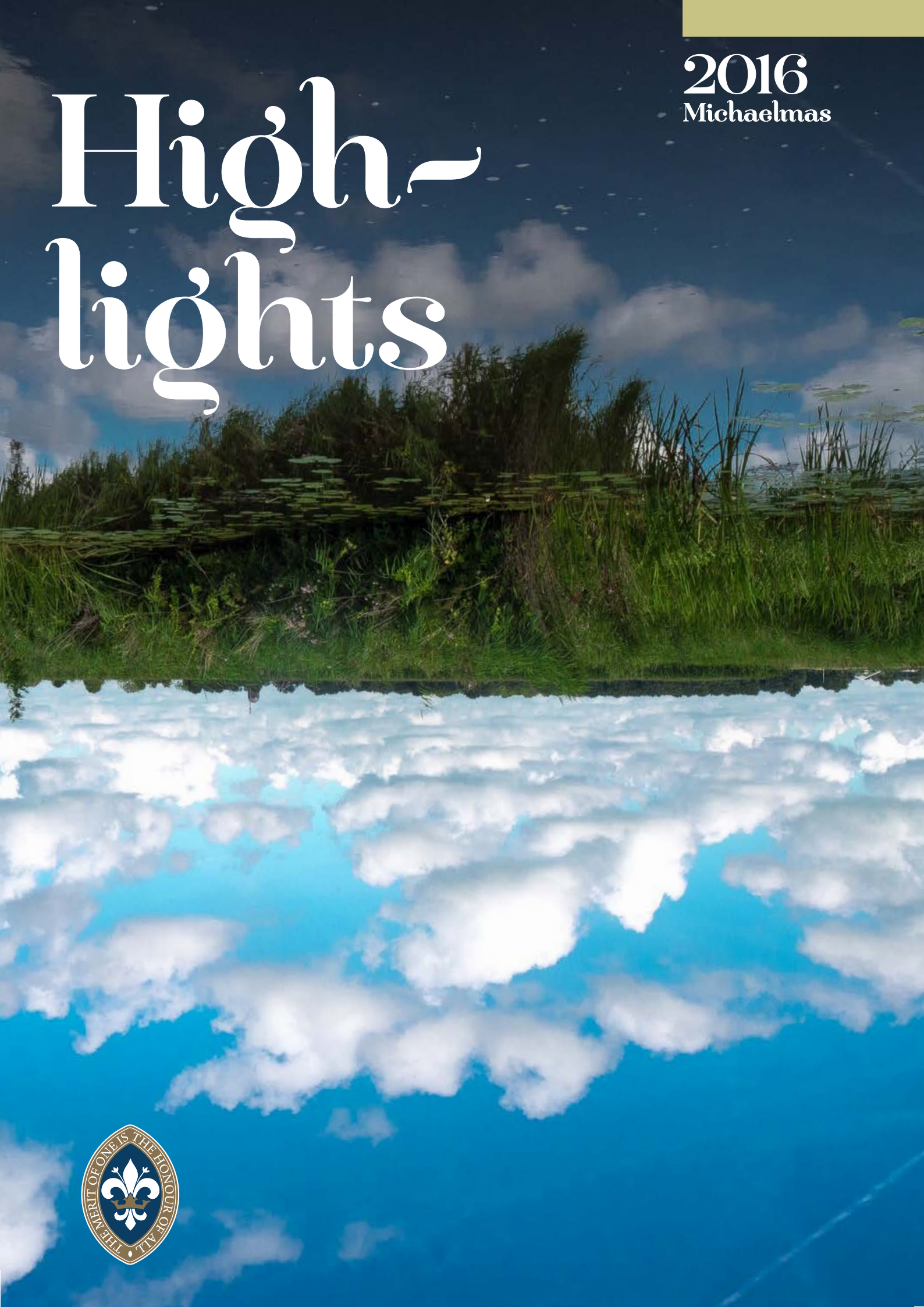




2016
Michaelmas

High- lights



A message from Mrs Gardiner Legge

Heathfield was founded so that girls could 'see the sky' and we continue to offer the girls a wonderful breadth and depth of opportunity. As you will read in the pages of this newsletter, the girls continue to grasp every chance whether that is engaging with an inspiring speaker, training hard in a range of sports to compete against other schools, performing in music, dance or drama to appreciative audiences, participating in some of the huge array of extra-curricular clubs, or simply working hard at their academic studies. Our girls recognise the opportunities available, and are not afraid to make the most of them.

I am proud to see the girls being pushed to achieve their very best – at whatever level that might be – both in the classroom and outside, in their clubs and activities, during the week and at weekends. We are always delighted to celebrate success at Heathfield and every achievement is a tribute to the hard work of staff and girls, with the continued support of parents every step of the way.

The Michaelmas term has come and gone and I am privileged enough to have completed my first term as Headmistress of this wonderful school. What a whirlwind three months it has been! With Nicky Stalls just a few weeks ago, the spectacular school production of Lady Windermere's Fan still in our minds, and the wonderful Carol Service bringing the term to a close, it has been an extremely busy term. I hope you will enjoy reading all about it in these pages.

With best wishes

Mrs Gardiner Legge
Headmistress

A message from the Head Girl

Once again we have had an extremely exciting Michaelmas term, jam packed with activities and events. Along with many new girls and staff, we also welcomed Mrs Gardiner Legge to take on the Heathfield challenge, and what a great start they have all had.

The talent at Heathfield was thoroughly showcased with many competitions, including the Geography/Photography competition, which once again exhibited the capability throughout the school. This year's production, Lady Windermere's Fan, was enjoyed by staff, students and parents, with the large efforts put in by everyone involved fully paying off to create a fantastic show.

Links with Eton have grown even stronger this term with both the debating team and the Athena society participating in talks and competitions with the boys. A visit from Laura Bates followed up on a talk that the Athena Society attended at Eton on feminism, and was highly influential on the whole school.

The Fellowship Carol Service was a huge success, as was Bonfire Night, and although both events ended in some very loud singing, one evening was I'm sure, much more rehearsed than the other. Nicky Stalls, as always, raised huge amounts of money for charity with the whole school getting involved in the festivities and appreciating a great day.

We rounded off the term, of course, with our annual Christmas Lunch, a great way to get the whole school together before the holidays with delicious food and again in true Heathfield style, extremely raucous singing. We will now look forward to the New Year and what the Lent term will hold.

I hope you have a very happy New Year.

Agatha Meek
Head Girl

Academic Overview

With the excellent A Level and GCSE results achieved this summer, the new academic year began in September with increased determination, energy and drive.

In the summer exams at A Level, 42% of students were awarded the top A*-A grades, with 91% scoring an A*-C grade. Girls achieved 100% A*-B in Biology and 100% A*-C in Chemistry, Physics and Maths and in Core Science and Additional Science. It is interesting to note that 33% of 2016 leavers are now studying Maths or Sciences at their first choice of university.

An outstanding 100% of candidates recorded all A*-A grades in every modern foreign language: French, German, Spanish, Chinese and Russian. In addition, 100% of students achieved A*-B grades in English.

71% of leavers staying in the UK went on to Russell Group universities including Cardiff, Edinburgh, UCL, Newcastle, Oxford, Warwick and York, taking up a diverse range of courses from Biomedical Sciences, Criminology and Medicine, to Law with Politics. Leavers also succeeded in gaining places at other top-flight destinations such as The Academy of Contemporary Music, Central Saint Martins and École Hôtelière de Lausanne.

Our GCSE girls also produced record results: 47% of all exams taken were awarded A*-A, and 83% A*-B.

Four girls achieved an outstanding tally of A*-A grades between them at GCSE including Head Girl Agatha who was awarded 8 A* grades and 2 As, Gabi with 4 A* grades and 6 As and Emma gaining 2 A* grades and 8 As.

