

KDS/JSS

6 March 2017

Dear Parents/Carers

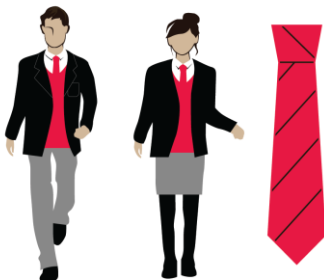
Outcome of Crestwood Rebranding Exercise

As you may be aware, in the Parent Bulletin on Friday 3 March 2017, we announced our proposed school name to take effect from September 2017, along with our proposed new logo and school uniform design.

After consultation with students, staff, parents, governors and the wider community, the name we have chosen is **Crestwood Community School**. The name 'Crestwood High School' was included in a general vote for the local community, via our website and Facebook page and this was the name, amongst five others, that won the public vote. The results of the vote were 835 votes for Alderwood (28.6%), 1058 votes for Crestwood High School (36.2%), 201 votes for King Aethelstan (6.9%), 160 votes for Charlotte Yonge (5.5%), 311 votes for Questwood (10.6%) and 14 votes for Spitfire (0.5%). However, when we consulted with Hampshire County Council, they stated that the word 'High' could be misconstrued and advised that it be avoided, so we discussed this with the Senior Team and Governors. As 'Crestwood' was the most popular, it was felt that the word 'Community' in the title far more represented what we are trying to achieve, which is to serve the families in the 'community' of Eastleigh.



CRESTWOOD
COMMUNITY SCHOOL



The new Crestwood Community School logo is a representation of two merging schools and their communities. The logo includes two C's for Crestwood and Cherbourg whilst creating the S for Shakespeare. At a quick glance it can also appear to be two circles interlinking like chain links which demonstrates not only the physicality of the two sites combined, but also the pastoral network and ongoing relationships being built between students, parents and staff.

I must apologise that an error was printed with regard to the blazer for the proposed new school uniform. The blazer will be plain black and not black with red piping. This means that existing blazers can be used with a simple change of badge. The new school uniform will not be compulsory for existing students until September 2018 and, as always, we will assist any parents that require financial help with supporting the transition to the new uniform, subject to eligibility criteria. Apart from the blazer and tie, everything else can be bought from a supermarket, hence listening to and addressing

parental concerns about costs. The jumper is an optional item; not compulsory. Again, this uniform was selected by the students.

Our intention is that Year 11 students will have a slightly different variation on this uniform to identify them as year 11. We intend for their jumper and tie to be different to the rest of the school. Some parents have expressed concern about us choosing grey, however, at this stage we have asked Skoolkit to mock up this design for us and there will be an opportunity for further consultation and for parents to see the design for real.

I apologise that some former Quilley parents are unhappy that the name has remained as Crestwood, but I can promise that the process was a fair and transparent one, with the children designing the uniform and the whole community deciding on the name. There will always be a difference of opinion, but we went for the majority vote.

I have been in Eastleigh for over 10 years now and I am committed to the children in the whole community. I believe wholeheartedly in the young people and what they can achieve. It is our job to make them succeed and be aspirational role models to the future of our town.

If you have any queries, please do not hesitate to email my PA, Justine Sayers, on justine.sayers@crestwood.hants.sch.uk, or telephone her to make an appointment on 02380 684970.

Yours sincerely

A handwritten signature in cursive script that reads "Krista Dawkins".

Krista Dawkins
Headteacher