

# Education, Children and Families Committee

10:00, Tuesday 18 May 2021

## Wester Hailes High School – Change of School Name

<b>Executive/routine</b>	<b>Executive</b>
<b>Wards</b>	<b>2</b>
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### 1. Recommendations

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1.1 It is recommended that Committee:

- 1.1.1 Approve the change of name for Wester Hailes Education Centre to Wester Hailes High School.

#### **Crawford McGhie**

Senior Manager – Estates and Operational Support

Contact: Crawford McGhie, Senior Manager Estates and Operational Support

E-mail: [crawford.mcghie@edinburgh.gov.uk](mailto:crawford.mcghie@edinburgh.gov.uk)

# Report

## Wester Hailes High School – Change of School Name

### 2. Executive Summary

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- 2.1 In 2018 following an informal consultation on school provision in West and South West Edinburgh a Wester Hailes Education Working Group was established as a sub group of the Education, Children and Families Committee.
- 2.2 The sub group was asked to look into several issues related to education provision in Wester Hailes which included the re-branding of Wester Hailes Education Centre. One of the recommendations of the re-branding exercise was that the name should be changed to Wester Hailes High School.
- 2.3 This proposal was given the full support of the Wester Hailes Education Working Group. It is necessary for this change of name to be approved by Committee in order that the required administration and registration processes can be progressed.

### 3. Background

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- 3.1 As part of the [report](#) to the Education, Children and Families Committee on 21 June 2018 which focused on the results of the informal consultation on school provision in West and South West Edinburgh it was agreed to set up a working group to develop a long term plan for education in the Wester Hailes community. One of the issues that was to be considered by the working group was options for a 're-brand' of WHEC.
- 3.2 The work was completed and ready to be implemented just before the COVID-19 pandemic began to have implications for schools. However, as the pandemic progressed it became clear implementation would have to be delayed. The remainder of this report provides a summary of the re-branding work which has been undertaken.

### 4. Main report

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- 4.1 To assist with the re-branding, Wolffe design consultancy was appointed to engage with staff, pupils and the wider school community. From May 2019 to February 2020, a series of stakeholder engagement sessions led by Wolffe design took place in school and throughout the Cluster to explore the identity, vision and values of the school in the community.

- 4.2 The analysis from these engagement sessions has proved instrumental and has iteratively informed the Education Working Group accordingly. In March 2020, the school was aiming for the planned launch of the rebrand for August 2020 however COVID and lockdown 1 interrupted the timings. Planning with Wolffe design continued throughout lockdown 1 with rebrand rescheduled for January 2021.
- 4.3 Unfortunately, this rescheduled launch date was interrupted by lockdown 2. In preparation for the launch and rebrand, the school has invested in numerous logos, design material and uniform to align with the recommendations presented to the working party. Regrettably, as a result of COVID, it has not been possible to align the name change with the rebrand during the pandemic. The launch of the rebrand and name change is now planned August 2021.
- 4.4 One of the main recommendations was changing the name of the school from Wester Hailes Education Centre to Wester Hailes High School. The consultation process featured a three-stage process with over 650 votes from different groups of stakeholders. Each stage was presented to the working party for feedback and In June 2019 the survey consultation closed with Wester Hailes High School receiving 35.02% of the vote. This was given the full support of the Education Working Group. It is recommended this name change is approved by the Committee.

## **5. Next Steps**

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- 5.1 If the new school name is approved by Committee it will allow the school to progress with making all the necessary signage, administration, ICT and registration requirements in advance of the new school session beginning in August 2021.

## **6. Financial impact**

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- 6.1 There are no additional or new financial implications. The costs of all changes will be incorporated within existing revenue or capital project budgets.

## **7. Stakeholder/Community Impact**

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- 7.1 The stakeholder and community engagement has taken place through the Wester Hailes Education Working Group.