



THE BUCKINGHAM SCHOOL

A SPECIALIST SPORTS COLLEGE

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Headteacher: Mr A McGinnes

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Dear Parents and Carers,

As you may have heard from your child, or seen on Facebook, we have recently launched a consultation on a fresh look for the school's logo.

We respect that there is history behind the Swan and the chains on our logo. However, Buckinghamshire Council have abandoned the image and we feel it is time to do the same.

The Buckingham School has shown itself to be a significantly improved school in recent years, and we are committed to keep that journey going. We have also stopped our claim to be a Sports College. Sport is in many of our hearts, but we are committed to Success for All, whatever their skill, ability or talent.

We believe it is time for our Swan to free itself from its chains. We believe our Swan should be free to fly.

Our students have seen the attached images and have chosen Option 2. Our staff have also chosen Option 2.

We would like to proudly adopt our new logo around the school and on our school uniform. We are shortly going to consult with you regarding some changes to our school uniform, which we will contact you about after the half term break. We have found that there are better choices available for our uniform, which will make standards easier to police, will be better quality garments and, crucially, make our set of compulsory items cheaper. We will share some proposals from our supplier soon.

In the meantime, please would our families be kind enough to review the attached and share their views and preferences on the school's proposed new logos: <https://forms.gle/utc9q8AswjSU7NCr5>

With best wishes,

Mr A McGinnes

Headteacher

aallen@buckinghamsschool.org

The Buckingham School is concerned that every student should have the opportunity to attend school activities/obtain equipment, regardless of their financial circumstances. As such, it may be possible to subsidise those students who would otherwise be unable to attend trips/purchase items. Please feel free to write in confidence to finance@buckinghamsschool.org, if you wish to seek assistance, or obtain more information about Pupil Premium funding.

