

19 December 2018

Dear Parents/Carers

We have had a pleasing start to the academic year with the implementation of the new uniform policy. We would like to say how smart the students look in their new uniform, which has been favourably commented on by visitors and the local community. We are also glad to see the improved behaviour around the school site as a result of this. Thank you for all your support.

As a reminder, the new uniform will be compulsory for **all students in Years 7 – 10**, when students return from the Easter break in 2019. **Until 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).** The new uniform consists of the following items:

- **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 (not light grey nor charcoal grey)** in an approved style (not 'skinny' or tight-fitting) as available from SWI, and most high street and online retailers as approved by us.
- **White shirt/blouse**, plain, buttoned, short or long sleeved with standard collar and no logos, which are widely available.
- **Shoes** must be completely plain black with a smart appearance (including laces, uppers and soles), have a sturdy, solid sole and not reach above the ankles. Converse and other similar footwear labelled as 'shoes' are not acceptable.
- **Plain black socks** (ankle or below knee length) or **plain black tights**.
- An **optional** Longsands **tartan skirt** (must be knee length) supplied by SWI.
- An **optional** Longsands **black V-neck jumper** supplied by SWI.

Current expectations will continue to apply, specifically with regards to outdoor coats, PE kit, jewellery, make-up and hair (natural hair colours only and no extreme styles). Also, students are **NOT** permitted to wear hoodies, jeans or leggings at any time.

#### Placing your order

- Visit the SWI website at [www.swi.co.uk](http://www.swi.co.uk), or telephone 01928 752 610, or post to **Banner (North) Ltd**, Fairoak Lane, Whitehouse Industrial Estate, Runcorn WA7 3DU

#### 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.
- SWI offer a free of charge weekly delivery into Longsands Academy.

We will resume our regular uniform checks when the students return after Christmas. If you have any questions about the uniform, please do not hesitate to contact the relevant Key Stage team in the first instance.

Yours sincerely



**Martin Paine**  
PRINCIPAL