Much Wenlock Primary School & Nursery
Unlocking Potential – Empowering Every Child to Thrive

RE: New Uniform and House Names

Dear Parents and Carers,

I'm writing to share some exciting changes we are making to our school's visual identity including the school logo, designed to reflect who we are, where we've come from, and where we're going together.

Phased Introduction

We are introducing the new logo gradually, with care for both continuity and sustainability.

- You'll start to see it appear on signage, our website, and letterheads over the coming months.
- Our current uniform order, featuring the previous logo, was agreed with Lads and Lasses Uniform Shop before I began my role as Headteacher. As such, **the existing jade and navy uniform with old logo will remain unchanged for the 2025–2026 academic year.** This decision supports sustainability and honours our commitment to working with a valued local business that serves our school community.
- The new jumper and polo, in the same colours but featuring our new logo, will be available for the 2026–2027 academic year with an expectation that all uniform will feature the new logo from January 2027.
- We strongly encourage you to reuse existing jumpers and polos during the transition. We will also ensure that older items are recycled and do not go to waste as we phase them out.

New PE Kit – Representing "Team Much Wenlock" from September 2025

However, we are launching our new PE kit this summer. Our children regularly represent the school in choir, drama, dance, sport, and other events – and we want them to feel proud and recognisable as part of "Team Much Wenlock". The new PE kit, featuring our updated branding, will be available to purchase from Lads and Lasses in time for the new school year – they should be live on the Lads and Lasses website from Monday 21st July, ready to order. They have advised to order early as it takes longer to process orders over the summer

The PE items will be as follows:

- Navy sports shirt with new school logo
- Plain navy shorts/joggers or leggings
- Jade hooded jumper with new school logo

This kit will replace all existing PE kit from September. The kit should also be worn for all woodland activities. PE kit can be worn all day on PE days – these days will be communicated closer to the new term. I will send visuals of the new kit to you as soon as it is finalised – we love it!

A Logo Guided by Meaning – The rationale behind the change

Over the past year, we've been speaking with children and staff about our current logo. Many of our pupils did not recognise the image as the Guildhall, and those who did said it didn't reflect our school, our values, or what we are about. Our staff echoed this view.

Much Wenlock Primary is a school rooted in heritage, but guided by meaning. Our decisions are shaped by pupil voice, our WRENS values (Wonder, Resilience, Equity, Nurture, Sustainability), and our Year 6 legacy project. Our new logo is the result of that work – one that honours our town's Olympic legacy and our love of learning and nature. It's a symbol we believe every child can connect with and wear with pride.

What Each Element of Our Logo Means:

Torch – Knowledge, Aspiration and the Olympic Legacy
The torch represents the light of knowledge and learning, passed from one generation to the next. It also nods to our town's proud legacy as the birthplace of the modern Olympic Games, reminding us that aspiration, perseverance, and excellence should burn brightly in all we do.

In our logo, the flame is shaped like a leaf – it speaks to our commitment to outdoor learning, sustainability, and nurturing curiosity in every child.

Laurel – Achievement, Growth and Character

The laurel wreath is a timeless symbol of achievement and honour. In our school, it represents not just academic success, but also personal growth. We encourage all pupils to strive for excellence, show resilience, and take pride in their efforts and values as much as their outcomes. Traditionally awarded to victors in the ancient Olympic Games—and echoed in the spirit of the Wenlock Olympian Games—the laurel wreath connects us to Much Wenlock's proud sporting legacy. Its leafy form also reflects the growth, wellbeing, and personal development we foster in our pupils each day.

Wrens (within the flame/leaf as negative space) – Our Values and Community Spirit
The wren, small yet spirited, embodies our school values: Wonder, Resilience, Equity, Nurture, and Sustainability (WRENS). It symbolises energy, curiosity, and the power of community. As a familiar British garden bird, the wren also grounds our identity in the local landscape and our love of the outdoors.

Jade and Navy – A Unifying Palette

Our colours of jade and navy remain integral to the design. These hues now appear not only in the logo but also on the freshly painted classroom walls and corridors, tying learning spaces, uniform, and branding together. The palette has become synonymous with Much Wenlock Primary, instantly recognisable and cohesive throughout the school.

