



 **nms**  
NEW MODEL SCHOOL

## New Model School will celebrate its 20th anniversary next year.



We have come a long way since we started with two children in a church hall, but we have been guided throughout by our ambition to provide excellent education through a knowledge based curriculum while maintaining our fees at the lowest possible level. Of course, ambition is not enough on its own, and our continued success is based on the hard work of everyone at Maple Walk and Faraday, in our head office, and amongst the wider NMS community. One of the most tangible results of this is outstanding results for our leavers. Twenty four children left us in July 2024, and were offered 72 places and 6 Scholarships in seven different areas (academic, art, music, drama, sport, performing arts, and head teacher's award). This demonstrates both the excellence of our teaching, and the broad range of our curriculum. It is worth pointing out that we achieve this with a non-selective approach at intake.

This school year saw the departure from the board of David Jones, our longstanding and influential chairman. However, I am delighted that David has agreed to remain closely associated with NMS as the founding patron of our new charitable foundation. Both Robin Broadhurst, and Nick Crean also leave the board and both made a strong contribution to the governance, and community at NMS, we thank them for their and inspiring input.

John Ashmore has joined our board, and as a member of the Fishmongers' Livery Company maintains our strong link with that organisation. The Fishmongers have generously agreed to continue their bursary scheme at Faraday, and their individual involvement, as well as financial support, is something for which we are very grateful, as we are for the other generous philanthropic individuals who help us.

We place a strong emphasis on our sense of community together with the well-being of our children. Our continuing involvement with the School's Counselling Partnership has provided a much appreciated service for those facing stressful moments. Maple Walk won The Best for Pastoral Care Award from The Week's Independent Schools' Guide, which also gave Faraday The Fantastic City Prep Award. We aim to make the education we offer as widely available as possible, and our not for profit ethos means our fees remain in the bottom 10% of London's independent primary schools.

Private education faces a number of challenges at the moment, but our guiding values of curiosity, community, and creativity help us flourish. We hope that you will want to visit our schools, and see for yourselves.

**Xavier Villers**  
Chairman



We take great pride in the fact that twenty years on we have two award winning schools.



Looking back to 2004 when the project of The New Model School was originally conceived, the ambition was to provide an excellent education at an affordable price. Essentially a "no frills" offer to make a good education available to as many children as possible. Over the last twenty years there have been many financial challenges along the way, starting a school (or two) from scratch is fraught with uncertainty, along with the inevitable fluctuating economy and of course the Covid years.

So we take great pride in the fact that twenty years on we have two award winning schools which not only provide an excellent education but so much more. Our pupils enjoy lessons in PE, Music, Art, Dance and Drama as well as frequent educational trips and workshops, far from the "no frills" offer we started with and still our fees remain some of the lowest in London. With our not for profit ethos, we have put any surpluses back into the schools and worked to build up our modest reserves for the inevitable "rainy days". No funds are disbursed to our shareholders all who have a philanthropic view of their original investment.

This year ended August 2024 has resulted in a small post tax profit of £26K.

The significant increase in the levels of inflation during 2023 has been felt by everyone and has inevitably fed into increased costs in running our schools. The modest profit was achieved after spending funds on expanding the site at Faraday, with two new classrooms and a further sky playground. At Maple Walk a new outdoor learning area known as the Secret Garden was completed in October, largely funded by the Friends of Maple Walk. We also added a pod for breakout groups and carried out refurbishment in the main building. We have strengthened our pastoral support by introducing the Schools Counselling Partnership service to both schools.

We know now that VAT will be imposed on independent school fees from January 2025 creating another financial and administrative hurdle. We are very conscious that this will have a significant effect on our parents and our aim is to mitigate this as much as possible by passing on the net VAT. The numbers of children joining our Reception classes in September 2024 are very healthy and a great vote of confidence for the futures of the schools. We are looking forward to the next twenty years.

