



4th April 2025

Dear Parent/Carers,

I hope this letter finds you well. It has been wonderful to see our students fully embrace today's non-uniform day, which has successfully raised funds for Parkinson's UK and the Student Parliament.

I am writing to share exciting news about an upcoming change to our school uniform. The idea emerged during our last non-uniform day when we noticed many students dressed smartly in tweed and other outfits that reflected their unique personalities and the spirit of our community. This inspired us to gather feedback from students about the current uniform. While there was no desire to abandon the uniform entirely, many students expressed that it didn't feel connected to our school and its surroundings. One student even shared, "We could be a school anywhere in the country, as it's just plain black."

Building on this feedback, we worked closely with the Student Parliament and other students to explore how we could redesign the uniform to better reflect Iceni Academy, our local community, and instil a sense of pride. The students have worked diligently and creatively, drawing inspiration from our history, the Iceni tribe, and our local identity. Their efforts have resulted in a uniform design that truly represents Iceni Academy and what we stand for.

We are now in the process of finalising the design to ensure it is affordable for all families. We understand that the cost of uniforms can be a concern, and we want to reassure you that current families will not be required to purchase the new uniform right away. Incoming Year 7 students will be expected to wear the new uniform, which will soon be available for purchase from Birds of Dereham. However, **there is no requirement for current students to switch to the new uniform unless they need to replace their existing one due to growth.**

Additionally, we are excited to introduce a 'swap shop' where families can exchange outgrown uniforms for those in better condition. More details about this initiative will be shared in April. If you are eligible for Pupil Premium funding and need assistance with uniform costs, please don't hesitate to get in touch.

This is an exciting opportunity to continue developing the culture at Iceni Academy and to make our school a more authentic reflection of our community—a place where students take pride in their identity. Once the design is finalised, I will be sure to share it with you.

If you have any questions, please feel free to contact me.

Thank you for your ongoing support.

Yours faithfully,

Mr J Morris
Vice Principal