

MAPLE WALK AND FARADAY PREP SCHOOLS



Annual Report 2024-25

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It has been another successful and eventful year for The New Model School Company. We celebrated outstanding achievements at both our schools. Faraday won Best Independent Prep School 2024 selected from over 700 schools nationwide in the Independent School of the Year Awards. Both schools were also recognised by the Independent Schools Association, Maple Walk with an award for outstanding sport and Faraday for excellence in Art, and Design.

We were delighted to welcome Vania Georgeson, and Joanna Copland as Advisors. Both bring a wealth of experience as former head, and deputy head teachers, and their insight and advice will be of great value to our schools.

This year also marked moments of both gratitude and sadness. In the summer we said farewell to Sally Hobbs, who retired from our Advisory board after serving as an Advisor, and a staunch supporter of NMS since 2016. We were also deeply saddened to learn of the early death of Andrew Ellams, who resigned in October 2024 after eight years as an Advisor, during which time he chaired the Teaching and Learning Committee with great dedication. Celebrations of our 20th anniversary continued throughout the academic year, culminating in the successful launch of our charity, the NMS

Foundation at Fishmongers' Hall. We extend our sincere thanks to the Fishmongers' Company, and to all our generous donors. There is more information about our new charity on page 13.

Our schools remain non-selective at Reception intake, so it is noteworthy that approximately a fifth of our secondary transfers scholarships are across academic, dramatic, and sporting disciplines. Our not-for-profit ethos means that we achieve all this while charging fees which continue to be among the lowest of all London prep schools.

If you would like to know more about NMS, please visit our website, or even better, come and see our remarkable schools for yourselves.

Xavier Villers
NMS Chairman



“Another successful year for both our schools”



I am pleased to report that our two schools have had another successful year, both in terms of the children's academic achievements, their progress, the wide variety of experiences they have had and the awards the schools have won.

From a financial point of view this year has certainly presented us with challenges. We achieved a modest surplus after tax of £34k. The imposition of VAT on independent school fees in January of 2025 meant a significant uplift in the fees we charge our parents. We had committed to pass on to parents the net VAT savings to try and reduce the increase however it still resulted in an uplift of some 17.5%. The introduction of the tax midway through the financial year without detailed guidance from HMRC also created an enormous amount of work for our finance team. I would like to thank Carolyn Wilder our bursar for all the extra work she has had to undertake.

The increase in Employers National Insurance in April has also added to our overhead. Mindful of the added burden to our parents we have worked hard to control our costs without impacting the educational offer for our pupils.

We have invested in our school sites this year with a new EYFS outside area at Faraday and a new wellbeing room and another room converted into a new

classroom at Maple Walk. We have also invested in a new reading and phonics scheme at Maple Walk and both schools have new sets of ipads.

Thanks to the continuing generosity of the Fishmongers' Livery Company we were delighted to welcome our ninth Fishmongers' Faraday awardee in September. We have continued to provide some bursary support for those pupils whose parents are in financial difficulties enabling them to remain at our schools.

Thanks to our newly launched NMS Foundation we have been able to expand the number of fully funded places at our schools. We held successful assessment days in the summer term and will be welcoming two more awardees one at each school in September 2025.

Finally we bid farewell at the end of the summer term to Claire Murdoch Head teacher at Maple Walk. Claire joined us in September 2018 and has been the Head teacher firstly at Faraday and then later at Maple Walk. In both roles she brought great energy and imagination, inspiring staff and pupils. Her new headship is with Daiglen school in Buckhurst Hill, she leaves with our thanks and good wishes for the future she will be much missed.

Deborah Livsey
Chief Executive Officer

Statement of Comprehensive Income for the year ended 31 August 2025

	2025 £	2024 £
Turnover	4,500,418	4,290,258
Cost of sales	(2,976,426)	(2,905,480)
Gross surplus	1,523,992	1,384,778
Administrative expenses	(1,543,683)	(1,483,963)
Operating Surplus/(Loss)	(19,691)	(99,185)
Interest receivable	99,574	101,277
Interest payable	0	0
Surplus/(Loss) before tax	79,883	2,092
Tax on Surplus/(Loss)	(45,629)	24,551
Surplus/(Loss) for the financial year	34,254	26,643

Statement of Financial Position as at 31 August 2025

	2025 £	2024 £
Fixed assets		
Tangible Assets	333,317	295,689
Current Assets		
Debtors amounts falling due within one year	368,385	365,629
Investments	1,556,330	0
Cash at bank and in hand	1,368,141	3,276,552
	3,292,856	3,642,181
Creditors: amounts falling due within one year	2,783,654	3,155,945
Net current assets	509,202	486,236
Total assets	842,519	781,925
Provisions for liabilities: Deferred tax	(50,353)	(24,013)
Net assets	792,166	757,912
Capital and reserves		
Called up share capital	501,057	501,057
Capital redemption reserve	5,000	5,000
Profit and loss account	286,109	251,855
	792,166	757,912

Directors

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 Alms houses Foundation.