**Deborah Livsey**  
Chief Executive Officer

### Statement of Comprehensive Income for the year ended 31 August 2024

	2024 £	2023 £
Turnover	4,290,258	3,903,647
Cost of sales	(2,905,480)	(2,504,649)
<b>Gross profit</b>	<b>1,384,778</b>	1,398,998
Administrative expenses	(1,483,963)	(1,336,489)
<b>Operating Profit/(Loss)</b>	<b>(99,185)</b>	62,509
Interest receivable	101,277	56,899
Interest payable	(0)	(250)
<b>Profit/(Loss) before tax</b>	<b>2,092</b>	119,158
Tax on Profit/(Loss)	24,551	(35,558)
<b>Profit/(Loss) for the financial year</b>	<b>26,643</b>	83,600

### Statement of Financial Position as at 31 August 2024

	2024 £	2023 £
<b>Fixed assets</b>		
Tangible assets	295,689	212,454
<b>Current assets</b>		
Debtors: amounts falling due within one year	365,629	298,554
Cash at bank and in hand	3,276,552	2,513,074
	<b>3,642,181</b>	2,811,628
Creditors: amounts falling due within one year	(3,155,945)	(2,260,489)
<b>Net current assets</b>	<b>486,236</b>	551,139
<b>Total assets</b>	<b>781,925</b>	763,593
Provisions for liabilities: Deferred tax	(24,013)	(32,324)
<b>Net assets</b>	<b>757,912</b>	731,269
<b>Capital and reserves</b>		
Called up share capital	501,057	501,057
Capital redemption reserve	5,000	5,000
Profit and loss account	251,855	225,212
	<b>757,912</b>	731,269

## Directors

**John Ashmore MA (Edinburgh) French**, has worked in a variety of industry sectors including yoghurts, toys, pet nutrition and premium spirits, where he has held positions in Marketing, Sales and General Management. Currently, he is Marketing Director Europe, Middle-East for Clearwater Seafoods, North America's largest vertically integrated wild shellfish producer. John is a member of the Fishmongers' Livery Company.

**Robin Broadhurst: CVO, CBE.** Has spent over 40-years in the property industry, as a partner of Jones Laing Wootton and latterly as its Chairman. He currently has a range of board appointments and consultancies and is involved with the Rugby Portobello Trust, a children, youth and family support charity.

**Alexandra Cornforth, MA (Oxon), M.Litt.** rejoined the board on the 1st September and has held several Board and Trustee positions over the course of a thirty-five year career in financial services. She is currently Head of Corporate Governance for a FTSE 250 listed investment trust and is also a non executive director of an investment management company providing ethical investment solutions for charities and individuals.

**Nicholas Crean:** started his career with Saatchi & Saatchi before setting up Hesketh Crean Consultants, an award-winning corporate film and presentation training company. Buying chocolate brand "Prestat" over twenty years ago, he has successfully grown the business into an industry leader globally. He has numerous philanthropic interests.

**Rajinder Funnell: BA, (Staffordshire)** pursued a career in publishing with Hodder and Stoughton from 2001, and later became a qualified early years practitioner and is a Montessori teacher. Since 2014 she has been actively fund-raising for the Rugby Portobello Trust (RPT), a child, youth and family support charity, and is co-Chair of one of their fund raising committees.

**David Jones: MA (Cantab) DL Director** spent 26 years at UBS/Warburg and recently retired as a partner at the investment firm Oldfield Partners. He served as Prime Warden of the Fishmongers' Company until the end of 2020 and as a governor of Greshams school. He was the Chairman of NMS from 2010-2022.

**Deborah Livsey: LLB Hons (Exeter) (CEO)** has had a 15 year career in finance internationally. She has been a governor at Amesbury, a preparatory school in Hampshire for the past 10 years. Joining NMS in 2018 as its COO and became CEO in July 2020.

