



24 November 2023

Dear Parent/Carer

We are thrilled to share some exciting news with you about the continued positive changes happening at Fairlands Middle School – we are embarking on a rebranding journey!

In the ever-evolving landscape of education, it is crucial for schools to adapt, grow and embrace positive change. Our decision to rebrand is rooted in our commitment to providing the best possible experience for your children. By refreshing our school's image, we aim to create a vibrant and dynamic atmosphere that aligns with the progressive education we provide.

Through this rebranding, we aspire to showcase the unique strengths and achievements of Fairlands Middle School. The refreshed logo will not only reflect our commitment to academic excellence, but also highlight the diverse talents and accomplishments of our pupils. This in turn, will contribute to a positive and inspiring educational experience for everyone involved. We plan to unveil the new refreshed brand through a comprehensive rollout plan, including new outdoor and indoor signage, integration of the new logo into all documents, bulletins, marketing materials and our website, along with the introduction of the new logo on our uniform over time.

Understanding the financial considerations families may face, we want to reassure you that the transition to the new uniform will be gradual and accommodating. The current uniform will be phased out over time, and parents will not be expected to purchase new uniform until their child's existing uniform is naturally worn out. This approach is designed to minimise any financial burden on our families and allow for a smooth and cost-effective transition.

We are confident that the new branding will reflect the values and spirit of Fairlands Middle School. I hope you will agree that a refresh is exciting and the change will create a sense of unity and pride among our pupils, families and our community.

We value your support and partnership on this exciting journey. Together, we can ensure that Fairlands Middle School continues to be a place where pupils thrive, learn and achieve their full potential. I look forward to sharing the new look of Fairlands Middle School with you very soon.

Yours sincerely

Stefan McHale
Headteacher

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