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September 2024

Dear Stakeholder

### Presenting our new name: Halliard Trust

Earlier this year we asked our Trust community to help us choose a new name. We agreed that we needed something to help us stand out, as we look to continue our growth, to ensure all member schools are represented as equal partners.

In an open process, more than 2000 votes were cast and we settled on the Halliard Trust. Halliard is the name for a type of rope that is used to raise a sail or flag. It has many individual strands, woven together, and we think this perfectly describes our collective strength.

Having a new name meant we also took the opportunity to present a new look for the Trust. And in July we went out to the community again to ask everyone which of two logo designs they preferred.

We had a clear winner with a colourful design that depicts strands of a piece of rope, and with a new motto – “All Together Stronger Schools”.

From October 1, 2024, we will officially be known as the Halliard Trust. Our Trust website will have a new URL [www.halliardtrust.com](http://www.halliardtrust.com) and will use the new logo and colours that have been developed by our design partners.

The new name and design will be applied to other types of communications. And in time Trust e-mails will change too – there will be further contact about this.

None of the names of our ten (soon to be eleven) Trust schools will change, and we will continue to describe our organisation as previously, highlighting our core values of Respect, Integrity and Optimism and intent to provide an exceptional education that equips every young person with the character, knowledge and skills to meet the challenges of a changing world.

We believe a new name and a new logo will help us as we move ahead with our organisational plan. Thank you for your continued support.

Jeremy Spencer, CEO



Adlington Primary School | Broken Cross Primary Academy & Nursery | Eaton Bank Academy | Fallibroome Academy  
Gawsworth Primary School | Marlborough Primary School | Nether Alderley Primary School  
Upton Priory School | Whirley Primary School | Winsford Academy

The Fallibroome Trust (Company number: 07346144).  
A company incorporated as private limited by guarantee.  
Registered Office situated in England and Wales