

8th June 2022

Dear Parents/Carers,

You may be aware of some statutory guidance about school uniform produced by the Department for Education, which schools and their governing boards must have regard to when developing and implementing their uniform policies.

The main points of the guidance are set out below:

- Parents should not have to think about the cost of a school uniform when choosing which school(s) to apply for. Therefore, schools need to ensure that their uniform is affordable.
- In considering cost, schools will need to think about the total cost of school uniforms, taking into account all items of uniform or clothing parents will need to provide while their child is at the school.
- Schools should keep the use of branded items to a minimum.
- A school's uniform policy should be published on the school's website, be available for all parents, including parents of prospective pupils, and be easily understood.
- Schools should ensure that their uniform supplier arrangements give the highest priority to cost and value for money (including the quality and durability of the garment).
- Single supplier contracts should be avoided unless regular tendering competitions are run where more than one supplier can compete for the contract and where the best value for money is secured. This contract should be retendered at least every 5 years.
- Schools should ensure that second-hand uniforms are available for parents to acquire. Information on second-hand uniforms should be clear for parents of current and prospective pupils and published on the school's website.
- Schools should engage with parents and pupils when they are developing their school uniform policy.

As you know, we have never insisted that children wear uniform with a school logo, and as a parent of four children myself, I always suggest supermarket alternatives which are much cheaper and of reasonably good quality. I accept that an Asda polo shirt may not be of the same quality as one from Marks and Spencer or John Lewis, but your children use glue and paint in school. They play outside and get grubby, they miss their mouths during lunchbreak and get covered in yoghurt and gravy and most of all, to every parents continuing annoyance, they somehow lose their jumpers on a regular basis!

We have had a 'shop around' and created the table below to show some price comparisons for your convenience.

Example Prices	Polo Shirt	Sweatshirt	Cardigan
Current Shaw Logo	£6.30	£8.95	£10.45
Buckland	£8.25	£12.45	NA
Uniform Direct	£7.00	£8.00	£9.00
School wear Centre	£5.00	£9.50	£9.50
School Uniform Direct	£9.49	£9.49	NA
Asda	£2.50 for 2	£4.00 for 2	£5.00 for 2
Tesco	From £2.50 for 2	From £4.00 for 2	From £8.00 for 2
Sainsbury	From £2.50 for 2	From £4.00 for 2	From £8.00 for 2

As you can see, the supermarket options are by far the most affordable. In light of the statutory guidance and what I have said in the previous paragraph, I am writing to tell you that from September 2022 we will no longer be selling school uniform with the Shaw logo on it and parents should purchase uniform from other suppliers.

This decision wasn't taken lightly and we gave consideration to all the things mentioned above. We also gave much consideration to pupil equality, i.e. removing the option of logo bearing uniform ensures that there is no 'proper' uniform status or expectation.

The DfE also say the following:

We strongly encourage schools to have a uniform as it can play a key role in:

- promoting the ethos of a school
- providing a sense of belonging and identity
- setting an appropriate tone for education

We completely agree with the statements above and believe that this can be achieved without the need to spend a disproportionate amount of money for children's clothing.

We will also stop selling all other products such as P.E. kits, water bottles and book bags, all of which can be bought from a wide range of suppliers and at similar or cheaper cost.

We are of course, more than happy for children to continue wearing uniform or using accessories that have our school logo until they have outgrown them, or handed them down; there is no point wasting uniform that is still in good condition.

We will continue to sell our remaining stock of uniform with the school logo and as such will be accepting orders until it runs out; we will not be ordering any more uniform from our current supplier.

Thank you for your understanding and support, I hope you agree that this is the timely and sensible option, as all other costs to our families seem to be increasing.

Yours sincerely
Ms D Copping
Head Teacher