

6 March 2018



The **co-operative**  
academy of Manchester

Business & Finance Specialism  
Plant Hill Road  
Higher Blackley  
Manchester  
M9 0WQ

Dear parents/carers

### Academy Name and Brand Identity

Since the academy opened in 2010 it has been sponsored by the Co-op. The relationship has provided many benefits for students and staff and has supported the fantastic improvements in the progress that students have been making in recent years. This has also contributed to the academy achieving such strong Ofsted outcomes.

**Principal:** Mr Stephen Brice BA Hons,  
PGCE, NPQH  
**Tel:** 0161 795 3005  
**Fax:** 0161 702 3324  
**Email:** [principal@cam.coop](mailto:principal@cam.coop)  
[enquiries@cam.coop](mailto:enquiries@cam.coop)

Currently, the academy is known as The Co-operative Academy of Manchester. A couple of years ago, the Co-operative changed its name to the Co-op. The logo for the organisation changed reverting to an image that is known as the 'heritage logo' because some older people (like us) remember a similar logo from our youth.

The time has now come for the academy to begin to adopt the new Co-op logo and for signage, websites, headed notepaper and other aspects to be changed. This means that from September the academy will be known as Co-op Academy Manchester. There will be a similar change taking place in the Trust's twelve other academies.

When the Co-op spoke to the Co-op Academies Trust, that manages the academy, it was agreed that the planned changes would not be taken from the funds the government provides for your son/daughter's education. The Co-op agreed to pay for all signage and website changes and committed that parents and carers would not be out of pocket caused by the change.

We are pleased to inform you that you will start to see changes to the academy website in the next few weeks and that changes to signage will take place over the summer break. A further important change will be the introduction of a new badge for school blazers and changes to academy ties. Uniform with the new logos will be introduced for new Year 7 students joining in September 2018 and we will begin to transfer over to the new uniform for existing students as and when students need to replace items of their existing uniform. The uniform will remain largely unchanged, except for the introduction of the new logo and name on the blazer and certain items of PE kit. This will mean there will be two slightly different versions of the uniform running for a couple of years while students grow out of their existing items and buy the newly branded ones. We felt it important that these changes do not result in the unnecessary waste of perfectly good uniforms, and that the change does not force any family into purchasing new uniform early than they would already need to.

If you are thinking of buying a new blazer or items of PE kit in the next few months, it may be wise to hold on a little longer so that you purchase a newly branded item for September.

In addition to these changes, we are working with the student council to introduce new ties that link to the family system. The academy will provide the first of these new ties to all students at no cost. After that, replacement ties will need to be purchased as is the case now.

Please bear with us as we work through these changes. Frank Norris, Director of the Co-op Academies Trust will be visiting the academy during this term to meet with staff and students to explain why we are undertaking the change. We are pleased that the Co-op has reaffirmed its commitment to the academy and is keen to drive further improvements for the benefit of the students, the staff and the wider community.

Yours faithfully

Steve Brice (Principal) & Frank Norris (Director of Co-op Academies Trust)



The Co-operative Academy of Manchester

The co-operative



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