

15 June 2018

Dear Parents and Carers

Following our previous letter in March, I am writing to remind you of the uniform decisions which were communicated following a period of consultation with all stakeholders, as well as to inform you with regard to further details on how the new uniform can be tried on and purchased.

To confirm, the uniform will consist of the following items (images can be found with this letter):

- A black school jacket with a Longsands Academy badge (already embroidered on the jacket) supplied by SWI.
- A Longsands Academy clip-on tie supplied by SWI.
- Mid-grey trousers in an approved style and shade as available from SWI, and most high street and online retailers. Mid-grey trousers (**not light grey nor charcoal grey**) are widely available for less than £10 each, online and locally (within 10 miles):
 - Asda (Click and Collect at Eaton Socon)
 - M & S (St Neots – deliver to store or Biggleswade 9 miles)
 - Sainsburys (Huntingdon 8 miles, Biggleswade 9 miles)
 - Morrisons (9 miles)
 - Tesco (Eynesbury)
 - John Lewis (delivery to Waitrose, St Neots)
 - White shirt/blouse, plain, buttoned, short or long sleeved with standard collar and no logos widely available from the same stores listed above from less than £5 (multi buy, easy iron)
- Shoes which must be completely plain black (including laces, uppers and soles) and have a smart appearance suitable to be polished.
- Plain black socks (ankle or below knee length) or plain black tights.
- An **optional** tartan skirt (knee length) supplied by SWI.
- An **optional** black V-neck jumper supplied by SWI.

The introduction of the new uniform will be phased in the following manner:

- **ALL students in Years 7-11 must wear shoes, and not trainers, from September 2018.**
- Year 7 students starting in September 2018 must be in the full new uniform.
- Years 8, 9 and 10 have until they return from the Easter 2019 break when they must be in full new uniform. In the meantime, these students can choose to wear the current uniform from September or convert to the new uniform at any time between September 2018 and 23 April 2019. **During this time students will not be permitted to wear a combination of the old and new (for example black trousers and new shirt/tie/jacket).**
- Year 11 (the current Year 10) are allowed to wear the current uniform for the entire academic year, although they have the option to wear the complete new uniform from September. Expectations for Prefects have been communicated separately.

Please also be aware that current expectations, as detailed in the current logbook (pages 12-13) will continue to apply, specifically with regards to:

- Leggings and jeans;
- make-up and hair;
- jewellery;
- outdoor coats and hoodies;
- PE kit.

The support of all parents/carers is vital in ensuring that all students meet these expectations from September and then Easter 2019; our intention behind all communications is to provide sufficient time to enable purchases of suitable items to be made so that students can focus on their studies in September.

Examples of the new uniform

			
<p>Girl's Jacket</p>	<p>Boy's Jacket</p>	<p>V-neck jumper</p>	<p>Tie – Black with single white stripe</p>
			
<p>Girl's Trousers</p>	<p>Boy's Trousers</p>	<p>Skirt</p>	

Prices

We have worked with SWI to get the best value for money prices for the new uniform; the new revised standard prices for delivery direct to parents are listed below:

Standard Prices Direct to Parent		
Uniform COMPULSORY	Junior	Senior
Signature Boys Jacket	£27.95	£33.95
Signature Girls Jacket	£27.95	£33.95
Tie Clip Str.Thin Stock TS	N/A	£6.44
Uniform OPTIONAL		
BMB Kelso Tartan Kilt (1EK)	£16.50	£19.95
Jumper Cotn.V 1 Str.	£17.75	£20.45
Signature Boys Classic Trousers	£13.95	£17.95
Signature Girls Classic Trousers	£13.95	£17.95

These prices are fixed until February 2020. **However, we have negotiated a further 'Early Bird' 10% discount that will run between 2nd July and 6th August 2018.**

Early Bird 10% Discount Range		
Uniform COMPULSORY	Junior	Senior
Signature Boys Jacket	£25.15	£30.55
Signature Girls Jacket	£25.15	£30.55
Tie Clip Str.Thin Stock TS	N/A	£5.79
Uniform OPTIONAL		
BMB Kelso Tartan Kilt (1EK)	£14.85	£17.95
Jumper Cotn.V 1 Str.	£15.97	£18.40
Signature Boys Classic Trousers	£12.55	£16.15
Signature Girls Classic Trousers	£12.55	£16.15

To take advantage of this offer the Academy will be running **Sizing Days** on Monday 2nd July and Wednesday 11th July 2018, where students can try on the uniform to get the correct sizing. Parents/Carers will then be able to order online for delivery direct to the home. These will take place in the Sixth Form Centre at the front of the school; further details will be communicated nearer the time.

At the sizing events we will also have examples of suitable trousers from other High Street retailers.

Placing your order

The new uniform will be made available to order from week commencing 2nd July 2018.

- Online: Visit the SWI website at www.swi.co.uk and order via DIRECT TO PARENT, Login/Register.
- By Post: Send your completed order form with payment by cheque or credit card to:
 - **Banner (North) Ltd**, Fairoak Lane, Whitehouse Industrial Estate Runcorn WA7 3DU
 - Please note all cheques are to be made payable to SWI.
- By Telephone: 01928 752 610.
- By Fax: Complete the order form, including your credit card details and fax to 0845 519 0055

Delivery

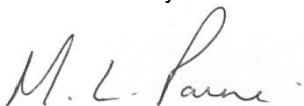
- Orders over £70 are delivered to home free of charge.
- For orders under £70 there is a £4 charge to have them sent to home.
- Throughout the year SWI offer a free of charge weekly delivery into Longsands Academy.

Old uniform

Current Year 10 (Year 11 from September 2018) who do not wish to buy the new uniform may continue to buy the old uniform direct from school at a much reduced price whilst stocks last. More details will be provided during the summer term.

Old uniform that is no longer needed can be handed in at Reception; we will be donating these items to a charity which aims to tackle poverty in the Third World (<https://lovesupportunite.org/>).

Yours sincerely



Martin Paine
Headteacher