

Firbeck Academy
Firbeck Road
Wollaton
Nottingham
NG8 2FB

+44 (0) 1159 155739
www.firbeck.org.uk
admin@firbeck.org.uk
@FirbeckPrimary
firbeckacademy

Executive Head Teacher
Celia Smith *BEd (Hons)*



3rd January 2025

Dear Parents/Carers

Firbeck's Rebrand

As many of you will be aware the team at Firbeck have been working extremely hard to make our mission and vision a reality. The work around this was recognised at last terms Nova Transformational Awards when Firbeck Academy was presented with the Outstanding Vision and Strategy Award.

This award recognises the work the team have done and are still doing to provide transformational education and experiences that will truly impact on all of our pupils ensuring they have the opportunity to be the best version of themselves and raise their aspirations of what can be achieved.

As part of our vision we have made the decision to give the school's logo a rebrand and we feel the new log is more fitting with our name and our identity. We will be phasing this in and you will start to notice the new logo around school from the start of the new term.

Our new logo:



Our uniform supplier – Morley's School Outfitters will also begin to phase out uniform with the old logo and any new uniform will be produced with the new logo. This is however a phased process so there is no expectation that current uniform is replaced with new logo items until you come to a natural point where you need to replace your child's uniform. We are aiming for the old logo to be phased out completely by September 2026.

If you have any questions around the rebranding of the school logo please do not hesitate to contact the school office.

Many Thanks

Firbeck Academy

