

5<sup>th</sup> October 2022

Dear Parent/Carer

We recently held a competition for students to submit designs for our new Trust logo to go with our new name Changing Lives Learning Trust. There were entries from every school in the Trust and the judges were impressed with the level of effort and detail that our students had put into creating their designs.

There was no clear winner but the judges felt they could take three designs and bring them together because they each incorporated something that the new logo could represent. The three winners (in no particular order) were:

Harrison White (Dearham Primary School) - The judges very much liked the images of the children being held in the hands of the school and the Trust. This was a very powerful message, particularly as it was wrapped up in a protective circle. They took the leaves idea and want to make them symbols of the values we want children to aspire to; Respect, Resilience, Freedom and Achievement etc. This was a very strong design and they will incorporate this theme in the final design so Harrison should be very pleased!



Kaiden Smith (Flimby Primary School) - The judges liked the vibrant colours and that one of the pictures showed a horizon which meant we were looking to the future. They also felt the colours were representative of equality, diversity and inclusivity and they will incorporate this theme in the final design so Kaiden should be very pleased!



West Lakes Multi Academy Trust

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Isla Brown (Flimby Primary School) – The judges very much liked the path that lead to changing lives through learning. They felt it represented a journey of discovery and they will incorporate this theme in the final design so congratulations Isla!



Trustees were also keen to explore, in this significant year for our country, how the winners' designs could be established in a concept of heraldry by using a shield design to house the logo.

#### What happens next?

We will now invite design agencies to compile concepts based upon the competition winners' entries.

If there are parents who have connections to design agencies we would be keen to hear from them as we move to this next phase with a deadline of 21<sup>st</sup> October for the final complete design.

To date, the process of changing our name and the brand logo remains cost-free and we are grateful to all those who have contributed so freely with their time.

To the children, the parents/carers and schools who have supported them, we are enormously grateful for your interest in taking part in this landmark event. It will be a recognisable brand identity for our Trust for generations to come, thanks to you.

Yours sincerely,

Jonathan Johnson OBE  
Chief Executive Officer