



## Reigate Parish Church Primary School

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Friday 21<sup>st</sup> October 2016

Dear Parents and Carers

### **Our Vision: Reigate Parish Church Primary School: a trusting, respectful and caring place for children to reach their full potential, with Christian faith and Christian values at our heart.**

Reigate Parish is immensely proud of its history and is extremely excited about the future. There has been a Parish school in Reigate since 1854 and on Wednesday 28<sup>th</sup> September Parish received the necessary planning permission for it to permanently expand into a two-form primary school.

We are proudly an inclusive, highly aspirational Christian school that is forward thinking. We plan an extremely creative curriculum and we have the whole school staff team consistently working together to ensure that every child reaches or even exceeds their potential. We were judged outstanding in July 2013 because of this and we remain outstanding because of our collective determination to do our best for all our children.

### **The Journey of the new School Logo and Branding**

We wanted to create a logo and branding scheme that united all elements of Reigate Parish as a primary school. As a new primary school we have a new logo, a new name, new uniform, five new houses and eight new junior class names and so the purpose of this letter is to share the journey school has been on and how they all link together. Grateful thanks go to the individuals who have been instrumental in guiding the decisions behind our new logo and branding and securely linking them to the school's name, vision, ethos and Christian values.

### **Vision, Values and Aims**

The Governing Body in light of the expansion, last year comprehensively reviewed the school's vision, values and aims statement. We now have thirteen named and defined Christian values so everyone has a shared understanding and these values are threaded through our collective worship. We have eight aims and there is a specific aim related to the expansion, it says "to grow from being an outstanding infant school into an outstanding primary school whilst maintaining our caring ethos, culture and atmosphere." The new vision encapsulates our determination to support children to reach and achieve the extraordinary. The new vision, values and aims in their new format will be emailed out after half term and you will see them displayed around the school.



## **New School Logo**

We have had designed by one of our teachers, a very strong logo that links the cross, an outline image of St Mary's church and uses navy blue and royal blue, which is a reference to our new and old school uniform. They are all then held in a shield, which has links to protection, strength and courage. As you will see around school and read in this letter, this shield design has been taken and used across the school in our literature and communications.

## **School Colours**

We have taken the two school blues, the royal blue from the old school uniform and the navy from the new uniform and used them across our communication materials.

## **Class Names**

A trademark feature of our thorough planning for the school expansion was deciding the names of all of the eight KS2 classes and securing the artwork. With significant external professional support, we have aligned the infant insects to the junior animals and they are portrayed in graphic form using the school blue. Classes having an identity is really important to us at Reigate Parish and the children are very proud of their class animal.

So why did we choose these animals for our juniors? The teachers thought about how our children grow in every sense whilst they are with us, including physically, emotionally, academically, socially, culturally and in their self-confidence, independence and resilience. We wanted our class names to follow this theme of growing: in year 3 we have two animals that live in the sea, in year 4 their animals live on the ground, year 5's animals' habitats are predominately in trees and when the children arrive in year 6 their animals inhabit the sky. The metaphor flows from the sea – land – trees – sky - and then our children leave us for Year 7 in their new secondary school. Children are flying high.

