

Dear Parents and Carers,

We hope this letter finds you well.

As you are aware, we moved into the HISP Multi Academy Trust on February 1st, 2024. Our transition into the trust has gone smoothly and we are already benefiting from being part of a large educational network and from the support it provides us with. When we moved into the trust we officially closed as a Hampshire County Council School. At this time, we did not rebrand or change our school name as it was mid-year.

After much consideration we are now consulting with you, our stakeholders, as we embark on a rebranding journey for our school. When a school is required to academise the Department for Education strongly advise schools to rebrand and change their name. In addition to this, our decision stems from our commitment to reflect the evolving needs of our students, the context and location of our school, our desire to embrace diversity, and foster a dynamic learning environment that prepares our learners for success in an ever-changing world.

Our values as a school haven't changed: Kindness, Excellence, Resilience and Empowerment underpin all we do and will continue to do so, our values are very much in line with the HISP vision and values. As we continue to strive for excellence and innovation in education, we are thrilled to announce some significant changes that will help shape the journey ahead in a positive way. At the same time retaining all the wonderful things which makes our school culture unique.

The rebranding process will involve updating various aspects of our school's identity, including our name, logo, colours, uniform and signage. While these changes may seem cosmetic at first glance, they signify a deeper transformation rooted in our core values and aspirations for the future.

We believe that this rebranding initiative will:

- Enhance our school's visibility and recognition within the community.
- Align our brand identity with our mission, vision, and educational philosophy.

- Inspire a sense of pride and belonging among students, staff, and families.
- Position our school as a progressive school, committed to excellence and innovation.

New school name proposal:

We have thought long and hard about a new name for our school. We are incredibly lucky to be positioned in the heart of such beautiful countryside which is steeped in history. We have met with stakeholder groups and jointly proposed to rename our school **Danebury School** from September 2024. Danebury Hill Fort is a famous landmark a stone's throw from our school site, it is widely recognised as the most studied Hillfort in the world, something we think is very unique and will certainly put us on the map.

New school uniform proposal:

We are very conscious that our current school uniform is expensive, even more so if you are purchasing the skirt too. Many of our pupils have told us they don't like wearing coats over their blazers, so they don't bring a coat and often arrive at school wet and cold. They have also told us the blazers aren't comfortable. We want to create a uniform which is smart, gender neutral, comfortable, affordable and practical for the rural location we're in. We will be funding new uniform garments for our current Year 7-10 pupils. Following our initial consultation with staff, our PTA and a number of pupils, we are proposing the following changes:

Navy blue sweatshirt, navy blue trousers or plain pleated skirt, white shirt (same as our current one), blue striped tie and a blue fleece lined waterproof coat. The new school logo will be on the sweatshirt and coat. In addition, we will fund a new PE t-shirt, the same as our current navy blue one but with the new logo on. Pupils will only be able to wear plain black leather shoes, trainers are not allowed.



School day proposal:

Our school day spans over 8 hours for some of our pupils who travel in from Andover, Winchester and local villages. We recognise this is at least 90 minutes longer than most secondary school pupils. In the winter, this can be an unpleasant experience in the cold and rain whilst waiting for buses and walking to and from the bus stops. We have met with our bus companies and are in discussions about changing our school day, starting at 8:40am and finishing at 3:10pm. 6.5 hours is the same length as our current day, equating to 32.5hrs a week as proposed by the Government. We are working closely with the bus companies to ensure all buses arrive by 3:20pm, ensuring pupils don't have to wait until 4:00pm, as is the case for a few currently.

We appreciate these changes may be worrying for some pupils and parents, particularly with uniform changes and the cost implications of this. Fortunately, with HISP's support, we've secured funding to financially support parents and carers with the cost of the new uniform. We will contact parents and carers in Years 7-10 after consultation closes along with parents and carers of new Year 6 pupils.

Throughout this process, we are committed to transparency and collaboration. We will keep you informed every step of the way and welcome your feedback and suggestions as we shape the future identity of our school together. Please share your views with us via this form by 1st May: <https://forms.office.com/e/11A92iHYjc>

Please stay tuned for updates and opportunities to engage with us during this exciting journey. We are confident that the rebranding of our school will propel us towards greater heights of success and distinction.

Thank you for your continued support and partnership as we embark on this transformative journey.

Warm wishes,

Mrs Nicky Goodridge