**Xavier Villers MA (Oxon.), MSt, ACII. (Chairman)** was a senior partner at Miller Insurance LLP, and Chairman of the marine executive of the London and International Insurance Brokers Association. He now holds a number of non-executive roles in the finance, education, and charity sectors including acting as a director of Pegasus Academy, a multi-academy trust operating in south London, and is a trustee of the Westminster Almshouses Foundation.



## Advisors

**Jonathan Cubitt: BA Hons (Exeter) ACA (Chairman of the Audit Committee)** was Bursar of Queen's Gate School.

**Andrew Ellams, MA (Oxon), (Chairman of the Teaching and Learning Committee)** is Senior Deputy Head and Director of Studies at St Paul's Girls' School.

**Ben Fitzgerald-O'Connor (Parent Advisor)** is a parent of a former and a current pupil of Faraday School. He runs his own IT company.

**Sally Hobbs, BA Hons (Exeter), PGCE**, taught in the independent sector for over thirty years, was named Prep School Head of 2015 and has been given a TES Lifetime Achievement Award.

**Jane Ritchie, Early Years Professional (CWDC), (Cert Ed in Early Childhood Education)** has 40 years experience as a specialist in Early Years Education within the independent sector and was the owner and principal of The Minors Nursery School, London from 1990 to August 2005. She is a member of the Teaching and Learning Committee.

**Justin Shaw: MA (Cantab)** is an author and former Director and Deputy Chairman of NMS. He is a member of the Teaching and Learning Committee.

**Nisha Vidani: (Parent Advisor)** is a parent of two children at Maple Walk School and is a successful CFO and Co-Owner of a medium-sized business that exports and wholesales British and European FMCG. Nisha is a multi-award winning business executive; her company has been awarded the Queen's Award for Enterprise in International Trade on five occasions and has featured in both the Sunday Times Fast Track 100 and International Track 200 as well as being included in JP Morgan's Top 200 Female-Powered Businesses in both 2022 and 2023.

A key focus this year has been on wellbeing, with the introduction of weekly on-site counselling services.



It has been an exceptional year for our school, filled with achievements that reflect our commitment to academic excellence, pastoral care, and community engagement. We are thrilled to report that this has been our best year yet for Year 6 results, with an outstanding number of pupils excelling in their exams and securing places at top senior schools. Additionally, we are proud to celebrate a record number of scholarships awarded, showcasing the hard work and dedication of our pupils and staff.

A key focus this year has been on wellbeing, with the introduction of weekly on-site counselling services. These sessions are available to pupils, staff, and parents on a drop-in basis, providing accessible mental health support for our community. This initiative has been transformative, ensuring that everyone feels supported and valued. Our efforts in this area were recognised nationally, as we were awarded Best Pastoral Care by The Week magazine, a testament to the exceptional environment we strive to create.

Our commitment to community outreach has also flourished, with Year 6 pupils taking part in a range of meaningful projects. They visited local nurseries to read with younger children, fostering a love of books and developing connections with the wider community. They also contributed to environmental efforts through litter picking and the planting of a local orchard, encouraging responsibility and teamwork while giving back to the area around us.

Beyond these achievements, the school has continued to offer a rich extra curricular programme, with pupils excelling in music, drama, and sports. This holistic approach ensures that every child has the opportunity to discover and nurture their unique talents. Together, these accomplishments reflect our shared commitment to providing an outstanding, well-rounded education that prepares our pupils for bright futures.

**Claire Murdoch**  
January 2025



The Friends of Maple Walk is a registered charity comprised of parents of children at the school. Their continued energy, commitment and fundraising are integral to the whole school community.

Together they raise money for the fun activities and extra experiences for our children to enjoy, to enhance the curriculum delivered by the school,

Each year the raft of activities from fairs to quizzes to auctions to many social events and the range of Christmas merchandise designed by the children are fundamental not

only in raising funds, but also to the community spirit Maple Walk is known for. One of the highlights of the year was being recognised by the Mayor of Brent for the Secret Garden opened in Autumn 2023, and represents a significant achievement being largely funded by The Friends.