Circular Form – Continuity and Belonging
Retaining a circular layout honours our previous badge while creating a modern silhouette. The circle suggests unity and continuity, reinforcing pupils' sense of belonging to "Team Wenlock".

Modern Placement – Wearable Pride

On our new PE kits and eventually on new jumpers and polo shirts (after the phase out) the logo sits proudly on the left breast rather than covering the whole front. This contemporary placement is practical, stylish, and lets children wear their school identity with everyday pride.

From Guildhall to Meaningful Motif

The former Guildhall emblem, though historic, held little relevance for our pupils. By contrast, the flame, leaf, wren, laurel, and torch in our new logo reflect Much Wenlock's Olympic heritage, outdoor ethos, and core values. The design honours our past while looking confidently to the future—symbolising a school where curiosity is ignited, talents are nurtured, and every child is empowered to thrive.

Our New House System: Honouring Legacy, Empowering Potential

We are moving away from the traditional elemental houses of Fire, Water, Earth and Air to a more meaningful and rooted system that reflects who we are as a school and what we want for our children. These new houses won't just be for sporting competitions – they will be embedded across all areas of the curriculum, celebrating the whole child and supporting their development through every subject, every experience, and every opportunity.

At Much Wenlock Primary School, our house system is more than tradition—it's a living part of who we are.

Each of our four houses—Herald, Nike (Nee-Kay), Brookes, and Wenlock—celebrates a powerful connection to our town's Olympic legacy and reflects one of the core values we believe every child needs to thrive: Resilience, Wonder, Equity, and Nurture, all under the umbrella of sustainability (The WR ENS).

Just as the Wenlock Olympian Games helped inspire the modern Olympics, our house system helps unlock the potential in every child. Through belonging, friendly competition, and value-driven leadership, pupils learn that they are part of something bigger – and that they each have a unique voice, strength, and legacy to grow.

🟢 Herald House

- **School Value:** Resilience
- **Olympic Link:** The Herald of the Games was a child's voice at the heart of the Wenlock Olympian Games—first held by 10-year-old Thomas Yates in 1867. Like modern Olympic torchbearers, Heralds signal the start of something powerful and lasting.
- **Rationale:** Herald House celebrates courage, voice, and determination. Children in this house stand tall even when challenged—because resilience sparks change, just as it did in the very first Wenlock Games.
- **Motto:** *Rise. Speak. Persevere.*

🔴 Nike House
(pronounced nee-KAY)

- **School Value:** Wonder
- **Olympic Link:** Nike, the Greek goddess of victory, first appeared on the 1868 Wenlock Olympian Games pentathlon medal and has appeared on every modern Olympic medal since—a symbol of striving, soaring, and the wonder of human achievement.

- **Rationale:** Nike House inspires pupils to dream boldly and explore new ideas. It represents the excitement of discovering what you're capable of—just as Olympians reach for greatness with curiosity and courage.
- **Motto:** *Dare. Dream. Soar.*

🟡 **Brookes House**

- **School Value:** Equity
- **Olympic Link:** Dr William Penny Brookes founded the Wenlock Olympian Games to give everyone, regardless of background, the chance to compete, grow, and thrive—a vision that directly inspired Pierre de Coubertin to create the modern Olympics.
- **Rationale:** Brookes House stands for fairness, justice, and opportunity. It honours the belief that every child deserves to thrive—and that real success means lifting others with you.
- **Motto:** *Play Fair. Win Fair.*

🔵 **Wenlock House**

- **School Value:** Nurture *(with Sustainability as its legacy link)*
- **Olympic Link:** The name Wenlock lives on through the London 2012 mascot, chosen to honour our town's historic role in shaping the Olympic movement. The modern Games now focus on sustainability, legacy, and creating a better future for all—ideas rooted in our community.
- **Rationale:** Wenlock House nurtures kindness, care, and community spirit. It reminds pupils that what we grow today—in each other and our world—shapes the legacy we leave behind.
- **Motto:** *Belong. Believe. Become.*

We hope you are as excited as we are.

More details will follow in the new term about our house system, and we will sort the children into their new houses next year—perhaps via a Harry Potter-esque sorting ceremony… let me give it some thought!

Have a great summer break.

Kind regards,

Rachel Howell-James

Headteacher

Much Wenlock Primary School and Nursery