

## **Kingsley School - Marketing Update**

As part of the planning for Kingsley School, a team of Governors and Staff from both Edgehill and Grenville, supported by Stuart Nicholson, have been appointed to a Marketing sub-committee; this is an update of what's happened so far.

A number of Agencies have submitted initial ideas for the new school logo, and as Kingsley School was represented at St Michael's School Exhibition on Tuesday 25th November, we used one of these ideas to help prepare an initial leaflet and a promotional display piece promoting Kingsley School.

The logo used is NOT necessarily the final logo, and the colours featured are NOT the final ones, but the leaflet means we can start telling people about the new school. One display is now up in the reception areas of both Grenville and Edgehill Colleges.

To see the leaflet and the display panel, please click on the appropriate areas of the 'Merger Information' section of the Grenville College website..

We are now working on final design proposals for the logo, and also for the other marketing material that the logo will feature on. We hope to have these finalised within the next few weeks.

We are also working on the new School Uniform, which is obviously very important to us all. We held a focus group where the Head Pupils from both Schools outlined some of the ideas of their fellow pupils about the new uniform, and we also benefited from the opinions of parents and ex-pupils from both Schools.

The "The Kingsley School Uniform Squad" has now been set up to draw on the expertise and experience of both Colleges' Uniform Experts (to make sure we don't inadvertently repeat any past mistakes) and a School Uniform specialist (to allow us to learn from other peoples' mistakes!)

The new Kingsley School Uniform will be ready for September 2009, by which time, everyone will have had the opportunity to "have their say" and we will have had the time to get it absolutely right. We will be preparing a more detailed timing plan, and will post these details on the web site as soon as possible.

Finally, we are hoping that both Colleges IT experts will be able to advise us on the best way of getting a new Kingsley School web site on line as soon as possible, and hope we can post updates on marketing activity on it as soon as possible.

Kind Regards,

Marketing and Publicity Sub-Committee

(Caroline Bailey, Tony Bodinetz, Nicola Buckley, Chris Erwood, Alan Mead, Christina Michael)