

Report – Boards of Governors of the City of London School and City of London School for Girls

Name of the New Junior School

To be presented on Thursday, 17 June 2021

*To the Right Honourable The Lord Mayor, Aldermen and Commons
of the City of London in Common Council assembled.*

SUMMARY

The new joint Co-educational three-form Junior School of the City of London School and City of London School for Girls was launched on 12 May 2021. As no name has yet been agreed for the new Junior School, the announcement was made under the branding of the City of London School (CLS) and the City of London School for Girls (CLSG). It is requested that a name be agreed for the new joint Co-educational three-form Junior School. The City of London School and City of London School for Girls propose naming the co-educational Junior School, *City Junior School (CJS)* and that the additional line of ‘a City of London School’ be used in headings and wherever appropriate.

RECOMMENDATIONS

Members are asked to agree:-

1. That the joint co-educational Junior school be named *City Junior School*.
2. That the additional line of ‘a City of London School’ be used in headings and wherever appropriate.

MAIN REPORT

Background

1. The Estates Strategy of the City of London School for Girls, *Finding Space to Pioneer*, articulates the 10-year vision of the City of London School for Girls to improve its existing facilities and expand the pupil roll. Within this strategy, it is proposed that the Preparatory School move to a satellite site from September 2022 to help address space concerns at the main School site, and that the Preparatory School be re-established as a co-educational three-form Junior School in partnership with the City of London School. Work is underway to establish the new Junior School at 4 Gray’s Inn Place for the 2022/23 academic year.
2. The new Junior School was launched by the City of London School and City of London School for Girls on 12 May 2021, in line with the timescales for registration of other London-based preparatory schools. As no name has yet been agreed for the new Junior School, the announcement was made under the branding of the City of London School and the City of London School for Girls with no name used for the Junior school itself. The response to the

announcement was extremely positive, with interest from the legal press in relation to the siting of the school at Gray's Inn. Some third parties have used social media to communicate positively about the junior school however, the lack of an agreed name has made communications and marketing very difficult.

3. It has become apparent to the City of London School and City of London School for Girls that there is an urgent need to finalise a name for the new Preparatory School for a number of reasons including communications with prospective parents; relationship building with feeder schools; replying to press enquiries; and to gain some control over the messaging that is in the public domain. The Summer term is a key time for parents considering school options but marketing and effective social media campaigns cannot be undertaken without a name for the School. Continuing without a name carries reputational risk to the School and lessens the opportunity for effective pupil and staff recruitment. There is also a risk that the School's name and brand will be reported incorrectly by others and for an incorrect name to become part of the public discourse about the School.
4. The City of London School and City of London School for Girls propose naming the co-educational Junior School, *City Junior School* (CJS) and that the additional line of 'a City of London School' be used in headings and wherever appropriate. This gives a distinct identity from the two parent schools without favouring affiliation with either, which has been a concern. The proposed name is also relatively short and easily shortened to CJS, which will be easy for junior school children to use and remember. This name also has the support of the City Corporation's Communications Team. Work on the branding of the Junior School is ongoing but it is planned for all communications work to continue under the branding (including logos) of the City of London School and City of London School for Girls until distinct branding for CJS has been approved by your Policy and Resources Committee and the Court of Common Council.
5. Governance arrangements for the preparatory school are yet to be decided and options will be reported back to the relevant committees in due course.
6. The proposed name, *City Junior School*, was approved by the Town Clerk in consultation with your Policy and Resources Committee and your Boards of Governors of the City of London School and the City of London School for Girls under urgency procedures in June 2021, to facilitate a recommendation being made to this meeting of the Court.

Conclusion

7. It is requested that a name be agreed for the new joint Co-educational three-form Junior School as a matter of urgency. The City of London School and City of London School for Girls propose naming the co-educational Junior School, *City Junior School* (CJS) and that the additional line of 'a City of London School' be used in headings and wherever appropriate. This gives a distinct identity from the two parent schools without favouring affiliation with either.

All of which we submit to the judgement of this Honourable Court.

DATED this 3rd day of June 2021.

SIGNED on behalf of the Committee and Boards.

Tim Levene

Chairman, Board of Governors of the City of London School

Nicholas Bensted-Smith

Chairman, Board of Governors of the City of London School for Girls