



Dear Parent/Carer,

We Are Iceni: Uniform Expectations and Buying with Confidence

As we continue our transition journey and preparations for the new academic year, we are pleased to share our Uniform Expectations and Buying with Confidence Guide. This document has been designed to support families in purchasing uniform that meets our expectations whilst providing clarity, reassurance and practical guidance.

In our recent *We Are Iceni: Uniform and Standards of Presentation* letter, we outlined why uniform plays such an important role in fostering a strong sense of belonging, pride and readiness for learning. We know that purchasing school uniform can sometimes be challenging, particularly when many retailers market items as "school wear" that do not always align with a school's specific expectations. For this reason, we have produced this guide to help parents and carers make informed decisions before making purchases.

What this document provides

The Uniform Expectations document contains:

- A detailed explanation of our uniform requirements.
- Clear examples of acceptable and unacceptable items.
- Guidance on the areas that most commonly cause confusion, including shoes, trousers, skirts and shirts.
- Frequently Asked Questions to support families.
- Information about support available for students with sensory needs.
- Helpful links to examples of uniform items that meet our expectations. These examples have been provided to offer reassurance and guidance only; families are not required to purchase from any specific retailer.

Buying with confidence

One of our key priorities is ensuring that families can purchase uniform with confidence and avoid unnecessary expense. The guidance and links included within this document have been carefully selected to illustrate the styles of clothing and footwear that meet our expectations.

In particular, we would encourage parents and carers to pay close attention to:

- The style and fit of trousers.
- The length and type of skirts.
- The appearance of school shoes, ensuring they are formal rather than trainer-style.
- Jewellery, hair and presentation expectations.

Spending a few moments checking these sections before purchasing uniform may help avoid the inconvenience and cost of replacing unsuitable items at a later date.

Working together

As with all aspects of school life, our aim is to work in partnership with families. We recognise that every family situation is different and, where difficulties arise, we encourage parents and carers to contact us. Our priority is always to support students in meeting our expectations whilst ensuring they feel part of the Iceni community.

We are incredibly proud of the standards we are establishing at Iceni. Uniform is a visible symbol of our shared commitment to excellence and reflects our values of:

Aim High

Work Hard

Be Kind

Thank you for your continued support as we prepare to welcome students to Iceni. We hope that this guide provides the clarity and confidence needed when purchasing uniform for September.

If you have any questions after reading the document, please do not hesitate to contact us.

Yours faithfully

Mr Morris
Vice Principal
Iceni Secondary Academy