Other stellar performances came in History – 100% A*-B; Religious Studies – 76% A*-A grades; Geography - 94% A*-B; Music – 100% A; English Language 97% A*-C; English Literature 100% A*-C and Business Studies 100% A*-C.

We are so proud of all the girls. These results are a real testament to the hard work put in by all the students and staff.

In November, the LVI girls celebrated their GCSE results once more in a special certificate presentation, in front of their parents and teachers. A wonderful three course lunch was provided for everyone in the dining room followed by the presentation in the Assembly Hall.



End of Term Awards

In traditional Heathfield style, the final day of term was buzzing with activities including the end of term Assembly and the Carol Service, getting everyone well and truly into the festive spirit.



Badges were awarded to girls across different areas for excellence and dedication throughout this term, including Orchestra, Choir, Debating and Top 12. Girls who had excelled in their chosen sport also received their Colours. It was also fantastic to see how many girls went to pick up their Platinum Merit awards, which are given out to students for gaining 50 merits. Staff awards, for which the staff themselves vote, went to India H, Ella and Octavia.

The cast of *Lady Windermere's Fan* were all awarded Drama Badges for their hard work and commitment to the play, which was a resounding success. Mrs O'Connor also drew special attention to Liberty, who played the part of Lady Windermere, explaining that "she had by far and away the biggest role and, for someone so young to take on such a role, she was always 100% reliable and cheerful. She was eager to take direction, worked very hard at her characterisation and was also one of the first to learn her words. Well done Libby, you were a remarkable Lady Windermere!"

Next, the results of the Christmas cake competition were read out. Most Technically Ambitious was won by Phoebe P, while Most Technically Proficient went to Maria. India's stunning wreath cake picked up Best Traditional Cake, while Phoebe C's creation of Santa snuggling under his duvet won her Most Creative. Finally, Toyin was awarded Best Original, and Honor, being so close to winning, received a Highly Commended award.

Highflyer Awards for the Michaelmas Term 2016 went to Constance (Languages and Society Faculty), Lila and Lily (STEM Faculty), Olivia (Humanities Faculty) and Matilda (Expressive Arts Faculty). The Mary Grant Cup was awarded to Freya Henderson. It is awarded to a girl in any year who has displayed the qualities of making the most of her talents, determination and resilience, and cheerfulness and compassion.

Finally, the long awaited results of the House Shield were announced. Following tradition, the girls created a loud drumroll as Mrs Gardiner Legge prepared to read out the results. Amazingly, there was a tie! Congratulations to Seacole and De Valois who came joint first.

Form III Forensic Investigation

Father David's chaplaincy did not last long at Heathfield, as on Monday 3 October he was "murdered" in his own Chapel! This, of course, was all part of the Form III Forensic Investigation in Science where the girls have to find out "whodunit".

There were several staff listed as suspects in the case, and the students took statements and details of any alibis from each of them. They then undertook a series of tests to solve the crime, including investigating trace residue on a piece of clothing found at the scene, blood sample analysis of the suspects and victim, identifying bloody footprints from moulds made, pollen comparison and handwriting analysis of a note left at the scene.

The girls were encouraged to interview suspects in their own time and wrote up the investigation to determine who was responsible. The Crime Board in the Science Department detailed the whole investigation and the answer was revealed in the Assembly after half term.



Institute of Leadership and Management

Extending the success of three LVI girls being awarded their Institute of Leadership and Management Level 3 award last year, ten new LVI girls have begun the journey towards this qualification. Heathfield School was the first all-girls school to offer this course, and the girls are thoroughly enjoying the opportunity. The year-long qualification began early in September, with the girls undertaking classroom work and a command task.

Grace, LVI prefect, said "We all thought it was really helpful and it gave us all different views and ideas of how to lead groups of people. It was timed really well due to us as all starting our prefect roles and has taught us important lessons on effective leadership and the results and effects of good leadership, therefore potentially setting an example for younger years and also our peers."

Scholars

On Thursday 6 October all our Scholars gathered in the dining room for a celebratory tea to welcome them to the new academic year. Scholars from Forms I-V were awarded Green Ties, and LVI scholars were awarded Badges. In addition, various initiatives have been implemented to celebrate our Scholars and the hard work they put in to earn and maintain these positions.

ARTiculation

On 5 December three members of the LVI, Gabi, Minnie and Franny, took part in the internal heat of ARTiculation. The girls had worked very hard on their research and as people gathered in the library, nerves and excitement were building.

The adjudicators were Mrs Gardiner Legge, Sally Tulk-Hart who is a Governor, and Freya who presented last year on Francis Bacon's Study after Velázquez's Portrait of Pope Innocent X: The Screaming Pope 1953. This year Franny spoke on Millais' Ophelia, 1851-2, Minnie on Dali's Temptation of St Anthony, 1946 and Gabi on Carl Andre's Equivalent VIII, 1966.

All the girls delivered their work with confidence, enlightening the audience on the many influences and meanings of their works. Mrs Gardiner Legge commended them for their excellent talks and commented what a difficult job it was deciding on the winner. In the end, Franny was the winner and was praised for her excellent research. Very well done Franny!

It is such a shame that only one girl could go through to the next round but we hope to publish all of their presentations at a later date. Franny will be representing Heathfield at the next Regional heat which is at Lord Wandsworth College on Monday 30 January 2017.

History of Art

Since the world of Art History has been shaken recently upon the news that the subject has been axed by the last remaining exam board offering the subject at A Level, the academic world has united with the Association of Art Historians to review the teaching of the subject. Everyone agrees how important and enriching this subject is in our modern visual world and how relevant the A level is. The teaching of the subject is being discussed at senior level by the Edexcel Board, academics and the government and we hope the Edexcel Board will take it up and offer it in the near future. Certainly, Dr Deborah Swallow, Director of the Courtauld, seemed very optimistic!

Ms Meeson, History of Art teacher, attended the annual Art History Conference at the National Gallery on Saturday 26th November. During lunch she ran a workshop for around 40 teachers on the Extended Project Qualification. Included in her talk, Miss Meeson explored how, due to the cross curricular nature of Art History, there is so much potential to explore exciting subjects further as an EPQ and they discussed the support that students could get from different institutions.

Next academic year, we have decided to teach the Pre-U History of Art syllabus. The course is a linear course that includes a project which accounts for 25% of the marks. Girls are taught to look at and analyse art. They are introduced to the formal characteristics, terminology and techniques of painting, sculpture and architecture with reference to particular works that are examined in paper one. Pupils will also study the context and meaning of works, studying periods in depth, specialising in areas of the Renaissance, particularly in Florence and of the nineteenth and twentieth centuries. Themes are addressed and students specialise in one theme, choosing from either landscape, portraiture or the nude.

This is a very exciting syllabus that Miss Meeson is very much looking forward to teaching next academic year.

Heathfield's History of Art Conference is a nexus for the meeting of students, academics and teachers from across England and Scotland and our girls are actively involved, helping to invite and host our guests. The next conference is planned for February 2018.

Archbishop of Canterbury at Eton College

On Wednesday 16 November, four students who are currently studying Religious Studies at A Level went to Eton to participate in an inspiring talk by the A B of C (which is how he is fondly referred to), Justin Welby.

In the talk he discussed a wide variety of topics, including terrorism, modern issues based on faith, religious extremists and different religious views and morality. He also talked briefly about his life when he was young and studying at Eton, and it was particularly interesting when he revealed he only became interested in religion during his adult life.

The Archbishop also shared his views on how everybody is equal in Christianity regardless of their nationality, race or gender, and how we should strive to only view each as human.

After the talk we all had the honour of shaking his hand, and came away with renewed perspectives on how we must view one another. It was a wonderful opportunity and we hope there will be plenty more talks in the future.





