



ALLCHILD



Brentfield Primary School

Children of Today, Champions for Tomorrow

Dear Parents/ Carers,

From the 15th of May, West London Zone will have a new name, **AllChild**. The change reflects a new ambition to enable community-led support for children and young people across the country and the launch of a new programme in Greater Manchester, in partnership with Wigan Council, local schools, and voluntary sector organisations in Leigh, Atherton, and Tyldesley.

The children we work with, in all our schools, are at the centre of everything we do - and we support children with not only their schoolwork, but also with how they feel, how they get on with their friends and life outside of school. The work we do together in school won't change at all - just the name of the charity (and our logo!)

As you know, our approach is about 'the whole child', their unique social, emotional, and academic needs, not just in school but outside, in their communities. We thus arrived at a name that represents how we are all about the child, all around the child, all for the child: **AllChild**.

From the 15th, our 'core programme' will be known as our Impact Programme. However, you should thoroughly expect the same dedication to programme participants, their families, and their communities.

Look out for the **AllChild** brand and please let us know if there are any questions as we go through the rebranding process.

Best wishes,

Miss Seema Ahmed



Link Worker at ALLCHILD