thank you to all parents and families that contributed feedback to vote for the change of the school logo. We have sampled across the following groups (Students, Parents and Staff). The results of the surveys are as follows:

GROUP			
Students	17%	66%	17%
Parents	26.30%	45.30%	28.40%
Staff	21.40%	54.70%	23.80%

The winning design is:



We will be working with the Education Impact Academy Trust Marketing team and we will indicate in the future when the official change will occur. As mentioned previously, any student with existing logos will not be required to change their uniform. We will phase this out as students naturally grow out of their uniform sizes. Equally we will have a transition window to gradually change the signage and logos around the school.

Yours sincerely

Chris Wilson

Executive Head Teacher

