

Friday 15 May 2020

Dear Sir / Madam,

Despite the significant challenges caused by the Coronavirus pandemic, the schoolwear industry is continuing to work hard to ensure we can deliver a successful 'back to school' with as much normality as possible this summer.

We are aware that the coming weeks and months will, however, continue to be far from normal meaning that a number of measures will have to be implemented to ensure retailers can operate safely and we have been working closely with our members to prepare for re-opening their businesses once relaxed lockdown measures allow.

It is with these challenges in mind, and the need to prioritise the safety and wellbeing of parents, children and staff, that we are writing to you to ask for your support.

To spread the volumes visiting stores to buy uniform (whether that's on the High Street or online) **schoolwear retailers will need the support of schools over the coming weeks to encourage parents to shop as early as possible.** If there is a late influx of shoppers similar to what we would normally see in August it is likely that retailers will be unable to serve everyone for the start of the new school year in September, and pupils will be without uniform for the start of term.

The majority of schoolwear businesses are already planning and implementing a number of measures to prepare for social distancing and ensure the safety of customers, but schools can also ask for retailers to incorporate measures including:

- Extended exchange policies.
- Offering customers appointment-only services to limit the number of customers in store.
- Offer click and collect services.
- Implement a wider online service.

At this time, working together and trusting long-standing relationships is more important than ever before. Rest assured that the schoolwear industry is doing all it can to ensure the 'back to school' period is delivered safely and effectively so that your school can return to some form of normality as soon as possible.

We are sure you will agree it will be great to see all our school children looking smart in their uniforms on their first day back. Many thanks for your ongoing support.

Yours sincerely,

Matthew Easter and Mark Stevenson

Co-chairs

Schoolwear Association