Form III Ypres Battlefield

At 6am on Friday 30 September, eighteen Form III students set off by coach and ferry to the First World War battlefields around Ypres, Belgium. The purpose of the trip was for Form III to familiarise themselves with the reality and cost of this war, where nearly one million British and Commonwealth soldiers were killed or were listed as missing in action.

On the Friday, Form III visited the cemetery at Tyne Cot, the largest British and Commonwealth cemetery for war dead in the world, and then the German cemetery of Langemark. After dinner in the town of Ypres, itself rebuilt from scratch having been destroyed by the fighting during the First World War, we travelled to the Menin Gate, where the names of over 50,000 British and Commonwealth soldiers who have no known grave are inscribed, to witness the playing of the Last Post before retiring to our accommodation in France for the night.

On Saturday 1 October, we returned to the outskirts of Ypres to visit Essex Farm Cemetery, where John McCrae wrote In Flanders Fields, then headed to the Passchendaele Museum at Zonnebeke before ending our trip with a stop at the execution cells at Poperinge. We returned to Heathfield at 8.15pm, tired and emotionally drained but having had an important and memorable experience.

Photography Gallery Trip

This term the L6 Photography students have been learning to use basic camera controls such as aperture, shutter speed and ISO. What better way to recognise the visual elements of these camera controls than visiting the Wildlife Photographer of the Year at the Natural History Museum.

Students were able to recognise small and large depth of field, fast and slow shutter speed within the stunning photographs and then confirm their thoughts within the metadata displayed with each image. However, alongside the validation and collection of technical data, each student must use these controls within their own images.

Next door at the V&A, we visited the exhibitions of The History of Photography: The Body and The Camera Exposed to find inspiration for their black and white film shoots. Each student discovered more influence from standing in front of these collections of original photographs than I think they thought they would!

Afterwards we completed the afternoon with a reward of a rather large Italian supper before returning to school.



Form II

The Living Rainforest

On Thursday 13 October Form II set off to visit The Living Rainforest in Hampton Norries, Berkshire, along with Mrs Donner. This was a combined Geography and Science trip to find out about the amazing adaptations of the tropical rainforest. The girls had already learned about the location, climate and aspects of the vegetation of the forest.

They received an informative tour of the greenhouses where they were told about how plants and animals have adapted to the hot and humid environment and nutrient-poor soils. The girls' favourites were definitely the Two-toed Sloth hiding in the branches, the Agouti and its relationship with the Brazil nut tree, and the pitcher plant which they learned traps insects and digests them in its attractive flower-like pitcher to acquire more nutrients.

The girls were impressive in sharing their knowledge and worked especially hard to find out information about the rainforest vegetation in their individual study time following the tour. Back at school, they are now following up their investigation by carrying out further research into the plants and animals and completing annotated sketches of them. Please do come and view them in HUM2.



Duke of Edinburgh

Heathfield girls took part in two Expeditions during the first half of this Michaelmas term; a Gold Assessed Expedition to Dartmoor with twelve UVI girls and an Assessed Bronze Expedition in the Chilterns with thirty Form V girls.

The Gold Expedition took place mid-September, travelling to Dartmoor in minibuses. The girls arrived in Princetown, stayed in a bunkhouse on Friday evening and were up bright and early on Saturday morning for a cooked breakfast in the café, followed by the completion of final kit checks and route confirmation. The weather for Day 1 was sunny and cool – ideal walking conditions – and the expedition commenced with excitement. A good day's navigation ended with the girls 'wild camping' on their first night by lovely Dartmoor streams. Monday morning started with heavy grey skies and rain, but the girls marched through with resilience and found a good spot again for their final night. The last day was sunny and warm and the girls finished sore and aching but in excellent spirits.

The Bronze Expedition took place over the first weekend in October, in the Chiltern Hills. An early start at school consisted of final checks and route confirmation, loading into the minibuses and then we were off. Unfortunately the day was more than a bit wet, with some distant thunder, but all the groups arrived at the campsite by dark. Sunday morning dawned cold but clear and developed into a beautiful, sunny and warm autumn day. Some of the girls were walking by the Thames and had a thoroughly good day. All groups were back on buses by early evening and returned to school for the evening concert!

Everyone passed their Assessment and should all be very proud of themselves. Roll on next season!

Changes in the Careers

One aspect of the recent review of our careers provision is to assist girls in making knowledgeable decisions about their subject choices and identifying potential careers. The girls are being presented with a varied selection of career paths by visiting speakers and experts from both industry and academia, encouraging them to look ahead and realise their potential – the world really is their oyster. Links with other schools are also being reinforced to encourage opportunities for our girls to meet, discuss and collaborate with other students, both girls and boys.

In the interest of developing the girls' academic choices and to encourage their aspirations, we have brought in external experts for Forms IV and V. Morrisby is a company offering impartial and objective careers advice in the form of an online psychometric assessment, which is followed by a one-to-one meeting with a Morrisby careers advisor to fine-tune the results. The result is a highly personalised profile that identifies the girls' core strengths and reflects their personality, interests and motivations. In addition to this, the final report also suggests A Level subjects and careers that present a strong match.

Alongside these initiatives, we encourage our older girls to consider undertaking work experience and mini internships – a great way to really find out more about the day-to-day realities of the role or industry in which they are interested. Many of our Old Girls enjoy supporting us by offering work experience and coming in to speak about their own expertise – a true inspiration for our current Heathfield girls. The main emphasis for the girls in the lower school will be to develop a sense of self awareness, enabling them to understand their strengths and tastes. With the support of their family and Heathfield staff, the girls are able to make relevant and informed choices for their GCSE options.

It is an exciting time at Heathfield School as our girls strive to achieve their academic potential and develop the skills and confidence to take on the careers and life choices that will make them influential and positive leaders in the twenty-first century.



On the evening of Tuesday 1 November, the girls sat in the renowned Jafar Hall, which is Eton College's new debating hall opened in 2015 by the Prince of Wales, and were spoken to about effective ways in which to network in a professional environment. Attendees learnt techniques including how to deliver an 'elevator pitch', followed by the opportunity to practise some of the skills discussed. They can now say they are among only a few girls to have been taught by an Eton Master!

Hot on the heels of their first networking training session, Upper School girls who have a particular interest in Architecture were invited to an Architect Networking Event on Tuesday 8 November at the historic Upper School in Eton College.

As the busts of Fielding and Shelley looked on, the Heathfield Sixth Formers put their training into practice as they took it in turn to speak to the nine architects and designers at the event. The girls were able to speak to a student currently studying Architecture at university, as well as an architect from Foster and Partners working on the Battersea Power Station project. The professionals included partners and directors from a range of organisations that had designed the stadium for London 2012, bridges in Qatar, and social and conservation projects.



On Tuesday 15 November, a group of Form V and LVI girls interested in Medicine headed to Eton College to attend the Medicine Networking Event. The event was held in the beautiful School Hall, which was built to commemorate the Etonians who died in the Boer War, and is often used for musical concerts and other events. The medical professionals represented were varied and offered the girls plenty of opportunity to discuss a wide variety of topics. Also in attendance was a third year Medical student from Kings College, who gave the students an insight into the reality of studying medicine at university.

On Thursday 24 November, three UVI girls with an interest in careers in Film and Theatre attended a talk by successful film producers at Eton College, all of whom were also Old Etonians. The talk covered various topics including how each speaker made a start in their career, what the financial business side of the film industry is like, and how the industry is changing and improving each day. They discussed the impact of Netflix on the film industry, all of whom – surprisingly – found it to be a positive influence, as well as the new opportunities in terms of virtual reality.

Oxbridge

On Monday 19 September, Boots, Constance, Sophia and I (all from Form IV) attended a hugely informative and constructive talk about university and life after school, and in particular, about attending two of the most prestigious universities in England: Oxford and Cambridge. It was held at The Marist and the talk was given by Joe Organ, the Schools Liaison Officer at Brasenose College, Oxford.

