

## School Identity Workshop

**Aims: To allow the participants the opportunity to contribute their views on:-**

- The sorts of messages school needs to get to their users
- How those messages might be delivered
- What this means for how the school portrays itself and its identity in its community
- What they would want to see in a new school;
- What they would want to avoid in a new school;

**Outcomes:** That participants will have been able to share their personal views on how to make a school a more inviting/comfortable/social place in which to work and learn.  
 That participants will have identified their key priorities for a new school  
 That participants will have been able to develop their thinking creatively during the workshop and in ways that they can then apply to other areas of their work.

**Participants :** Can include pupils, staff, governors, parents, community users. Group should be about 12-14 in total with a facilitator.

**Timing :** We suggest a minimum of 90 minutes for this workshop. Indicative timings are included.

Activity	Duration
<p><b>Introductions and ground rules :</b>            In pairs get participants to introduce each other and say :</p> <ul style="list-style-type: none"> <li>- who they are</li> <li>- where they're from</li> <li>- one thing that the group wouldn't know about them (could be a hobby, or an achievement) – something which tells us about who they are, something we wouldn't know from looking at them</li> </ul>	5
<p><b>Issues :</b>            Ask the group to think about how they know a building is a school? What do they see as they walk past? (List the responses on flipchart)</p>	20

<p>Who is likely to use the school? (List the possible users on flipchart)</p> <p>Ask them to think about other buildings they know – could be familiar local buildings (such as a local football stadium or museum), or might be using photographs from magazines. What do the outsides of those buildings say about what happens inside? What sorts of messages do they give? How do they tell people what they are about? (Put their ideas on flipchart)</p> <p>Review the flipcharts - what key messages can you extract for the new school?</p>	
<p><b>Possible solutions :</b></p> <p>Split into groups of 4 or 5. Ask each group to imagine themselves walking up to the new school. Ask them to make a drawing or collage of what they see. Ask them to annotate the drawing or collage to explain what messages the school is giving and how it is portraying its identity to its key users.</p> <p>Share the outcomes of the exercise, asking each group to explain what they did and why.</p> <p>On flipchart, list the possible solutions they have developed in their discussions.</p>	45
<p><b>Prioritise :</b></p> <p>Give each participant 3 votes and ask them to pick the most important solutions for them. Ask them to mark their votes on the flipchart (they can put all three votes on one solution if they think it is very important or split them more widely).</p> <p>When everyone has cast their vote, discuss which issues have most votes. Are these the right priorities?</p>	15
<p><b>Close the session :</b></p> <p>Thank everyone for their participation.</p>	5

**Resources:**

Large sheets of A3 paper/Flipchart  
Pens/pencils  
Large chunky coloured marker pens  
Photographs/postcards of a range of buildings

Magazines and newspapers  
Scissors/Glue  
Coloured paper