

## Controversial Beckenham school renamed Eden Park High School

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# EDEN PARK HIGH SCHOOL

Eden Park High School logo

The site on Balmoral Avenue was previously referred to as The Beckenham Academy

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Bosses behind a controversial school planned for Beckenham have revealed it is to now operate under a new name.

Hitherto referred to as The Beckenham Academy, Education for the 21st Century (E21C) trust's site on Balmoral Avenue will now be called Eden Park High School.

The school's new logo is a crest incorporating four key symbols they say hold special significance for the Bromley area.

Within the badge sit ripples that symbolise the River Beck, the Kent 'Invicta' horse, a tree representing the Garden of England and a broom plant, from which Bromley's name originates.

Eden Park plans to open in September 2017, after its opening was deferred for 12 months earlier this year, much to the anger of parents.

Headteacher Emily Codling said: "I'm so pleased to finally unveil the new name and identity for our school.

"The next year is going to be a very exciting time for Eden Park High School, as we launch our new identity and make preparations for our opening.

"The new logo and name hail to Bromley and Kent's heritage, embracing the traits of our local community.

"Our school offers a unique provision and in the lead up to our September 2017 opening we're excited about the prospect of inviting students, parents and guardians along to see first hand what we're looking to achieve."

Paul Murphy, CEO of E21C, added: "The school's new identity represents our respect for the local Beckenham area and our pride in its heritage.

"As CEO of E21C, it's a great time for expansion within our trust and we're looking forward to building on the momentum of the school and continue in our planning application processes."

However, residents opposed to the construction of the school have responded negatively to the change.

Daniel Baker said: "Schools, marketing themselves like they are the latest iPhone or brand of soap powder.

"Pathetic, immoral and a disgusting waste of taxpayers' money.

"They should try actually indulging in some education once in a while."

Stuart Argent, of the No Academy In Balmoral Avenue residents group, added: "I guess in their simple minds Eden Park sounds better than Elmers End.

"I can't believe they are stupid enough to think it's in Eden Park."

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