Deborah Livsey: LLB Hons (Exeter) (CEO) has had a 15 year career in finance internationally. She was a safeguarding governor at Amesbury, a preparatory school in Hampshire for 10 years and was a Trustee of Send Family Link a charity supporting families with a family member in the women's prison HMP Send. Joining NMS in 2018 as its COO she became CEO in July 2020.

Alexandra Cornforth, MA (Oxon), M.Litt. rejoined the board in September 2023 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.

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.

John Ashmore MA French (Edinburgh) 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. Most recently he was 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.

Advisors

Joanna Copland BA Hons (Roehampton), QTS, PG Cert Dys, Mont Dip has worked in the independent sector for more than 30 years. She was Deputy Head of Thomas's School Clapham for 14 years, before becoming Vice Principal of the Thomas's Schools Group. Most recently she has been the Head of Pre-prep Fulham. Joanna is a member of the Educators Livery Company and a judge for the Queen's Commonwealth Essay Competition.

Jonathan Cubitt: BA Hons (Exeter) ACA (Chairman of the Audit Committee) was Bursar of Queen's Gate School. Previous roles included Business development Director of Charity HR and Finance Director of The Art Fund.

Vania Georgeson BA Hons MA (Kings College London), PGCE was Head Teacher at The Roche School in S.W. London for 14 years. She has a background in English and Drama, teaching in both the state and independent sectors. She has directed youth Shakespeare productions and co-edited The Woman's Writers Handbook. Vania is a member of the Teaching and Learning Committee.

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.

Natalie Smith (Parent Advisor) LLB Hons (London School of Economics) LLM (Queen Mary University) is a parent of a child at Faraday School. Natalie's professional background is in law. She is a solicitor specialising in criminal law and the criminal justice system.

Nisha Vidani (Parent Advisor) BSc (Queen Mary University) is a parent of 2 children at Maple Walk School. She is a successful CFO and co-owner of a business that exports and wholesales FMCG. Her company has been awarded the Queen's Award for Enterprise in International Trade on 5 occasions.



“The pupils have continued to show great independence.”



As I approached my final weeks as Head, it was good to reflect on the values and vibrancy of Maple Walk. Summer’s focus remained on character education, with an emphasis on positivity, challenge in learning, and wellbeing, both in the classroom and online. The pupils have continued to show great independence, embracing opportunities to lead, support one another, and take responsibility for their community. Our science curriculum has sparked plenty of curiosity and excitement, and our discussions around digital wellbeing are helping pupils think critically about their online lives.

Over the year, we have had a wealth of events that have brought the whole school together, from the many events celebrating our 20th anniversary to the summer Art Exhibition, Dance Spectacular and Sports Day. Highlights have included our wonderful programme of Christmas plays and concerts, enjoyed by the local nurseries and elderly people’s home too. Year 6’s performance of Aladdin, was a fitting celebration of their talents as they prepare for the next stage of their journey.

We were delighted to be awarded the ISA award for Sports (small prep school) which recognises the full programme of sports activities all our pupils enjoy.

A special note too for The Friends of Maple Walk who go the extra mile to support and fundraise which have made a real difference to the school.

As I say farewell, I do so with enormous pride in all that has been achieved by our pupils, staff, and families. Maple Walk is a unique and joyful place, and it has been a privilege to lead this wonderful school. I’m delighted that Mia Santa who has been an excellent Deputy Head will succeed me and know her 11 years experience at Maple Walk will serve her in good stead as Head.

Claire Murdoch

Friends of Maple Walk



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.

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.



“Academic outcomes across the school remain very strong.”



It has been a year of consolidation and continued growth at Faraday. We have focused on strengthening our core offering: high academic expectations, outstanding pastoral care and a rich, creative curriculum while continuing to evolve in response to the needs of our pupils and families.

Academic outcomes across the school remain very strong, with more than half of our children working at greater depth or greater depth plus in core subjects. This reflects the consistently high quality of teaching and learning across the school, with children at Faraday making progress that is significantly above the national average. I am delighted that this strength in teaching and learning, combined with our child-centred approach, has been recognised nationally, with Faraday awarded Independent School of the Year 2024 in October. This level of achievement is also reflected in the excellent secondary transfer outcomes achieved by our Year 6 cohort, with pupils securing places at a wide range of highly regarded schools, alongside academic and sporting scholarships. These successes reflect both the dedication and effort of the pupils themselves and the careful preparation and sustained commitment of staff over many years.