All four of us found the talk extremely helpful and interactive allowing us all to ask questions about the two universities. We were especially grateful for the tips on what Oxford and Cambridge look for in their applicants, giving us an insight into how much hard work pays off. The biggest tip the lecturer gave us was that what you study should be your passion. This resonated throughout the whole of the talk and he encouraged us to read books and explore the subjects we love in order to gain an advantage when we choose to apply to university.

All four of us came out of the talk thinking that Oxbridge really is within reach. With the new GCSEs coming for us, he helped us realise that we all have a chance at getting into the best universities in the country. Universities especially Oxbridge study our GCSE results in depth and he told us that we really do need to work hard and not just think of them as a 'warm-up' for A Levels because although this is the first time we are doing the new GCSEs, they still really count.

All in all, it was an excellent experience to find out more about the best universities in the country from someone who has been able to work in them first-hand. The interesting tips he gave us have really given us some food for thought and have made us all even more excited by what he said should be 'the best time of your life'. Although there are 5 applicants for every place he made us realise that hard work and passion is really what Oxbridge is attracted to. We all came away excited about our prospects and ready for some hard work!

Hum Hunt-Davis, Form IV

Seamus Malin

On Monday 17 October, Forms IV-LVI were spoken to by Mr Seamus Malin, a former Harvard student and an Independent College Counsellor who specialises in helping international students apply to the top US colleges and universities.

The focus of the talk was on the differences between the admissions process here in the UK and in the United States. Mr Malin explained how US colleges tend to look beyond academics, and also consider extra-curricular involvement, personal development and entrance essays on topics such as “tell me about a time in your life when you experienced failure, and how you got through it?”.

The talk was extremely interesting and informative, and perhaps opened up the eyes of a few students who had not yet considered further education across the pond.



École Hôtelière de Lausanne

Forms V-UVI were lucky enough to attend a talk by Louise Pitcher, Admissions Officer at École hôtelière de Lausanne, on Monday 19 September. Based in Switzerland, EHL offers a Bachelor of Science in International Hospitality Management.

Louise began the talk by asking how many girls in the room had considered further education outside of the UK, and while a few stood up this number shrunk rapidly when she went on to ask how many girls had considered further education in mainland Europe. There were murmurs of surprise when she then revealed that there are actually more than 2,000 undergraduate degrees taught in English in Europe. For these girls, many of whom are already in the process of applying to university or researching their university options, a whole host of new opportunities had suddenly opened up.

Much of the talk consisted of dispelling myths and misunderstandings of the hospitality sector. No, this course does not limit you to becoming a chef or a waiter. No, you will not be bound to working in the hotel industry for the rest of your life. No, you will not be studying in French!

EHL focuses on the business aspects of hospitality, covering accounting, marketing, finance, law and much more. Throughout the course, there is the opportunity to take up two 6-month internships anywhere in the world, where you can also choose to study the native language. They offer teaching in French, German, Spanish, Russian and Mandarin.

70th Anniversary Gala Concert of the Royal Philharmonic Orchestra

On Monday 19 September girls interested in music from Forms III to LVI travelled to the Royal Albert Hall for the 70th Anniversary Gala Concert of the Royal Philharmonic Orchestra.

The exciting line-up included the Piano Concerto in A minor by Robert Schumann performed by Martha Argerich, the Violin Concerto No.1 by Max Bruch performed by Pinchas

Zukerman, The William Tell Overture by Gioachino Rossini and The Firebird Suite (1919) by Igor Stravinsky conducted by Charles Dutoit.

It was an evening of great entertainment and music, and it was a unique experience to be able to see such talented musicians perform live. All the girls thoroughly enjoyed the concert – and the pre-concert trip to Pizza Express!





Windsor Schools' Programme

Earlier this academic year we were thrilled with a fantastic set of results for our girls at the Windsor Festival Schools' Programme.

The series of awards included two 1st places, two 2nd places, one 3rd place and a string of Highly Commended and Commended. A special mention goes to Eleanor who was placed 1st and 3rd in the Art: Textiles category with her pieces Past, Present and/or Future and Identity.

Four girls had the honour of being invited to the Prize Giving at Windsor Castle where their certificates were handed out by Admiral Sir James Perowne, Constable and Governor of Windsor Castle, where Eleanor was also personally congratulated by David Emanuel, designer of Princess Diana's wedding gown, who was most impressed that she had placed twice in the same category.



Music & Drama Captains' Concert

After a restful half term break, Heathfield began the second half of the Michaelmas term with a bang!

The annual Music and Drama Captains' Concert took place on 4 November, with singing, acting and playing musical instruments – we had it all! Some highlights included the Form I Pitch Perfect Barden Bella's Finale and of course the Choir's rendition of Don't Stop Believing. It was a great night of entertainment which all the girls, staff and parents thoroughly enjoyed.



Recording Studio

Our recording studio is now fully up and running, and to celebrate its opening the girls are recording a special CD. The songs featured on the CD include Make You Feel My Love, Defying Gravity and All I Want for Christmas is You!

The girls have been working very hard and we can't wait for you to hear what they've been up to.





Photography/ Geography Competition



Front cover image: Esme Gordon-Craig. Winner: Form V

This summer the theme for the Geography Photography competition was 'Scapes'. There was a wonderful response with over 140 girls entering, and Form V almost attaining a 100% entry level. Mrs Gardiner Legge was very excited to be joining the judging panel of Miss White and Mrs Mason.

Congratulations to Carolina, Jasmine, Lily and Mr O'Brien who were the overall winners, and well done to everyone who placed and took part. The photographs were wide ranging and truly awe-inspiring.

Look out next June for the announcement of the theme for summer 2017!



One Day Film School

In our contemporary era, Film and Film Studies are an important aspect of any learning experience and can open up many opportunities for further study or a possible career path in the vast and diverse areas of this subject. We invited the Young Film Academy to come to Heathfield and teach their One Day Film School so that our girls can be offered the chance to experience a small part of Film Study.

All girls studying Drama, Art and Photography in Forms IV-U6 spent the day learning about the different aspects of film. They had a film history lesson, learnt how to 'fight' safely using the various camera angles for maximum effect, looked at composition in-camera, wrote scripts, filmed their own work, and had their own film award ceremony.

The girls were engaged and enthusiastic during the day and threw themselves into every task.

Within each group girls looked at their personal strengths and divided themselves into directors, producers, script writers, camera women and actors. Every single girl was involved. Afterwards some of the girls commented "it was a great bonding experience", "a great introduction to film and the possibilities of a future career" and "the day gave me some ideas that I could use in my project". This truly was a most successful and enjoyable day.

Lady Windermere's Fan

In keeping with yet another of Heathfield traditions, this year was the year of the 'play' rather than the musical, and because I always like to challenge the girls, and because it is on the A Level specification, I decided that it would be of real benefit for my A Level students to see how a Comedy of Manners works in performance and so Lady Windermere's Fan was my play of choice.

On 7th, 8th and 9th December, just twelve very short weeks after auditioning for Lady Windermere's Fan, my cast of 16 took to the stage. They were nervous and excited in equal measure – the 'gentlemen' with sideburns glued on, hair slicked back, dapper in their white tie and tails, the 'ladies' with hair teased into outrageous buns, bejewelled and elegant in their evening gowns. I know how hard they had worked and perhaps more importantly how far they had come.

Last year we made a video of the behind the scenes build up to Thoroughly Modern Millie and, in a way I am sorry that I did not do the same this year. I must leave it up to the audience to say how much they enjoyed the show, but I can say how immensely proud I am of each and every one of them. It was very special to see the way in which the girls, irrespective of their year groups, pulled together to bring the play to life. Working on a production teaches and reminds us all of the

importance of being part of a team, to be disciplined, reliable and to support each other.

