

# Beyond

SCHOOLS TRUST

## Welcome to Beyond Schools Trust!

Over the summer, Fort Pitt Thomas Aveling Academies has undergone a transformational re-brand and name change and I am delighted to welcome you to our very first Beyond Schools Trust newsletter.

### Welcome to our new families

I would like to say a massive welcome to over 750 new students and their families who are joining one of the five schools from across the Beyond Schools Trust this September. We hope that their educational journey prepares your child for the world beyond our doors and everything we will do over the coming years will be about achieving that aim.



**FORT PITT**  
GRAMMAR SCHOOL



THE  
**THOMAS  
AVELING**  
SCHOOL



THE  
**ROBERT  
NAPIER**  
SCHOOL



**PHOENIX**  
PRIMARY SCHOOL



**BALFOUR**  
JUNIOR SCHOOL

### Beyond Covid

I want to start off this newsletter by thanking you all for what can only be described as an exceptional effort from you throughout last year. As parents, you became Teachers and Teaching Assistants and I know from first-hand experience what a huge challenge this was. Despite the challenges, I am thrilled with the end of key stage results across all 5 schools this year. The progress has been excellent, and I am proud that the schools have maintained the standards of progress and maintained the standards of welfare we expect our Schools to deliver despite the huge challenges the pandemic threw at us. Whilst Covid hasn't gone away, as a Trust we are approaching the new year with resilience to ensure that education comes first.

### Primary Phase

All year groups have showed great resilience throughout the year and we are proud of their achievements. Our first ever Reception class at Phoenix Primary School have been amazing and the children are well on track to make excellent progress in their Phonics screening in this next academic year. Naturally there were some gaps in progress due to the significant disruption but across all year groups staff worked hard to get students to be making more than expected progress. Staff across both schools were particularly focused on ensuring Year 6 were ready for the transfer to secondary schools by continuing to apply Covid Catch up funding to a wide range of strategies. Staff at Balfour Juniors also kindly gave up a day in the summer holidays to run a leavers event which was postponed due to Covid isolations which was thoroughly enjoyed by all.

## Above and Beyond at GCSE

This year, the Government made the decision that students' grades would be determined by teachers based on the assessments they had completed throughout their time with us across our three secondary schools. Due to the commitment and dedication of our staff and due to the hard work of our students, there was much to celebrate about at both GCSE and A Level.

The recent GCSEs show that the triangle of support between home, school and the students has been strong in supporting student achievement. Everyone has been pushed beyond their limits of technological capabilities, developed new ways of supporting and completing learning but we are now set up for the future with skills we must continue to maximise.

We are excited to be welcoming back many of our year 11 today into our Sixth Forms to start the next chapter in their education journey.



## Beyond Sixth Form

I am also so proud of all of the students across the schools who completed their Level 3 qualifications - A Levels, Applied and Technical Qualifications. The students deserve the success they have achieved with many students going onto Universities or into high quality apprenticeships. We wish them all the very best but also remind them to stay in touch through our Alumni networks.



## Summer Schools

During the holidays, schools across the country were asked to run summer schools to support the transition process and our schools were no different. Our incredible staff gave up time to provide a wide range of experiences to students to develop skills and knowledge as well becoming more familiar with the Secondary School environments. However, it wouldn't be a Summer School without some fun too!

## The Beyond Brand Journey

I am delighted to welcome you to our new Brand which epitomises everything our schools do and everything our school's stand for. Combined with our new Strategic Plan, we set out our ambitious plan for the Trust and your children's education.

[Please click on this link for our introductory video.](#)

When considering a new brand, we first need to consider why there was a need to change our Trust name and develop a brand at all. When we considered FPTA Academies - it was easy to conclude that it was just a collective of school names and not a brand. From a brand perspective it was very weak visually and also not reflective of the 5 schools. Nor could it be reflective of any additional schools that join our Trust. Our communication strategy has always been focused through the schools and while the Trust leads many areas of improvement, both financially and operationally, it has not been an area we prioritised in our communication to you. That came across loud and clear from the Stakeholders survey. Ultimately, we are a Family of 5 schools that have been working ever more closely and we have developed a set of very strong common principles which we are now moving forward with one overarching strategic direction under our new brand.

Our brand journey started over 18 months ago when we made the decision to move towards a new name to enable us to address the weaknesses highlighted above and we set about designing and building a brand that can grow and adapt with the Trust. It was important to inject some of the personality of the Trust into the development phase and this really took shape after the stakeholder survey we sent out to parents in January. When surveyed, parents, students and staff came back with a really strong shared belief that we want a well rounded education for our students. Parents want the highest academic standards but also want to develop the personal, economic and 'work ready skills'. Stakeholders want students to develop the personal skills, virtues and values to enable them to contribute to society:

- a work ethic
- confidence
- happiness
- well balanced child with a good sense of values and morals
- respect, tolerance, compassion and empathy for everyone as an individual
- independence
- ambition and self-belief.

In essence parents want us to prepare their children ready for the world beyond our walls. Therefore, we knew the brand needed to support and drive these aspirations and Beyond Schools Trust was born.

With the contrasting black background the colours of the brand stand out and make that statement.



We wanted it have a clean and crisp side to it as our brand will most often be seen on white backgrounds.

The triangles or 'play' button style in the lettering look to the future – almost pressing play on our aspirations for your children's future. Most of all though, we wanted our brand to be modern and have an ability to adapt and evolve to suit our needs - while being the window into our schools:



We wanted the brand to support, compliment and inspire all our schools to ensure students achieve the best they can both in the classroom and beyond the classroom:



### School Logos

We have updated all of the School logos developing a common formatting to each so the logo's start to feel like a family.



They come together as one under our core brand:

# Beyond

SCHOOLS TRUST



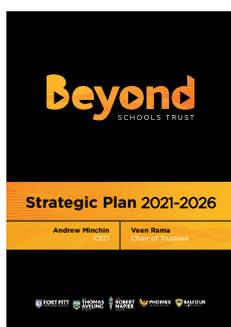
We also provide here a link to our new Trust website [www.beyondschools.co.uk](http://www.beyondschools.co.uk) and our School's are undergoing their own brand revamps to match the Trust website. As they are rolled out we hope you like the style and the ease of finding information particularly on mobile devices which account for the majority of our online traffic.

## Beyond Schools Trust - Strategic Plan

Finally, coming out of the Stakeholder survey we undertook in January is our 5-year Strategic plan. This is the high-level vision and direction-setting document for the Trust. It summarises what are we going to try and achieve over the next 5 years. Our Vision is simple - we want to be the most respected family of schools - trusted to provide the highest quality of educational experiences in our communities. In essence we want every school to be the school of choice in the areas we serve.

I am a firm believer that every individual (student, staff or governor) should be given the opportunities to be the best they can be. Our mission across the Trust will be about ensuring this is the reality.

Please take the time to read our Strategic Plan including our vision, ethos, mission and values together with our 4 key strategic objectives - this can be found here:



I wish all the students a successful academic year and I look forward to seeing them over the coming terms as I work with the Executive Board (including Headteachers) to achieve our vision.

Yours faithfully

**Andrew Minchin**  
CEO