

22<sup>nd</sup> May 2017T: 0121 788 4100  
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Dear Parent,

I am writing to inform you of some changes that we intend to make with regards to the uniform of the Academy from September 2017.

The changes are being introduced to improve the current standard of uniform being worn by students in the Academy, particularly by our female students, and to ensure that we have a uniform that is reflective of the high standards that we are demanding moving forwards. It is imperative that our uniform policy is followed consistently by all of our students.

There are currently too many of our female students taking too wide an interpretation of what constitutes acceptable black school trousers and from my conversations with several parents we are keen to eliminate any potential ambiguity regarding this.

The changes will ensure smarter standards of appearance from our students and crucially will mean that valuable staff time is not spent dealing with issues relating to problems with school uniform.

**The key change that we are making is the introduction of standardised school skirts/trousers for girls as part of our Academy uniform, along with a new tie to reflect the change in name of the school and a modernised blazer again reflecting the new school name and logo.**

Our uniform supplier will be Clive Mark, based in Sheldon. Uniform can be purchased online or in store. The address of the store is 2282 Coventry Road, Sheldon, Birmingham, B26 3JR, telephone number 0121 722 2286.

#### **Blazers**

Both girls and boys will wear the same blazer, although the girls' blazer is more tailored and gives a fitted look. The blazer will be black with the Academy name and logo on the breast pocket. The cost of the blazer is between £28.99 and £41.50 (inclusive of VAT) for sizes 24"-54".

I appreciate that purchasing a blazer can be expensive and so we do not expect all students to wear the new blazer from September. Students who have the existing school blazer are able to wear these until they need to be replaced. However, please be aware that Clive Mark are currently offering a 'Trade in' for existing students of £5 off the price of a new blazer if you bring the old one back at the same time. This offer is only available for the **month of June and until 10th July for existing students**; parents would need to order their new blazer, hand their old blazer in, and then collect the new blazer, which may or may not need to be ordered depending on stock levels.

#### **Ties**

From September all students will be expected to wear the new Academy tie. To support families with the changes I intend to supply each student with an Academy tie in readiness for September. The cost of any replacement ties must be met by parents.

**New Academy ties must be worn by all students from September**

### **School shirts**

All students will continue to wear a collared white shirt (short or long sleeved).

### **Girls trousers/skirts**

The only permitted trouser or skirt will be that purchased through Clive Mark. Both trouser and skirt will have the Academy logo embroidered just below the waistband. The skirts and trousers will retail between £17.00 and £19.99 (inclusive of VAT) for waist sizes 22"-42".

The skirt and trousers come in differing sizes and lengths to ensure that this is available to the required **knee length**.

Families of those students in receipt of free school meals, and therefore eligible for Pupil Premium funding, will be credited £15.00 towards the cost of their first pair of trousers or skirt. If you wish to take up this offer please telephone Mrs Schilling, PA to the Head of Academy on 0121 788 4103, who will issue you with a letter to be taken to Clive Mark, in order for the discount to be applied.

**The standard trouser/skirt from Clive Mark must be worn from September by all girls**

### **Boys trousers**

Boys trousers are also available to purchase through Clive Mark. The trouser will have the Academy logo embroidered just below the waistband. The trousers retail between £18.50 and £21.95 (inclusive of VAT) for sizes 24" to 50".

### **Academy school bags**

Every student will be required to carry an Academy school bag from September. These bags are available from Clive Mark and are very high quality ensuring that they are durable and will not need replacing frequently. Too many students currently carry bags that are not suitable for school; many are fashion items and are not large enough to carry books and equipment that is necessary for school.

Every student will have a school bag purchased for them for September by the Academy. If the bag needs to be replaced the cost of this will have to be covered by parents. Students without an Academy school bag will be in breach of the uniform policy.

**All students must carry an Academy school bag from September**

### **Physical Education Uniform**

A new range of sports kit will be supplied by Clive Mark. The mandatory uniform will consist of; sports t-shirt (fitted version available for girls), shorts with the Academy name and logo, leggings (only supplied through Clive Mark with the Academy name and logo) will also be permitted for girls, and sports socks.

Clive Mark will also supply optional items which include fleece jumpers, track suit bottoms and rain jackets.

Year 7 students in September will be required to purchase the new sports kit. Existing students can continue to wear their existing sports kit until it requires replacement.

Please be reminded that students also need a black swimming costume or swimming shorts, a black swimming hat and a swimming towel. Both boys and girls need training shoes, football boots and shin pads are optional. These can continue to be purchased from a store of your choice.

The other existing aspects of the Academy uniform policy continue to apply;

### **Footwear**

- Shoes must be made of 'leather', nubuck or leather type material and be polishable. Shoes should not be made of suede, canvas or any other fabric.
- All visible parts of the shoe must be black.
- Shoes must be plain, no 'bling' or anything fancy.
- Shoes should have the appearance of shoes and not trainers.
- No sports branded footwear - this includes Nike, Adidas, Puma, Lacoste, Reebok, Vans and Converse.

### **Jewellery**

Health and safety has to be our main priority. Injury to students, both accidental and deliberate, can happen. Also, items of considerable sentimental and financial value can be lost or damaged, which causes distress to the owner and hours of staff time resolving issues.

For these reasons, only one stud earring (in each ear) and a watch will be allowed. The stud must be a small, plain, metal stud, not a jewel type earring. No visible facial piercings, including piercings in the tongue are allowed. If a student already has a piercing of this nature we would ask that they wear a clear plastic retainer while at College.

### **Hair & Nails**

Students are expected to have no unusual or 'trendy' haircuts. Short hair is welcomed but must be no shorter than a Grade 2 cut. Hair should be a natural colour. Hair dyed or highlighted with unnatural colours such as red, blue or green is not allowed.

Nail varnish and artificial nails of any kind are not permitted.

### **Additional things to remember**

- Plain black socks should be worn by boys and white or black socks for the girls. Girls are permitted to wear plain black or skin-coloured tights.
- Please remember that denim jackets and hoodies are not allowed in school. They are 'banned items' and will be confiscated.

Please be clear that any student that fails to wear the correct Academy uniform will be in breach of the uniform policy and relevant sanctions will apply.

I hope the advance notice of these new requirements will enable you to plan your uniform purchases for the new academic year. You may find it useful to know that Clive Mark offer a discount scheme for parents. They offer the following voucher structure: £5.00 off a £50.00 spend and £10.00 off a £100.00 spend – further details can be found in-store.

Thank you in advance for your co-operation in this matter and for your support for the standards we wish to uphold as a school.

Yours faithfully,



Mrs K Craig  
Head of Academy