Once again these girls, from Form II to Sixth Form, turned up to rehearsals week after week, negotiating their way around their other commitments (two of them were mid Mock examinations, others are in the middle of university applications, sporting fixtures and so it goes on!). It is wonderful to watch the way in which, with such good humour, they channel those nerves and glide onto the stage appearing full of confidence, sneaking forgotten props onto the stage and secure enough in their characters to smooth over those 'fluffed' lines so that the audience will never notice!

Putting on a production is a little like preparing Christmas dinner in as much as the planning and preparation starts weeks in advance and there are so many other elements to be considered over and above the actual 'cooking' – there are rehearsals to be scheduled, lines to be learnt, props to be made or bought, costumes and set to be constructed, hair and make-up, shoes, crew to be trained, lights to be rigged etc. and then it is served. Two hours later it is done, and although it can seem almost as though it has never happened, the memories will last a lifetime and so also, I hope, will the sense of pride in all that was achieved.

PSHE

On Friday 23 September Heathfield hosted a group of PSHE and pastoral leaders from a variety of local schools including St George's and St Mary's Ascot, Charters and LVS. We were delighted to have Mr Nick Boddington from the PSHE Association as our guest speaker.

Guests were served pre-lunch drinks and had an opportunity to meet and chat with Headmistress Mrs Gardiner Legge and Mrs Kathryn de Ferrer, Director of Pastoral and Co-Curricular Studies.

The event was hosted by Mrs Anita Diaz, PSHE Co-ordinator of Heathfield, and Brookwood Catering provided a delicious lunch for our guests, which was very much appreciated. Everything was delicious but the stylish and eye-catching way the chocolate tart pudding was served proved to be the star of the show! There was a constant buzz of conversation as people discussed some of the issues facing us all as PSHE practitioners and got to know each other.

In his fascinating talk "PSHE education: The Big Picture" Nick challenged us to imagine what an education might look like preparing young people, who are currently in Key Stage One, to enter the jobs market in 2030. Indeed many of these young people may well live into the 22nd century. What kind of skills and attributes will these young people need? How can PSHE help prepare young people for the challenges ahead?

So thought-provoking was Nick's talk that many guests stayed until nearly 5pm to discuss how we might best respond to support our young people's future expectations and aspirations. It was a pleasure to get to know so many local colleagues and we hope to build on this relationship to share resources and good practice for the benefit of all our students.



Our Athena Society formed an alliance with the newly formed Feminist Society at Eton, to create an open space in which the girls and boys can collaborate and discuss various issues relating to feminism, gender and diversity etc. FemSoc were fortunate to have their inaugural talk from Dr Helen Pankhurst earlier this year, granddaughter of Sylvia Pankhurst and great-granddaughter of Emmeline Pankhurst, British political activist and leader of the British suffragette movement.

To commence this relationship, on Wednesday 9 November Athena attended the FemSoc talk on Consent. The evening started with the traditional boys on one side and the girls on the other but by the end of the evening, the nature of the activities resulted in discussions being held in smaller mixed groups. The talk explored some interesting issues and gave the students plenty to reflect upon.

To follow on from this talk, the FemSoc boys attended a discussion supper at Heathfield with Athena in order to discuss the matters further and develop the collaborative nature of this new partnership. It is very inspiring to see these young minds tackling issues and forming their own opinions on feminism and gender equality.

Athena hosted a supper, giving the opportunity for the girls and boys to come together to discuss and reflect upon the topics raised last week. The event was held in the Library and the Heathfield Catering Team presented a delicious meal that was well received by our guests.

The discussions were lively and encouraged all the students to explore different perspectives on the subject. As the FemSoc boys ended up leaving almost half an hour later than planned, it was evident that the evening was a resounding success. This supper marked the start of a new relationship between Athena and FemSoc, allowing our Heathfield girls to work collaboratively with Eton College boys.

Athena Society's link with FemSoc will continue in this vein, with the boys and girls coming together to listen to talks which are to be followed up by working suppers where the topic can be discussed further after they have all had the opportunity to reflect on their thoughts.

Chapel

Both physically and emotionally, the pivotal point of the school provides a sacred space in which the community can assemble to reflect, make connections and celebrate its life together. Though obviously Christian, there is no requirement of faith but rather an expectation that we recognise our belonging.

As the most recent in a distinguished line of school Chaplains, it is not my mission to be evangelistic in the traditional sense, but, as part of the team, to enable the whole school community to articulate and cherish its spiritual inheritance and experience.

Customs at Heathfield are, as many of you will have experienced for yourselves, integral to the sense of belonging. The girls (and indeed the staff) are not reluctant to offer comment, constructive criticism and advice as to the best delivery of liturgy and preaching, particularly for long-established traditions.

This, my first term, has introduced me to the dignity of White Chapel, the generosity of the Harvest Challenge, the competitiveness of the Saint Leonard's Dash and the Fellowship Carol Service (which you can read about elsewhere) amongst many other things.

Forms I, II and III contributed to the appeal at Harvest to provide a food parcel for no more than £5 for a family who might depend on a foodbank, with a particular view to value and nutritional balance. The girls responded well to

the challenge and the Bracknell Food Bank was delighted to receive the girls' contributions.

Thanks to the experience of the PE department in organisation and oversight, the Saint Leonard's Day Dash pitted representatives of each House against each other to complete an ever-increasing course in under ten seconds. After several rounds of elimination, the speedsters of the school demonstrated their dashing skills and competitiveness in pursuit of House points and chocolate medals, cheered on by an enthusiastic crowd of supporters.

But it is the daily round of Chapel – prayer for our needs and the needs of others, sharing stories of faith and inspiration, an enthusiastic choir leading the singing of hymns and songs old and new, participation by the girls in reading and serving, the solidarity of Sunday Chapel, the moving and humbling occasions of Mass organised by the House Captains – these provide the 'grist to the mill' of school life.

It is a privilege to have been entrusted with a responsibility to afford all members of the school opportunities to engage with things spiritual. I am immensely grateful to the whole school, the Fellowship and all associated with Heathfield for support and encouragement during my first term. It is a real joy to have become part of a team that has welcomed me so warmly, so patiently, and to have learnt so much already from the insights and stories of the broadest cross-section of so vibrant a community.

Fr David, Chaplain

Christmas Carol Service

The term was rounded off beautifully with the annual Christmas Carol Service, which as always was well attended by pupils, staff and parents. Carols such as Once in Royal David's City, God Rest You Merry, Gentlemen, and Hark! The Herald Angels Sing rang out through the Theatre, in between readings from members of staff and students. Well done to Francesca, Sienna, Tansy, Phoebe and Holly who all performed solos throughout the service.

Father David closed the service by giving the address and opening his final Advent Box which included a beautiful Nativity scene made from gingerbread and meringue, created by our wonderful Brookwood caterers. Everyone left in high spirits and ready for the festive season ahead.

Risks and Consequences

by
John Hoskison

On Thursday 6 October, pupils from Forms IV - UVI attended a talk entitled "Risks and Consequences" in St Mary's Theatre. The speaker, John Hoskison, started out as a very successful young professional golfer, for whom one wrong yes/no decision drastically changed his life forever.

In 1994 John broke a discipline he had stood by for twenty years, and drank a glass of wine with a colleague before driving home. On his journey home, John hit and killed a cyclist, and he was subsequently sentenced to 3 years in prison.

He spoke of his horror of life in prison, not at the hardships he endured, but how shocked he was to find it was "like a university for drugs and crime" and how rife and easily available drugs and alcohol were to the inmates.

The crux of John's talk revolved around sticking to your gut decision, the one you know is right, if you're not sure whether to say yes or no to something. For example, when you're driving, ignore that text when you hear your phone buzzing on the passenger seat because in the blink of an eye everything can change. The talk was very thought-provoking, and the girls left with a lot to consider.

