

Average cost of school uniform 2024

Following the UK's biggest survey of school uniform suppliers and retailers*, representing circa 366,000 secondary school pupils, **The Schoolwear Association** has found the average cost of compulsory secondary school uniform and sportswear items for a child starting secondary school in England in **2024 is £92.35**.

School Uniform costs are down 4%, compared to last year (£96.24) despite continued inflationary pressure.

The lower cost follows the statutory cost of school uniforms guidance introduced by the Department for Education in Autumn 2021, to keep costs down for families, with the **number of compulsory school uniform (including sportswear) items reducing by 7% since 2021**. This year's reduction in costs demonstrates the efforts of the school uniform industry to keep uniform costs at a reasonable level, despite persistent inflation.

School uniforms not only perform a vital function in schools but they are also worn by children for approximately **195 days of the year**, making it

crucial for garments to be made of high-quality materials and designed to withstand daily wear and tear. This means school uniforms made by schoolwear retailers hold significant value for money and can be handed down to siblings, minimising environmental impact and maximising affordability.

Research carried out last year by TeacherTapp, which surveyed 9,000 teachers, also showed the critical role of school uniform in maintaining a level playing field for students – ensuring all children came into school ready to learn and not distracted by differences in clothing.

“As the headteacher, I've witnessed how subtle changes to our uniform policy has had a significant impact in creating a level playing field among pupils, promoting a cohesive 'one school' culture while deterring bullying and peer pressure. The decision to refine our uniform policy has become a crucial step in our broader efforts to elevate school standards, enhance behaviour, and improve educational outcomes. I strongly believe that pupils across the country must be able to reap the full benefits of school uniforms, particularly those from lower socio-economic backgrounds.”

Mike Whittingham – Headteacher at Trentham Academy

*The survey was carried out with Schoolwear Association's members between December 2023 and March 2024, representing 347 secondary schools working with families across the UK. This reflects around 10% of all secondary schools in the UK and 365,738 pupils.