



Atlantic Academy Portland

an Aspirations Academy

Miss Heppell - Principal of Primary
Mrs Bishop - Principal of Secondary

Maritime House
Southwell Business Park
Portland, Dorset. DT5 2NA

Tel: 01305 820262
Email: Office@atlantic-aspirations.org

www.atlantic-aspirations.org

7th April 2022

Dear Parents and Carers,

Uniform

As you will be aware The Department for Education (DfE) published guidance on the cost of school uniforms. This means schools in England must ensure that school uniform costs are reasonable, and parents get the best value for money

Secretary of State for Education Nadhim Zahawi said: *School uniform provides a sense of identity and community for children and young people, and should be a real source of pride. But it must never be a burden for parents or a barrier to pupils accessing education*

The Academy uniform provides students with many positive advantages, because uniform:

- Diminishes the social exclusion of students based on what they are wearing
- Places stronger focus on academic performance
- Reduces family tension as students do not have to compete with their peers for the latest trends in clothes
- Creates an atmosphere of teamwork
- Encourages pride in personal appearance and of the Academy
- Promotes safety, particularly through making it easier to identify strangers
- Increases self-esteem and reduces peer pressure
- Most cost effective to parents in the long run
- Makes them ambassadors for the Academy in the local community.

What We Have Done

We had already started this process over a year ago when we removed the expectation for statutory skirts as long as they met our uniform requirements. We can also confirm that our uniform policy has been reviewed and is in the process of being updated for September 2022. We met with other Principals in the Trust and had conversations at our most recent Regional Board meeting which looked at how we could try and improve the affordability of our uniform and make it more inclusive. One of the key things we are trying to do is reduce the number of branded items that are compulsory. We are proud of how smart our students look, but we are also keen to support parents during this difficult period, where the cost of living is increasing so rapidly. We continue to be committed to supporting parents with some of the barriers and challenges purchasing school uniform can present.

- Atlantic Academy school-uniform will continue to be available to purchase via **dual supply**, with an additional choice of a local supplier and you will have the choice of purchasing your uniform online from Brigade, or purchasing it from local supplier DEP (Dorset Embroidery & Printwear Ltd on Lynch Lane).
- The black jumper with the Atlantic logo will remain available to buy. However, from September 2022 a plain black V necked jumper, without logo, pattern, branding or wording can be worn in its place. The material will need to match our current jumper in terms of its appearance.



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- Branded PE socks are also not compulsory
- This means we have reduced the number of branded items required for school uniform and PE kit , that give us our sense of belonging.
- We also know our parents are very active on facebook and support each other with uniform requests.

Yours faithfully

Mrs L Bishop
Principal of Secondary

Miss M Heppell
Principal of Primary