One pupil wrote to thank John Hoskison: "Your story really strikes a chord with me. It is real. It's life. What I wanted to say to you is that your story really inspired me to stay safe and cautious in this world that we live in. As a teenager myself, that is extremely challenging. I am constantly feeling pressure to conform - to follow my peers in their behaviour. Thank you so much."



Beyond the Panda

by Dr Joanna Bagniewska

At 5pm on Thursday 22 September, girls from Forms I-IV seated themselves in St Mary's Theatre for a talk by Dr Joanna Bagniewska, a zoologist and science communicator. The talk, which had been dubbed "the panda talk" by girls and staff alike (from its original title "Beyond the Panda"), explored the need for wildlife conservation beyond the cute, fluffy flagship species which we normally see in the media.

Dr Bagniewska obtained her MSc in Biology from Oxford University in 2007, and then went on to complete her doctorate in Zoology at Oxford in 2013. So far she has conducted research in five countries and visited over 40 studying a range of different species. Currently she works as a teaching fellow for the School of Biological Sciences at the University of Reading. As a school we are passionate about encouraging women in STEM, and with her impressive career so far Dr Bagniewska was an exemplary role model for the girls.

The talk covered many aspects of conservation that the girls had perhaps not considered before. It is not so simple to just "save the animals", human habitation must always be considered first she explained. The cost of animal conservation also came as a surprise to the girls – Dr Bagniewska described how in order to improve the status of all endangered birds, it would take 1 billion USD to cover 10 years. While this may sound a lot, it was then put into perspective when she went on to explain that this was merely 1/20 of what Americans spend on ice cream in one year.

The talk finished with a little insight into what we can all do to help – which included refusing to participate in things such as elephant rides, refusing to visit places such as SeaWorld and trying to cut down on our meat intake where we can.



Everyday Sexism

by
Laura Bates

On Thursday 17 November, all the girls and a large number of staff members headed to the SMaT for the highly anticipated talk by British feminist writer and founder of the Everyday Sexism Project, Laura Bates. The Everyday Sexism Project website was founded in 2012, and acted as a space in which to catalogue instances of sexism experienced on a day to day basis. Within the first week of the website launching, she had already received more than 100 entries.

Laura opened her talk by explaining that she personally did not begin to notice issues of feminism and sexism until she was in her 20s, reassuring anyone in the audience who had not begun to explore these subjects yet.

As well as retelling user submitted stories of incidents of being inappropriately touched or propositioned in public, Laura

also went over some examples of sexism in business, politics, the arts, the media and more. She recalled shocking statistics such as the fact that out of the 2,300 pieces of art featured in the National Art Gallery, only a meagre 11 of these come from female artists. Even more shockingly, among chief executives and chairs of FTSE 100 companies, the number of men called “John” is more than double the total number of women in the list.

To close her talk there was a Q & A session, where one girl asked Laura what they could do personally about these issues. Laura sympathised when saying it can be easy to feel like a small fish in a big pond when it comes to the fight towards gender equality, but the most important thing you can do is educate yourself and if you ever see an instance of inequality, not to be afraid to call it out.

To thank her, Mrs de Ferrer gifted her one of her Suffragette brooches, with a small horseshoe in it and tiny Green, White and Violet stones, which stands for Give (green) Women (white) the Vote (violet). Laura Bates kindly stayed to have supper with our Athena society, where they could continue their discussions. We are very grateful for her taking the time to come and speak to all of us at Heathfield about such prevalent issues in today's society.



Nicky Stalls

On Saturday 26 November Heathfield's annual St Nicholas's Stalls took place. Following Heathfield tradition, Mrs Gardiner Legge opened the doors together with the youngest girl in the school, Lara (Form I), to the excitement of the Heathfield girls, their families, staff and Old Girls.

A selection of independent stall holders attracted buyers with their array of goods in the SMaT, and the Sports Hall was a hive of activity as the four Houses worked tremendously hard to raise money for their chosen charities. Austen was supporting Robbie's Rally, De Valois was fundraising for The White Helmets, Seacole had chosen for Crohns and Somerville selected Crohns and Colitis.

Money raised from donations from the tea and coffee stall will be donated to the school charity, Youth at Risk. In the Sports Hall there were stalls of donated goods, bottle and sweet tombolas, raffles, silent auctions, and much more. As ever the event was a huge success and we are delighted to report that over £14,000 was raised, outstanding!



Carol Singing at The Priory

On Friday 9 December Form I had a wonderful trip to The Priory, a residential care home in Ascot.

We sang lots of traditional songs for the residents, such as Once in Royal David's City. Frankie also played her guitar, and I played Away in a Manger on the flute while Ella sang beautifully. We really enjoyed our day, it was a great experience and we all agree that we learnt lots as well. We must mention Mrs Kong and Mrs Dance as well – thank you so much for organising this for us, it would not have been the same had you not been there.

Lara Kimmins, Form I

A new appeal

Over the Easter Weekend Mrs de Ferrer, Director of Pastoral and Co-Curricular Activities, will be taking part in the Devizes to Westminster International Canoe Race, alongside seven Sixth Form girls.

The race has been held annually over the Easter Weekend since 1948. The race is 125 miles long and has 77 portages, which will take 4 days to complete. This will be a severe test of skill, physical and mental stamina and planning, resulting in a memorable sense of achievement for those successfully completing it.

The group will be raising money for the Cornwall Air Ambulance Trust (cornwallairambulancetrust.org) and any support would be very much appreciated. For more information please visit: www.dwrace.org.uk

Charity Cabaret

On Sunday 2 October, Phoebe and I held a Charity Cabaret Concert to raise money for Youth at Risk. We had a range of performances including the title song from the 1966 musical Cabaret and some Disney Classics such as Arabian Nights, Colours of the Wind and Under the Sea. The Charity Cabaret was a great success and we raised just over £400!

The evening kicked off with Phoebe performing the song Cabaret from the musical of the same name, which set the tone and a high standard for the evening. Thank you very much to Charlotte, Holly, Maya, Asuka, Jasmine, Angela, Lucy, Tansy, Form I (soloists Lucy and Thea), the Heathfield School Band, Wind Ensemble, the wonderful Miss Reynolds and the very talented Miss Kong who all performed at their best to provide great entertainment for those watching.

We are also extremely grateful to those who worked behind scenes: our lighting crew (Millie, Evie and Ms O'Connor), and Mrs Dance and Miss Kong from the Music department. A big thanks as well to Sasha who designed the stunning programme and not forgetting the brilliant Brookwood who provided beautiful and delicious canapés to end the triumphant evening. We are so grateful to all who came, and we look forward to the next event.

Holly Allen and Phoebe Parker, Charity Prefects

Poppies

In November, the whole school united in wearing poppies for Remembrance Day. These were sold throughout the school and worn proudly in solidarity. On Friday 11 November, Form I captivated the school during Assembly as they recited war poetry, creating a most solemn and humbling atmosphere.

A Cut Above the Rest

Berkshire Masonic Charity School Award

In the Summer Term, current Form V student Catharine cut ten inches of her hair off and donated it to the Little Princess Charity, which makes wigs for children who have lost their hair through chemotherapy. This selfless act saw Catharine raise over £1,000, and in addition she was also presented with the Berkshire Masonic Charity School Award – an honour offered to all state and independent schools in Berkshire and South Oxfordshire to recognise the charity work carried out by students. Well done, Catharine!





High- lights

Summer at Heathfield

400 girls from Britain and around the world, aged from 7 to 17, joined Heathfield Summer Camp and Summer School in July and August.

