



**West Kirby Primary School**  
Anglesey Road, West Kirby, Wirral, CH48 5EQ

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Dear Parents & Carers,

I wanted to write to you to explain a few visual changes that you will be seeing over the coming months. A while ago, I met with eschools, the provider of our school website to discuss how we could make it more user friendly and modern. Many of you may have noticed that our main tabs have changed and documents have been relocated. The website will operate from a different eschools platform and I am hopeful that this will happen very soon. I will let you know when the official change will take place.

In the process of redesigning our website we began to look at our school branding. By this I mean the banner on our website and our school logo. We felt that we could look to improve this to reflect who we are at West Kirby Primary School.

Over the past few months, we have been working with Kim Waters, who is one of our Parent Governors, to redesign our school logo. Kim specialises in Graphic Design, Branding, Logos and Web Design. Kim volunteered her time to create a bespoke branding package that we can use on our communications, website, social media and uniforms. It has been great to work with Kim, who has listened to the views of stakeholders and has supported us to enable our new branding to evolve. I am very excited to share this with you today and I hope that you will agree how great it looks

I hope that you will agree that our new logo represents West Kirby Primary School, our location and who we are.

- Our new logo is in the shape of a circle. In a circle, the beginning meets the end and nothing is lost in between.
- The birds represent our class names. Birds are regarded as symbols of freedom and eternity due to their ability to soar into the skies. Many birds can be found in our local area with us being near to the sea, and home to Hilbre Island.
- The waves represent our location. Waves are a constant movement of energy and we aim to think that our school is full of positive energy from all.



Over the coming weeks, you will begin to see our new logo on our communications, website and social media. The other significant change is to our school uniform. Our new logo will be on school uniform and this will be available to purchase from local shops in the coming weeks. **The uniform shops have all been informed about our new logo.** We understand that some children do not need new uniform or already have surplus stock to use. This is fine, the new logo on the uniform will slowly merge through. Many of our new EYFS children will have uniform with the new logo on due to them being new to our school. When the time comes that you need to replace/buy any uniform, if you wish, you will be able to replace with the new logo.

***There is no expectation that you have to have the new logo. We are very happy for there to be a period of transition with the old/new logos.***

### **Uniform**

#### **School Jumpers and Cardigans (Royal Blue with new logo)**

F2, Year 1, Year 2, year 3, Year 4, Year 5 and Year 6



#### **School Jumpers and Cardigans (Navy Blue with new logo)**

**F1 children only.** This is to enable all staff and pupils in school to be able to identify our F1s from our F2s.





White polo shirts for under jumpers and cardigans will be available with the new logo embroidered in blue.



Light blue t-shirts will be available for PE with the new logo embroidered in blue. This can be paired with a plain pair of navy shorts (no logo).

Children can also wear navy blue tracksuits (joggers and hoodless jumper with a white logo) on PE days if they wish to. In September, we will continue with the children coming to school in the PE kit on PE days; however, please can I ask that the children wear the correct uniform and colours at all times.

There is no expectation that your child has to have uniform with the logo on; however, we do expect the correct colours and combinations to be adhered to at all times.

Please can I also take the opportunity to remind you that black school shoes should be worn with school uniform – no heels, no boots and no trainers. Trainers are allowed on PE days.

Blue book bags with the new school logo on will also be available from our school office in the coming weeks at a cost of £5.

I hope that you agree how great our new school uniform will look in September.

Regards

Mrs E Bailey  
Headteacher