Year 3: Dolphins and Turtles

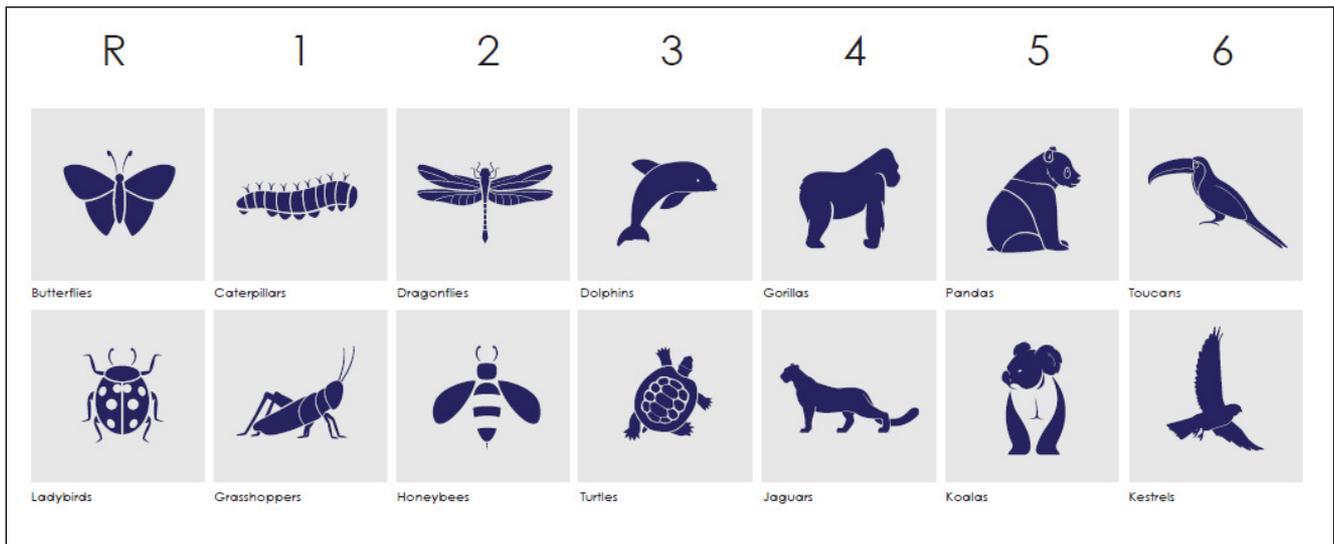
Year 4: Gorillas and Jaguars

Year 5: Pandas and Koalas

Year 6: Toucans and Kestrels

The animals are from different countries around the world and this means that as the children find out about their class and year group animals they are stretching their understanding of the mammal and bird kingdoms and the different habitats and countries they live in.

The images we will be using are on the next page.



## House Names

As announced last week, we have chosen five famous inspirational historical men and women from different periods in time, originating from diverse backgrounds and coming from different countries who all used, practised, developed and honed their unique skills to have influenced, helped and changed society for the better. We deliberately chose some of our famous individuals to be a little less well known in order for our children to gain a wider appreciation of the significant people who have contributed to shaping our world. We feel these historical figures can be understood at a simple level for our youngest children but offer a good level of challenge, year on year to Year 3 as they grow older, where children will understand in increasing depth the importance these figures have had on the lives we live.

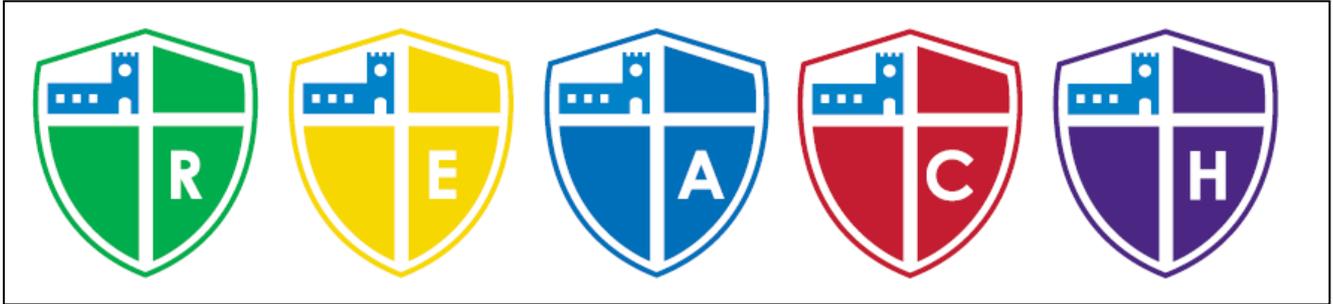
We are immensely proud to announce these are the names of our houses:

Sir Walter Raleigh (green shield)	: Raleigh House
Olaudah Equiano (yellow shield)	: Equiano House
Jane Austen (blue shield)	: Austen House
Marie Curie (red shield)	: Curie House
Gustav Holst (purple shield)	: Holst House

We took the word "**reach**" from our school vision because it's a word that highlights our collective determination for all children to succeed and it links the houses to the school's vision statement.

The word "reach" also resonates to us as staff and governors because as professionals in the learning community at Reigate Parish we strive and reach to be better in our jobs, through a comprehensive programme of training, so that we can always do our best for our children. I hope the word "reach" will resonate with parents.

The images we are using are on the next page.

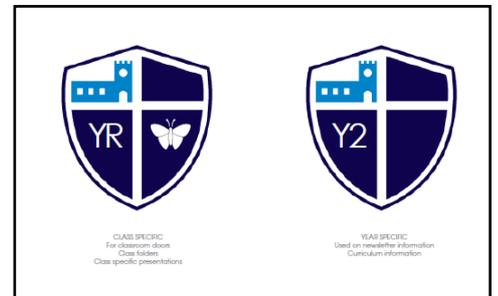


### Images used in school

You will see the new logo, class animals, house shields and the colours used in our signage around school, in our written communications and on our website. The beauty of the streamlined colours, shapes and relationship makes for some powerful and impressive imagery.

Over this term we will be changing to solely using our newly branded documents in all our public-facing communications, we will have new signage around school and the school website will be updated.

Here are two examples as to how the logo image is used with an individual class or year group.



### In summary

As you can see the school's vision threads through our values and aims statements and it is visually linked to our school logo.

The school logo shape then connects the vision to the house names and to the central concept of "reach".

The logo shape is also connected to the identity of all our classes and how we chose the KS2 class names (and why we decided to keep the infant insect class names). All of this is again linked to children reaching for the sky, striving to attain their potential or even beyond and to achieve the extraordinary.

It has been an enjoyable journey discussing and securing all of the connections as explained in this letter and we look forward to working with parents to enable all our children to reach high.

Yours sincerely,

Mrs Frances Davis  
Headteacher