

Denefield School

Providing technology for today's learners

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Headteacher • Mr G Whiteford

Ref: GSA/WFD/08-09/ New school logo & school uniform

1 April 2009

Dear Parents

New school logo & school uniform

I am writing to update you about the new school logo and proposed changes to the school uniform, following our recent consultation with students, parents, staff and governors. I would like to thank everyone who took part in this process.

The new logo will be appearing shortly and we hope that it reflects, as much as any logo can, our aim to support students in achieving their potential in every aspect of their work by using the benefits of technology.

We are firmly committed to building a learning community with a strong corporate identity of which we can be proud. Students who look smart will have a positive self-image, and this will inevitably have an impact on their behaviour and the quality of their work.

The results of the uniform survey show that the majority of our students do not like the current uniform, especially the ties, and they have given us feedback on what they would prefer to wear. We hope that with the students being involved in the consultation, they will have a sense of pride in wearing the new uniform, as well as a renewed sense of pride in the school.

For parents, we fully appreciate that the quality and price of the existing uniform have been an issue and we are keen to rectify this. The school shop manager has been washing jumpers and sweatshirts over the last few weeks to test them for colour fading and shrinkage, and we are very happy that we have sourced good quality garments which will be long lasting. Our new suppliers, Price & Buckland, have offered us a very competitive deal and we are delighted to be able to supply the new uniform at prices which will be comparable with or lower than our current shop prices.

The new uniform will consist of a black jumper with an electric blue trim and the new Denefield logo. We have chosen black after consultation with various suppliers indicated that black is the best colour for staying fast, not fading and remaining consistent in shade. We have chosen an electric blue trim to distinguish our students from those in other local schools and as an acknowledgement of our blue heritage! We have opted for jumpers rather than sweatshirts, partly because the quality and shape have proved much better than sweatshirts but also because they look much smarter over a polo shirt. There will be a choice of long sleeved and sleeveless jumpers, which will offer students more seasonal variety, as well as a personal preference in style.

Following the students' clear preference not to wear ties, we have opted for a polo shirt. This will be white, the colour most popular with the students, with the same electric blue trim on the sleeve and bearing the Denefield logo. The polo shirt will be available in both unisex and tailored versions. The styling of the new PE kit will also reflect the preferences of students and the new black/electric blue branding. It will include a range of styles to allow for personal choice and considerations of warmth and comfort.



INVESTOR IN PEOPLE

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For Year 11 students, the surveys showed the majority of staff, students and parents to be in favour of acknowledging their senior position in the school, and so a Year 11 jumper will be available for those who wish to purchase this.

Governors are mindful of the impact of the transition from the old uniform to the new and are therefore phasing in the change. For existing students the new uniform will not become compulsory until September 2010, although parents are encouraged to consider making the switch before then. The new Year 7 intake in September 2009 will be in the new uniform. For financial help with uniform there are local charitable trusts which can provide assistance:

The Green Girls Foundation (girls) and John Allen's Charity (boys)

Contact: P Wickens, Clerk to Trustees. Tel: 0118 9571057

Tilehurst Poor's Land Charity,

Contact: P.O. Box 2802, Reading RG30 4GE or see www.tilehurstplc.org.uk.

Englefield Charitable Trust

Contact: 0118 9302504 or see www.englefield.co.uk

Students may make a mid-year transition to the new uniform at any time but if they do, we would ask that they wear the new uniform in its entirety as we do not wish to encourage a 'hybrid' uniform of old and new. The full uniform list will be available shortly on the School's website and hard copies issued during the summer term.

I would also like to take this opportunity to remind you that the school uniform requirement is, and will continue to be, for students to wear **tailored** trousers. This means that **jeans, flares or tight trousers are not allowed and this will be strictly enforced**; I would ask for your support in maintaining high standards of uniform for our students.

The Governors would like to thank everyone who responded to the consultation and helped us in this review. The new uniform and logo will support our mission to raise standards further at Denefield School and ensure that we become an outstanding school serving our local community with distinction.

Yours faithfully



Mr G Whiteford
Headteacher