

16th July 2018

Dear Parents and Carers

Many students and their families engaged with our sizing days and have started the process of purchasing the new uniform items, taking advantage of the "Early Bird" 10% discount that will run until **6th August 2018**. The following details may help those who are yet to place their orders for September:

Standard Prices			Early Bird 10% Discount Range		
Uniform COMPULSORY	Junior	Senior	Uniform COMPULSORY	Junior	Senior
Signature Boys Jacket	£27.95	£33.95	Signature Boys Jacket	£25.15	£30.55
Signature Girls Jacket	£27.95	£33.95	Signature Girls Jacket	£25.15	£30.55
Tie Clip Str.Thin Stock TS	N/A	£6.44	Tie Clip Str.Thin Stock TS	N/A	£5.79
Uniform OPTIONAL			Uniform OPTIONAL		
BMB Kelso Tartan Kilt (1EK)	£16.50	£19.95	BMB Kelso Tartan Kilt (1EK)	£14.85	£17.95
Jumper Cotn.V 1 Str.	£17.75	£20.45	Jumper Cotn.V 1 Str.	£15.97	£18.40
Signature Boys Classic Trousers	£13.95	£17.95	Signature Boys Classic Trousers	£12.55	£16.15
Signature Girls Classic Trousers	£13.95	£17.95	Signature Girls Classic Trousers	£12.55	£16.15

Placing your order

- 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**, Fair oak 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. 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/>).



As a reminder, 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.

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.

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.



Images of the new uniform

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

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.

Yours sincerely

Martin Paine
Headteacher

Example Uniform Items

Acceptable Footwear Styles



Black Leather Shoes

Unacceptable Footwear Styles



Tesco



F&F School Boys 2 Pack of Teflon EcoElite
Skinny Leg Trousers



F&F School 2 Pack of Boys Teflon EcoElite
Pleat Front Trousers

Marks and Spencer



2 Pack Girls' Easy Dressing Trousers



Girls' Slim Leg Trousers



Boys' 2 Pack Boys' Regular Leg Trousers™



2 Pack Boys' Slim Leg Trousers

ASDA



Boys Grey School Half Elasticated Waist Trousers



Boys Grey School Adjustable Waist Trousers



Girls Grey School Trousers



Girls Bootcut Formal Trousers - Grey

Sainsbury



Boys Grey Trousers 2 Pack (10 - 16 years)



Boys Online Exclusive Grey Longer Leg Trousers 2 Pack (10-16 years)



Girls Grey Teen School Trousers (10 - 16 years)



Girls Grey Longer Leg Trousers (10-16 years)