



Congleton High School
Together in the Pursuit of Excellence

Congleton High School
Box Lane, Congleton
Cheshire, CW12 4NS
T: 01260 730123
E: enquiries@congletonhigh.com
t: @ CongletonHS
www.congletonhigh.com
Headteacher: H Thurland
BA Hons, NPQH

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Dear Parents/Carers,

School Uniform and Re-Branding Review

As the new term begins, we find ourselves at an exciting time, with lots of positive changes on the horizon. One of our key priorities for the coming half term is for the school to carry out a review process of our school uniform supplier and review the overall contract. Every five years, under DfE guidance, we are required to review our uniform supplier and have a statutory duty to undertake a tendering process to ensure we are continuing to get best value and an overall cost-effective, high-quality service for our CHS parents/families.

You may well have already heard from our students over the Christmas break, the exciting news of our new 'House' system that we are introducing this term, which brings with it exciting changes from a uniform perspective. One thing we are already committed to doing is introducing new 'House Ties' in September 2024, for each student to have that real house 'identity' and sense of belonging and association (each House will have a specific tie colour and the first tie for each student will be free of charge).

Whilst we are revising the school ethos and values, introducing the new House system, and reviewing the current CHS logo, we now believe that there is no better time than the present to review our uniform in its entirety. We see this as the natural time to look at an overall re-branding/re-design of the school uniform to give Congleton High students clear identity, a fresh and smart look, and a noticeably professional 'CHS' uniform that makes our pupils really stand out. We want the uniform to reflect, communicate and represent our school's purpose and ethos and our high standards.

We want to work with and engage with families and our students throughout the whole process. We really want our uniform and logo to be inclusive and reflective of the school's values and ethos, which is why we think it is so important to give this process the consideration it deserves. We'd like to review our uniform and branding in one overall exercise, and our aim is to be clear and coherent about how this links with our school ethos, values and expectations.

Re-branding will include a new CHS emblem/logo to be displayed on blazers and skirts and on all of our CHS literature throughout the school etc. New uniform items we are considering include the new House ties (one main colour tie for each of the 4 new Houses), revised school jumper, new style blazers with the new logo, a new style skirt with new logo and also potentially some or all aspects of the PE kit too. We are starting to explore these options in the coming weeks, in terms of colours, styles, materials and what we think will 'work' and 'fit' for CHS.

During the next few weeks, we are holding a tender process whereby we will meet with our existing local community supplier 'DP Sports', plus 2 additional uniform suppliers to explore their offerings in terms of quality, accessibility, affordability, comfort, durability, value and service.

We would like to engage with you immediately to assist this exercise. Please could you spend five minutes completing the feedback form to let us have your thoughts. <https://forms.office.com/e/WftTN4b8bC?origin=lprLink>

We understand you'll have many questions as a parent, in terms of how and when the changes will be introduced, and to try to answer any initial concerns we have put together a Frequently Asked Questions (FAQs) list overleaf in the meantime. I do hope you will see the re-branding and uniform review exercise as a positive one, to help Congleton High on its continued journey to success.

Yours sincerely,



Ms H Thurland – Headteacher

CHS Uniform / Re-Branding Review

Frequently Asked Questions

Ties: When will the new ties come into effect for each of the Houses and how will I be made aware of my child's House/Tie colour?

We will purchase one new tie for every student in the school. These will be worn fully across the school from Sept '24 onwards and will replace the old black ties (we may be able to distribute these in the summer term if our suppliers are able to do so). New Year 7 students starting with us in Sept '24 will receive their 'House' tie on their 'new intake' day in June or on their first day of term depending on our suppliers.

We will inform families when they will be able to purchase additional ties from our chosen supplier should they wish to do so. Your child will know their 'House' and therefore their associated tie colour, but the school office will also hold this information. The old black ties will no longer be able to be worn from Sept onwards.

Introducing new uniform: Which Year group/s will this apply to and what about the current uniform items which we already have which fit my child fine?

We do not expect the whole school community to purchase the new uniform for September '24. However, new Year 7 students on roll from Sept '24 will **only** be able to purchase the new style uniform. The option to purchase the reviewed uniform will still be open to all pupils/parents in other year groups should they wish to.

Once old stock has gone at with our chosen supplier (currently DP sports) the new uniform items will be rolled out for all to purchase, so it will effectively be a phased roll out.

I like the convenience and locality / personal service I receive from DP Sports. Moving to a new supplier that is not local will cause problems. Why change from something that works?

As outlined in the letter, we have a statutory duty to our parents, students and families to ensure we source uniform of the best possible quality, cost and level of service. We are consulting with DP Sports very closely, and we may still decide to remain with them following the tender process. DP Sports remain a firm potential supplier.

Will the new uniform be available to purchase during the summer ready for Sept '24?

Yes – the aim is for all the new uniform items to be made available and ready to purchase this summer in readiness for Sept 2024.

Logo – will the new CHS logo appear on all uniform?

We will be reviewing the branding, ensuring we reduce non-essential / excessive branding of items with a good range of uniform in order to get the best price and quality for families.

Will the PE Kit all be changing? Will it still differ in colour for the different Key Stages?

The PE Kit will be reviewed in line with this whole exercise – we think there is definitely scope for improvements and modifications to the PE kit, but we will consider it carefully in terms of cost, quality and value. Please be assured however that the PE t-shirt will continue to be purple and the GCSE t-shirt will continue to be black. CHS has a long history of wearing purple tops to local / national fixtures and this an important part of our heritage and identity.

Communication

We aim to have chosen our uniform supplier by Feb Half term, and we will share this with you as soon as it is decided. We will share information with you on potential amendments to current uniform through this half term. We are just working with our suppliers to provide a range of samples which we can use to inform our review. We aim to communicate further information such as prices, availability and implementation plans and dates during the Spring term.