At **Summer Camp**, the girls, who come from schools in the United Kingdom or British schools abroad, enjoyed the huge range of activities we offer including art, crafts, cookery, dance, drama, floristry, music and sports. Local girls come as day girls while those from further afield can stay as boarders and join in the evening and weekend fun.

Sam Johnson, who first trained as a teacher at Heathfield and now runs the summer entertainment programme, created Drama, Fashion and Music Shows as well as Heathfield's own Olympic Opening Ceremony in the theatre. This was preceded by a parade of nations across the lax pitch, including girls from our international Summer School from Europe and countries as varied as Azerbaijan, Ghana, Japan, Jordan, Peru, the United States and Saudi Arabia.

And, of course, we had our own Mini Rio Olympic Games with Carnival Cheerleaders! A giant competition including archery, athletics, gymnastics, soccer, tennis, volley ball and water sports was rounded off by medal ceremonies for each event complete with traditional Olympic posies made in floristry.

Not only did **Heathfield Summer School** celebrate its 40th anniversary this year, but it is also celebrating an excellent inspection report by the British Council. This

is the body which accredits English language courses. The inspectors were very impressed by all they saw and said they had "rarely enjoyed an inspection so much."

Heathfield achieved overall Strengths (previously called Points of Excellence), which show we exceed the inspection criteria, in all the following areas: staff management; student administration; quality assurance; premises and facilities; learning resources; academic management; course design; teaching; care of students; accommodation; leisure opportunities, and care of under 18s.

Director of Summer Courses Helen Madaras said: "Having served for eight years on the British Council Accreditation Committee, I can say with certainty that this is an exceptionally good report and I must pay tribute to the excellent staff team who achieved this and to our wonderful summer students."

In addition to 20 English lessons a week and three excursions, the girls, who come from over 30 countries, enjoy a very full programme of art, crafts, cookery, dance, drama, floristry, music and photography as well as a whole range of field, pool and racquet sports.

At the moment in the main school there are seven girls who began their Heathfield life on the Summer Courses. **We always particularly enjoy welcoming prospective pupils (a great way to sample life at Heathfield), daughters of Old Girls, and friends and relatives of current pupils.**

In 2017 our dates will be July 15th to August 12th.

For information

call: + 44 1344 885197

email: summerschool@heathfieldschool.net

visit the website: heathfieldsummerschool.co.uk



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Sport

Lacrosse

The most notable achievement across the term must definitely be from our Lacrosse 1st team, who qualified in the Championship Division of the South-West Schools' Lacrosse Tournament for the first time ever, and incredibly placed 6th out of 18 teams. A fantastic achievement of which everyone involved, players and coaches alike, should be very proud.

The 1st and U15 Lacrosse teams also played in the Berkshire Lacrosse Tournament. This successful day saw the U15 team beating Bradfield and St George's 2-1, and St Bart's 3-1. Both Georgie and Immie received Most Valuable Player awards for the tournament for their exceptional performances.

Our U13, U14, U15, 2nd and 1st teams played against Downe House on 12 October. The U13 team played a fantastic match,

winning 11-1 and the U15B team played an extremely exciting end-to-end match which ended victoriously for Heathfield at 7-6. Every girl played excellently, and the Players of the Match were named as Scarlett, Eugenia, Minty, Carolina, Minna, Georgie and Honor.

On November 5 our U14A, U13A and 1st Lacrosse team welcomed The Royal School to Heathfield for a morning of matches. The U13A played a great game, closely fought and action packed. Special mentions must be made of Scarlett, Tamara and Isabella for excellent performances, and well done to Katrina as well who scored her first goal. Despite a loss for the U14A team, Eugenia had an outstanding morning where she saved 90% of the shots in goal. The team worked extremely hard together and their commitment cannot be faulted.



Netball

In the Netball matches played against Luckley everyone in Form I represented Heathfield for their first ever time. Although the U12 girls lost, they played a good match and Ella was awarded Player of the Match. The U13 team brilliantly won 10-6 with Scarlett being selected as Player of the Match. After a slightly disappointing loss for the U14 Netball team against LVS's U14 team, we then went on to beat their U15 team 13-2! Our U15 team won spectacularly 22-3; a great day for everyone involved.

We had several teams compete in the South-East Berkshire Netball Tournament held at St George's, Ascot. The U16 team faced tough opposition but held their own to go on and beat St Mary's C team 3-1, with Flora and Ellie being awarded Players of the Tournament. Meanwhile the U18s drew with The Holt but had victories against St George's, Ascot, Ranelagh and Maiden Early. Players of the Tournament awards went to Grace and Rose. Our U15A team finished an amazing 7th out of the twenty-one teams competing. Well done to Aisha, Hum and Immie who were awarded players of the match

On Tuesday 15 November our U16A and U15A teams travelled to Luckley House School and both left victorious, winning 8-6 and 10-3 respectively. On Tuesday 22 November, our U13A and U13B hosted LVS, and both games ended in a 5-3 win! Well done to all our netball teams for such fantastic results.



Swimming

In the swimming pool, Hermione (Hum) set a new school record for the first time in 7 years in the U15 25m Front Crawl, beating the previous record set in 2009 by Octavia Woolger, who is currently on the Girls for Gold programme to Tokyo 2020. The fact that this previous record was so longstanding is a testament to how impressively Hum swam. We can't wait to see how long this record stands.

On Monday 10 October, the U12, U13 and U14 swimming teams competed in a gala against The Marist. Heathfield narrowly lost by fewer than 10 points, but a big well done must still go to the following girls who all came first in their races: Ksenia (Butterfly), Juana (Backstroke), India (Breaststroke and Front crawl) and Impi (Front crawl). Congratulations also to the Junior FC relay team consisting of Ksenia, Caoimhe, India and Sienna for being placed first.

On Monday 5 December the swimming teams took on St. George's, Ascot. Both the U14 and U13 teams won, and congratulations must go to the following girls who came 1st in their races: Impi (individual medley), Juana (backstroke), India (breaststroke) and Ksenia (fly and front crawl). Tamara, India, Auriel and Ksenia won the medley relay, and India, Auriel, Caoimhe and Ksenia won the freestyle relay. Such a fantastic evening with great performances, and a real high on which to end the term.

Gold at National Synchronised Swimming Championship

Congratulations to Ksenia (Form II) and her team from the Reading Royals Synchronised Swimming Club who won Gold in the 12 years & under Free Team Event at the ASA National Synchronised Swimming Championships. The routine was an interpretation of Moulin Rouge, and the music featured songs from the soundtrack.

Ksenia is very dedicated to her training, and we are so pleased she is doing so well in her chosen sport. This is a truly remarkable experience – well done to the whole team!



Rose (Old Girl)
GB Prime squad
with her horse DJ

Equestrian

Grace competed in a Senior BE Novice event (with 1.15m jumps) at Aske Hall on 25 September on her horse Zorkin, who she has had for just over a year. Grace says Zorkin flew around the cross country, even though it was the hardest course she has ever done on him! In this tough group, Grace was even competing against an Olympic Bronze medallist from New Zealand, Caroline Powell, who finished in 1st, 2nd and 3rd on various horses, so for Grace to come in at 5th is an incredible feat!

Emma and Ellie also competed on 24 September for Heathfield in the NSEA Inter-Schools One Day Event at Stonar School. This event involves show jumping, dressage and a cross country jumping course. Both girls finished with clear rounds which is a fantastic achievement at such a well-supported event. Emma was placed 6th out of the class of 30 competitors – well done!

Matilda also had a very successful summer with her local Pony Club, and was duly rewarded at their prize-giving this evening at Midhurst, which she dashed off to after first competing for Heathfield in the Eventers Challenge that afternoon. Matilda's awards were: Winning Area Intermediate Horse Trials trophy, Best Senior All-Rounder trophy, Eventing, Show Jumping and Dressage rosettes and Most Courteous award for polo.

