

21st February 2018

Dear Parents/Carers,

Consultation on branding

As we hope you are aware from prior consultation, in April 2017, Elstow School and Bedford Free School joined up to form a Multi-Academy Trust called **Advantage Schools**.

Multi-Academy Trusts (MATs) are charitable organisations that run schools independently of the local authority. In the case of Advantage Schools, we are an outward facing organisation that works with a wide variety of people, including the local authority, but we nonetheless stand separate from them.

The MAT is governed by a board of directors, known as trustees. The founding directors are made up of people who were on the governing bodies of Elstow School and Bedford Free School.

The schools decided to work together as we share beliefs and values, and are passionate about the power that schools have to transform lives. We are completely committed to working with pupils and families to ensure that they can access the very best education in Bedford, Elstow and surrounding areas.

Our trust values are: respect, honesty and high aspirations.

We also believe in the value of sharing – and Mr Lock (Executive Principal of Advantage Schools and Principal of Bedford Free School) and Miss Baxter (Principal of Elstow School) already work very closely together. We have shared staff in literacy, physical education, staff training and have plans to work even closer together in the future. The strengths of both schools are significant and we are very proud of our work so far.

Having been established for 10 months the trustees have decided that it is important that our logos reflect our partnership, our vision, and are suitably adaptable for any schools that wish to join us in Advantage Schools.

Following a lengthy process of consultation with Trustees and key staff, we have two final designs for our new logos for Elstow School, Bedford Free School and Advantage Schools and would like to consult with you as to your preferred option.

Please be aware that this will not impact on any immediate change to uniform or additional expense for you and will be phased in over a period of time as students move up through the schools.

Rationale for the content of our logos:

We are very proud of the fact that the trust originates from our two schools in Bedford and Elstow. The geographical area is important to us and hence we have made a concerted effort to have this reflected in our logo.

The swan represents Bedfordshire and the wavy line in crest option 5 represents the River Great Ouse. In the Advantage Schools logo – we have incorporated both the infinity sign from BFS and the Shell logo from Elstow School to reflect the pride we feel in our founding schools. The colour palette is as close to the original schools existing colours as possible while being complimentary.



The choices are as follows:

Crest option 2



ADVANTAGE
SCHOOLS



ELSTOW
SCHOOL



BEDFORD
FREE SCHOOL

Crest option 5



ADVANTAGE
SCHOOLS



ELSTOW
SCHOOL



BEDFORD
FREE SCHOOL

We would be grateful if you could let us know your preferred option via email to advantageschools@bedfordfreeschool.co.uk putting your choice in the subject line either option 2 or option 5. Emails will not be opened.

This consultation will close on **Monday 26th February 2018**.

Yours sincerely,



Stuart Lock
Executive Principal/ Principal
Advantage Schools/Bedford
Free School



Samantha Baxter
Principal
Elstow School



Bridget Edge
Chief Financial and Operations
Officer
Advantage Schools