The Friends of Maple Walk is a wonderful example of how staff, children and parents work together to enrich the school day and strengthen the family feel of Maple Walk.

The academic year 2023-2024 has been full of growth, success, and positive change, both inside and outside the classroom.



It was an exciting start to the year as children returned from their summer holidays to some great improvements to school facilities. Two new container classrooms were installed for our Year 5 and 6 pupils, providing them with much needed space and an inspiring learning environment overlooking the River Thames. We also added a second rooftop playground, which has quickly become a popular spot for playtime and greatly enhanced our provision for PE lessons.

Our Year 6 students have had an exceptional year, with many gaining places at top senior schools and earning a range of scholarships in academics, sport, and the arts. We're incredibly proud of their achievements, which caught the attention of the wider education community. This year we were named 'Best City Prep' in The Week Magazine's Independent School's Guide, finalists for 'Most Inclusive School' and Highly Commended for 'Best Experiential Learning' at the Muddy Stilletos Best School Awards 2024.

We have introduced significant curriculum changes in core subjects to embed our knowledge-based approach to learning. We've designed professional displays in communal areas, including history timelines and world maps, to further support and reinforce the learning taking place in classrooms, creating a vibrant and immersive learning environment.

Physical Education has also seen exciting developments, with extended PE lessons for children in Years 2 to 6 now taking place offsite at the nearby Multi Use Games Area. These extended sessions have been highly beneficial, promoting physical fitness, teamwork, and enjoyment of sport across the school.

We continue to prioritise the wellbeing of our pupils alongside their academic endeavours and we are pleased to have joined forces with The School's Counselling Partnership. Two qualified therapists are now on-site weekly, offering therapeutic support to children, families, and staff, and ensuring that the mental health and emotional wellbeing of the whole school community are given the attention they deserve.

Reflecting on a successful year, our staff are proud of the school's continued progress in academic and extracurricular achievements and the exceptional pastoral care that we provide to our children and families. Building on last year's strong inspection result, the confidence of our children continues to grow, and our sense of community remains stronger than ever.

Lucas Motion  
January 2025



A group of parents called The Friends of Faraday are part of the fabric of the school supporting the school through fundraising, and more, that enrich the children's school experience. They have organised many pupil and family events and activities during the school year with upper and lower school discos, film nights, bake sales, and Christmas lunch for children and staff. The Friends also organise an annual Christmas card project, which offers parents the opportunity to purchase mugs, cards and gift-wrap with their child's bespoke design. Twice yearly, the Friends host a Book Fair, which raises funds that have helped to expand Faraday's library, keeping up with the children's appetite for new books that can be read both in the classroom and at home.

Highlights this year included an indoor planetarium experience, the annual summer fair and end of school year trip as well as the everyday benefits such as new PE and playground equipment. Beyond fundraising, new and existing parents are always welcome to reach out to the Friends of Faraday with any questions and help they need about school life.

At NMS we aim to prepare all pupils for their next stage academically, whether competing for a place at a highly selective independent school or joining their peers within the maintained sector. We are enormously proud of all our pupils, who leave our schools confident and with a great sense of personal accomplishment.

## Our Year 6 pupils (Summer 2024 leavers) received offers and a range of scholarships from the following schools:

Aldenham	Maida Vale
Belmont	Millfield
Brighton Girls	North Bridge House
Brampton Manor	Queens Park Community School
Channing School	Roedean
City of London School for Girls	St Albans
Claremont	St Augustine's Priory
Ellen Wilkinson	St Benedict's
Francis Holland, Regents Park	St James' Girls School
Forest School	South Hampstead High School
Holland Park	St Paul's Way Trust
JFS	St Marylebone Girls'
John Lyon	Stowe
Latymer Upper	West London Free School