On Saturday 8 October Matilda, Evie WD, Evie and Minna competed at the NSEA Eventers Challenge held Coombelands Equestrian Centre. Well done to all the girls, especially Matilda who had a great clear round in the 1.05m class. For Evie, Minna and Evie, it was their first time competing for Heathfield and they performed admirably in the 90cm class.

Emma competed at the retraining of Racehorses Championships on the same day, and overall she came an incredible 2nd out of a class of 30!

The overnight deluge of rain did not dampen the spirits of the eleven teams entered into the SUPA National Junior and Beginners tournament, held at the West Wycombe Polo arena on Sunday 20 November.

Once the grounds had dried, the play began to flow and several tense chukkas saw the supporters cheering excitedly from the side-lines. With four divisions to play there was plenty for the large crowd of supporting parents and school members to watch.

Elicia captained a Heathfield combined team with her sister Tallulah and brother Myles, winning all three of their chukkas against Dragon School. An excellent result – well done!

New staff

Mrs Sarah Bush, Evening Housemistress (Senior's) - PGCE (Exeter), BA Hons Theological Studies (Exeter)

The Reverend David Clues, Chaplain - PGCE (London), BA Hons (London)

Miss Iona Cumming, Marketing Executive - BA Hons (Newcastle)

Mrs Carol Donner, Teacher in Charge of Biology - PGCE (Open University), MSc (Aberystwyth), BSc Hons (Reading)

Mrs Hasina Fernandes, School Librarian - MSc Health Informatics (Sheffield), BA Hons Library and Information Studies

Mrs Vicky Homewood, Subject Leader of Religious Studies - PGCE (Southampton), BA Hons (Southampton)

Mrs Isabel Hutchings, Registrar - Psychology BSc Hons (Open University)

Mrs Siobhan Jackson, Evening Housemistress (Junior's) - Psychology BSc (Royal Holloway London)

Miss Charlotte Jackson, Teacher of English - PGCE (Exeter), BA (Exeter)

Miss Nicci James, Fashion Designer in Residence - BA Hons (Manchester), Foundation Dip in Art & Design

Miss Katherine Johnson, Teacher of Mathematics - Teaching Certificate in Mathematics and Physical Education (Nottingham)

Mr Glenn Lewis, IT Technician - Studying for BSc in Business Computer Systems (Brighton)

Miss Natasha Livanis, Teacher of Physical Education - BA Hons (Twickenham)

Mr Jerry O'Brien, Teacher in Charge of Chemistry - PGCE (Cardiff), BSc Hons (Wales)

Miss Karin Oster, Teacher of Religious Studies - PGCE (Cambridge), Combined MA & BA in RS and English Language & Literature (Sweden)

Miss Helen Smith, Teacher of Art - PGCE (Bath), BA fine Art Hons (Wales), BTEC Art & Design (Bournville, Birmingham)



Marketing

It has been an extremely busy and productive year in the Marketing Department. It started with the creation and rolling out of a comprehensive advertising campaign, promoting the many excellent qualities of a boarding and day education at Heathfield and inviting our audience to visit us at our next Open Morning or for a private tour.

Heathfield's adverts are appearing in a wide cross-section of carefully selected publications including school guides, education focused publications, education features within lifestyle publications, local publications, Estate Agents premium property publications, Prep School publications, Military and International publications. These have sparked a marked increase of interest in Heathfield resulting in a record attendance at Open Morning and the November Assessment Days.

In tandem with this activity, we have optimised all editorial opportunities primarily promoting our new Headmistress, where messages such as exam success and Open Mornings were also highlighted.

Online

We are focused on having an ever-increasing presence online. Trialling Google Adwords for the first time, we ran our campaign promoting the October Open Morning for 4 weeks. Results showed an excellent 987,302 impressions and 2,387 interactions. Our click through rate was an extraordinary 4.91% - Google advised that the average click through rate is generally around 0.5%, so they were most impressed!

In addition, a new email campaign was circulated via Independent School Parent reaching over 12,500 of their subscribers. This promoted our new Head, exam success, the new STEM building, weekly boarding and the October Open Morning.

The Good Schools Guide featured our animated gifs on their website home page promoting our new Head and the October Open Morning. We also have gifs all year round on the BSA Guide to British Boarding schools website, updated after every Open Morning.

Marketing collateral

I hope you have had a chance to explore our new marketing literature which was completed this term. We have two new prospectuses: a main prospectus which communicates the essence of Heathfield, and an information prospectus giving much more detailed information about the school. These are presented in a smart new folder along with the Success brochure which features all the girls' wonderful achievements during the 2015/2016 year. The Success brochure will be an annual publication.

We also created a "Good News to Share" mailer with a Meet the Head feature and our weekly boarding announcement. This was circulated to all our stakeholders.

You may have noticed that our e-newsletter has also been updated. Over the summer we looked into the different options for a mobile friendly and responsive upgrade for our fortnightly e-newsletters and found that MailChimp was by far the best. It has tracking features which allows us to tailor our future newsletters to the interest of our readers.

New signage at both entrances of the school was put up in September with the main entrance sign always promoting our next Open Morning. The school mini buses have also had a make-over with updated logos and their backs fully wrapped in line with the ad campaign, thereby promoting Heathfield while out and about. A third mini bus will be out next term.

Marketing cont.

Events

October was a rewarding month for us as we had our busiest Open Morning ever! The girls were fantastic tour guides with all the families complimenting the girls. A special mention must go to Ella and Thea (Form I), Harshini (Form III) and Agatha (LVI) who spoke wonderfully on the day about their life at Heathfield.

November also proved a successful month with a record number of girls sitting for both 11+ and 13+ places.

On the weekend of 12 and 13 November the Marketing and Admissions team headed to Battersea Park for the Independent Schools Show. Over 70 schools exhibited including many of our competitors. Our stand design was in line with our current branding and advertising, and the new literature was handed out in bespoke bags, alongside our Heathfield jelly beans of course!

We had over 100 visitors to our stand and it was a delight to meet so many new families. Mrs Gardiner Legge attended both days, and on Saturday she discussed the topic "When is boarding right for your child?" to a packed audience in the Education Theatre.

On 1 December, all current parents, registered parents and Prep Heads were invited to join us for Christmas drinks at The Lansdowne Club in London. It was very well attended with over 100 guests who enjoyed mingling and talking. It was a wonderful evening with a warm and positive atmosphere.

Photography and video

We have dedicated a lot of time to updating our content on host websites such as GSA, BSA, isbi and Good Schools Guide to name but a few, as well as joining new sites which focus on particular professions and international recruitment.

We have also improved our own website, producing a new web landing page advert for our upcoming Open Morning.

The website photography has been improved, with up-to-date, high quality images featuring the girls and the school. A drone video was created to highlight Heathfield's excellent facilities, allowing the school to be viewed from a completely new perspective.

Mrs Gardiner Legge featured in our latest promotional video where she outlined our vision and aims, and students told of their academic and career ambitions.

Social Media



Facebook

We create and boost every Open Morning event reaching on average over 5,000 targeted people. We continue to post key pictorial led events, courting Facebook, in order to reach more and more of our audience. Please do go online and like our page: @HeathfieldSchool, thank you.



Twitter

We continue to tweet and engage with all our stakeholders: we now have 3225 followers, an increase of 698 from March. Please do follow us @HeathfieldAscot



Instagram

While we are still in the early stages of creating a following on this platform, activity will continue to grow and we aim for this to be mainly student led. Please do take a look meanwhile: @HeathfieldAscot

As 2017 begins, everyone in the Admissions and Marketing department will continue to work hard to increase awareness of Heathfield and its excellent and unique offering. However, the best recommendation of all is of course personal recommendation and therefore we would urge you to fly the flag for Heathfield at every opportunity, to support our endeavours. Thank you.



Heathfield School
Ascot

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