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July 2023

Dear Parents/Carers

## **SCHOOL UNIFORM UPDATE**

In spring term 2023, you may remember a school uniform survey being undertaken so that your voice could be added to a new, clear and simple centralised Aspire Uniform Policy. This policy ensures uniform offering across the trust is in line with the new Education (Guidance about Costs of School Uniforms) Act 2021, while still upholding the individual ethos and identity of each Aspire academy/school.

We received over 1,500 parent/carer responses with 88% confirming satisfaction with the school's current uniform requirements and 97% agreeing the school uniform requirement was made clear to parents. Further results included:

- 68% agree branded optional extras made clear to parents
- 69% prefer their child to wear a logo jumper/cardigan
- 81% agree that non-branded, cheaper alternatives are easily sourced
- 74% confirm that their school operates a 'pre-loved' uniform service
- 68% want to keep their school's branded optional extras

As regards uniform suppliers, 74% of you confirmed your satisfaction with the relevant school uniform supplier service, but 58% agreed school uniform logo items are not affordable. We are currently working with these companies to ensure the uniform offering is as fairly priced as possible. In addition, over the summer the policy and updated school/academy website pages will be amended to clearly state that all branded items, i.e. items with the school logo, are labelled OPTIONAL.

With 74% of parents/carers confirming their school operates a 'pre-loved' uniform service, from September every Aspire academy/school is to ensure that their second-hand provision is regularly and effectively communicated to its community by all available means, namely website, newsletter, email, social media and online prospectus, so you may easily and readily access this vital provision.

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Your feedback has helped us ensure there is equity across our 36 academies/schools, in terms of guidance, availability and value for money. The Aspire School Uniform Policy is available on the Aspire website at <https://www.aspireacademytrust.org/schooluniform> and information on the school-specific uniform can be found on individual academy/school websites under PARENTS/'School Uniform' (Note: these are being updated over the summer).

Pupil voice was equally important to us in this project, and we have also written to our children to thank them for their feedback carried out in school.

One final statistic - 75% of our parents/carers agree school uniform ensures all children are treated equally. Uniform is, and always has been, an emotive subject but I hope you agree that it still plays a vital role in promoting the ethos of a school, setting an appropriate tone for education and providing a sense of belonging and common identity, regardless of background.

We hope you find the Aspire School Uniform Policy clear and helpful and your child(ren)'s academy/school will endeavour to ensure specific information is kept fully updated and regularly communicated to you all.

Thank you for your support, it is much appreciated.

Yours faithfully

*V Bragg*

**Mrs V Bragg**  
Aspire CEO