Children's personal development remains a key focus. Enrichment opportunities have been a real highlight, with a broad programme of trips, residentials, workshops, performances and sporting fixtures enriching the curriculum and strengthening our sense of community. This year, our work with The Schools Counselling Partnership has improved our pastoral offer, providing a holistic, therapeutic service available to children, families and staff. Our inclusive, individualised approach was recognised through winning the Independent Schools Association award in Fine Arts and Design, alongside finalist nominations for Best Experiential Learning and Most Inclusive School in the Muddy Stiletto School Awards.

This year marks an important transition. From September, Alarie Drummonds will take up the role of Head Teacher at Faraday, having been an exceptional and deeply committed Deputy Head for many years. As I move into my new role as Executive Head Teacher, working across NMS schools, I do so immensely proud of what we have achieved together and confident in Faraday's future under Alarie's leadership.

Lucas Motion

Friends of Faraday



The Friends of Faraday is a very active and creative parent organisation, who are a vital part of the school community. All parents are encouraged to take part and their involvement strengthens the family feel of Faraday, playing a crucial role in the ongoing success of the school.

The Friends of Faraday have organised many pupil and family events and activities during the school year with the summer fair, 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.

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.



Secondary School Transfers

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 2025 leavers) received offers and scholarships from the following schools:

ACS Egham School	Highgate
Arnold House	Latymer Upper
ArtsEd	Maida Vale
Belmont Mill Hill	North Bridge House
Bexley School	Notting Hill & Ealing
Blackheath School for Girls	Queen's College
Channing	South Hampstead
Chislehurst & Sidcup School	St Benedict's
City of London	St James Senior Girls'
Colfe's	St Margaret's
Coopersale Hall	St Philip's
Forest School	University College School
Francis Holland	Wetherby Pembroige
Harberdashers' Girls	

In previous years, pupils have also received offers from:

Aldenham School * Babington House * Bedales * Bales College * Belmont * Berkhamsted * Camden Girls - Cheadle Hulme School * Channings * Christ's Hospital * Dulwich College * Dwight * Emmanuel * Eaton Square * East London Science School * Sloane Square * French Lycée * The German School- Godolphin and Latymer * The Grey Coat Hospital School * Hampstead School * Hanford (Blandford Forum) * Harrodian - Henrietta Barnett * Ibstock Place * John Lyon * Kensington Aldridge Academy * Kew House * Kingham Hill (Oxfordshire) * King Alfred School * Leweston (Sherborne) * Lockers Park * The London Oratory * LVS Ascot * Marylebone Girls * Merchant Taylors * Monmouthshire School for Girls * More House * Notting Hill & Ealing High * Queens Gate * Radnor House * South Hampstead * St Augustine's Priory * St Christopher Letchworth * St Dunstan's- St James Senior Boys' * St Paul's Girls' School * Sylvia Young * Thames Christian College * Upton Court Grammar School * West London Free School * Westminster Cathedral School * 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

The Fishmongers' Livery Company

We are especially grateful to **The Fishmongers' Livery Company** for the establishment seven 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 nine past and current recipients of this award have contributed fully to school life and won awards to secondary schools.

The Fishmongers also kindly host our awardees for an annual tea at Fishmongers' Hall with a tour and educational activities. We have been delighted to welcome Livery members to Faraday as well so that they can see the school in action.

We celebrate here the awardees achievements and our relationship with the Fishmongers' Company.

Other bursary funds over the years have been generously provided 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.

From April 2025 any donations offered have been paid into our new charitable arm **The NMS Foundation**.

The NMS Foundation



We are delighted that thanks to the generosity of the Fishmongers Livery Company we were able to hold our inaugural event for our new NMS Foundation in April this year at Fishmongers' Hall. It has been a long held ambition of the board to have a charitable arm to work alongside the company.

The establishment of this Foundation is a natural progression from the original aim of The New Model School Company (NMS), which in 2004 was to set up schools that would provide an excellent affordable primary education, so that as many children as possible could benefit. The Company's Not for Profit ethos means that our fees remain some of the lowest in London. However these lower fees still remain out of reach for most household budgets.

The Foundation's main aim is to raise funds for bursaries to expand access to our schools at the 7+ stage and give the opportunity of an NMS education to a broader spectrum of families. In addition it might occasionally approve shorter term support to families already at the school who encounter unexpected financial difficulties.

The Foundation has as its patron David Jones previously Chairman of NMS and a tireless and generous supporter of both NMS and our bursary programme. There are four trustees, three of whom are independent of NMS and one of whom is a current NMS Director. The launch lunch was well attended and as a result we will be able to provide two additional fully funded places one at each of the two schools from September 2025.

The advantage of the Foundation is that as a registered charity it can often claim Gift Aid on donations (adding 25% to the gift) and any bursary funds advanced from the Foundation to pay school fees do not attract 20% VAT. This coupled with our low fees means that donations for bursaries can have a greater impact than at other more expensive schools.

If you would like to learn more about supporting bursaries then please visit the NMS Foundation page on the NMS website:

www.newmodelschool.co.uk/support-us/bursaries

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 **nms**
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