

Why school uniforms matter

A high-quality, school-specific uniform featuring the school's logo or crest on blazers, jumpers, and sportswear is a key element of most UK schools, with significant benefits to pupils, schools, families and the environment:

School-specific uniform



Boosts productivity and educational attainment



Reduces social inequality and levels the playing field



Durable and eco-friendly

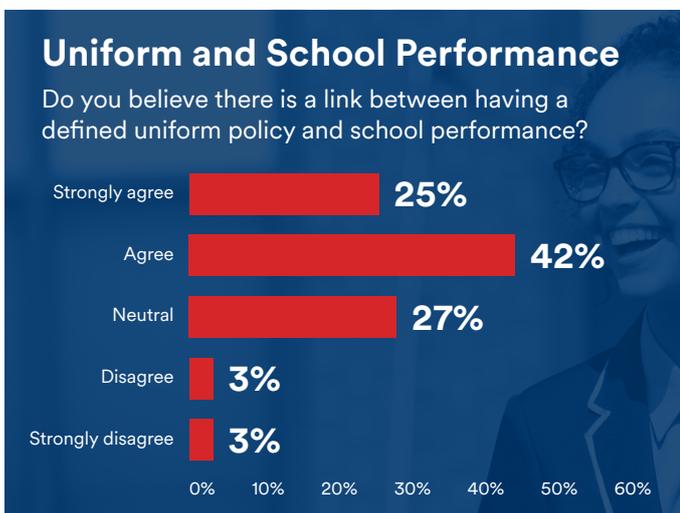


Supports pupil safety during and after school

"If all students look the same, it is a great social leveller."

The guidance is working

- The existing guidance on school uniforms is effective in reducing costs while retaining the benefits of a school-specific uniform.
- The largest survey of school uniform costs found that the average cost of all compulsory secondary school uniform and sportswear items is £92.35 per pupil, **down 25% since the guidance was introduced**.
- Additionally, 70% of schools now offer second-hand uniforms, and 65% provide free uniforms for those in need.
- Crucially, **89%** of school leaders want flexibility to make the right decisions regarding uniform policies in their schools, which they get through the existing guidance.



*The data presented in this briefing comes from a survey involving school leaders from 272 state schools in England, collectively representing over 270,000 students.

What school leaders think about school-specific uniform

88%

say school-specific uniforms reduce visible inequalities between pupils

78%

believe that school-specific uniforms improve academic performance and behaviour

67%

report a link between a defined uniform policy and improved school performance.

37%

of school leaders have observed any changes in pupil absenteeism on non-school uniform days compared to regular school uniform days

The Government's plan to limit school-specific uniforms is a bad idea

1. Non-school-specific uniforms, defined by vague descriptions like 'a blue jumper' can lead to varying brands, colours, and style, this **highlights social differences**, counteracting the levelling effect and purpose of uniforms
2. Cheaper uniforms **wear out faster** and can't be handed down – meaning parents buy worse quality items more often.
3. Arbitrary restrictions make it harder for teachers to **manage dress codes and behaviour**
4. Small uniform retailers will lose out to big supermarkets, threatening year-round uniform availability in all sizes and **shutting down small businesses** across the country
5. Pupils feel socially compelled to wear the latest in-fashion brands – particularly for sportswear. This **adds more costs for parents**.

"Uniform is common to all students so removes the 'haves' and 'have nots.'"

Call to action

- Meet with schools and retailers in your constituency to hear their concerns
- Table amendments to the Bill to address these issues
- Speak to the Schoolwear Association at info@schoolweassociation.co.uk

**Drop in real-terms.