### In previous years, pupils have also received offers from:

\*Arts Educational – Babington House - Bedales \* Bales College \* Berkhamsted \*Blackheath School for Girls- Brampton Manor-Camden Girls Cheadle Hulme School \*Chigwell- Christ's Hospital \*- Colfes- Dulwich College \* Dwight- Emanuel School \* Eaton Square – East London Science School- Francis Holland Sloane Square \* French Lycée \* The German School- Godolphin and Latymer \* The Grey Coat Hospital School \* Hampstead School \* Hanford (Blandford Forum) \* Harrodian - Henrietta Barnett \* Highgate \* Ibstock Place \* Kensington Aldridge Academy \* Kew House \* The King Alfred School - Kingham Hill (Oxfordshire) \* Latymer Upper \* Leweston (Sherborne) \* Lockers Park \* The London Oratory \* Marylebone Girls- Marylebone Boys \* Merchant Taylors- Monmouthshire School for Girls \* More House \* Notting Hill & Ealing High - Northwood College for Girls Queens Gate \*Queens College - Radnor House \* South Hampstead St Christopher Letchworth \* St Dunstan's- St James Senior Boys' \* St Paul's Girls' School \* Thames Christian College \* University College School (UCS) \* Upton Court Grammar School \* Westminster Cathedral School- Wetherby - Wilmington Boys School



### Our vision

**Provide an excellent, forward thinking education that inspires and challenges every child.**

- Recognise the value of knowledge, helping children to understand their world and the positive difference they can make.
- Instil a love of learning through a broad, exciting curriculum with strong foundations in literacy and numeracy.
- Empower pupils with a sense of belonging, allowing them to fulfil their potential and grow in confidence.
- Value the diversity of our community by celebrating all religions, beliefs, backgrounds and cultures.
- Offer a good value education, enabling as many families as possible to benefit from our 'not for profit' ethos.

### Core values

- Curiosity**  
- seek knowledge and love learning
- Creativity**  
- innovate and collaborate
- Community**  
- foster a sense of belonging

Operating with our not for profit ethos we are fortunate that the work of the New Model School Company receives invaluable advice and support from both individuals and other organisations.

### New Model School Company

#### Patrons

Lord Neuberger

Lord Craigmyle and the Craigmyle Trust

Eric Reynolds and Urban Space Management

#### Supporters and bursaries

Our aim is to provide an excellent education to as many children as possible and any bursary funds we can attract further supports this aim.

We are especially grateful to The Fishmongers' Livery Company for the establishment 5 years ago of the Fishmongers' Faraday Award, this provides a fully funded place for a child joining Faraday School in Year 3 or 4. The past and current recipients of this award have contributed fully to school life and won awards to secondary schools. We celebrate here their achievements and our relationship with the Fishmongers' Company.

Other bursary funds have been generously provided during the year by private individuals. This has enabled some pupils to remain at our schools and finish their primary education, when due to a change in circumstances, their parents are unable to pay in their fees in full. This too is of great value to the individuals involved for which we are extremely grateful.

### NMS Foundation

#### Founding Patron

David.C.F. Jones DL MA Hons Law Cantab

In May 2024 we set up the New Model School Foundation which will be formally launched in 2025. The aim of the Foundation is to build on the success of this Fishmongers award and attract funding for more assisted places at our schools, so that we can fully realise our vision to broaden the reach of an excellent education to as many children as possible. With our low cost model any bursary funds received will have greater reach and therefore impact than at other more expensive schools.

If you are interested in helping us increase our support for children's excellent education please contact our CEO Deborah Livsey at [deborah.livsey@newmodelschool.co.uk](mailto:deborah.livsey@newmodelschool.co.uk)



MAPLE WALK AND FARADAY PREP SCHOOLS



Unit 121, Buspace Studios  
Conlan Street, London W10 5AP

020 8965 7374  
[www.newmodelschool.co.uk](http://www.newmodelschool.co.uk)