

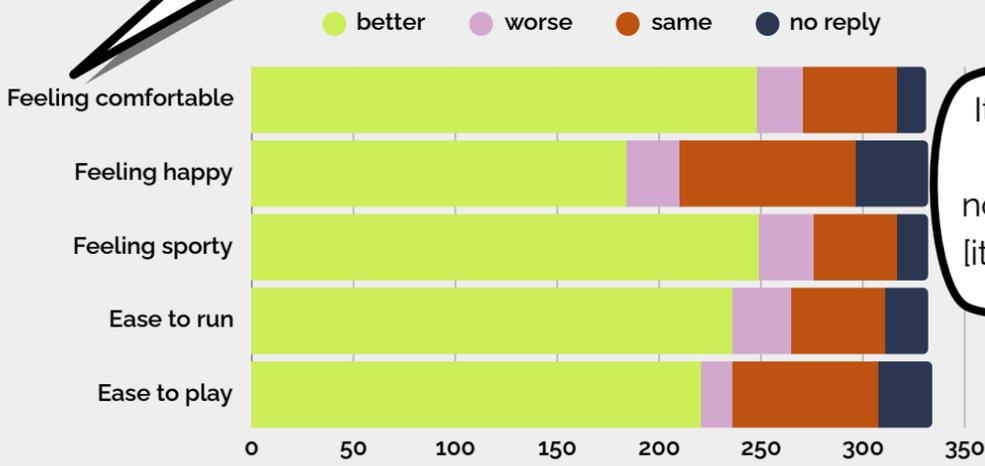
ACTIVE UNIFORMS

When School Leadership Makes a Bold Decision for Transformation

i like it because its comfortable and i can be more active and [r]un around better. And the shoes make you run around better and not trip over.

70% of children REALLY like active uniforms.

active wear is sooooo much better than normal school unifrom you feel like your free



It makes me feel warm. It feels better than normal school uniform. It [it] is fluffy like my teddy

I can play more with my friends at playtime

I feel like i have energy . they are very comfortable to play football in.

Permission to move

Active uniforms feel like a catalyst for physical activity.

Children feel free and empowered in active uniform.

Fitness testing shows tentatively positive indicators that active uniforms may enable physical activity, but benefits girls especially.

Active uniforms can benefit children's physical wellbeing but also their emotional wellbeing at school.

Do parents like active uniforms?

47% are extremely happy

15% not happy at all

Other parents are generally quite happy about the uniform policy change.

- **Most parents feel active uniforms make life easier**
- **Most parents notice their child is more comfortable**

The perception that the uniform does or does not look smart is key.

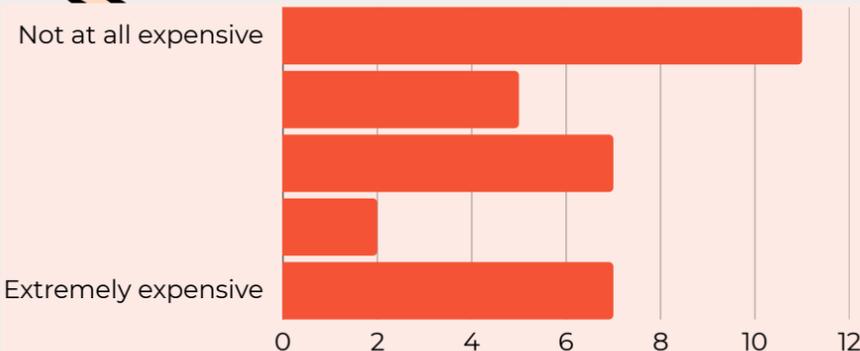
I feel there is a sense of 'smartness' that has been lost.

I believe in dressing smart to think smart. My son is extremely active all the time and needs clear distinction between clothing that is for relaxing verses smarter wear for more formal occasions

this type of uniform is far better for [my son] & comfortable for him to do that but it also looks smart at the same time."

It's the first time we have picked uniform and trainers and not had any complaints or Melt downs so for us trainers and comfy clothes are a win

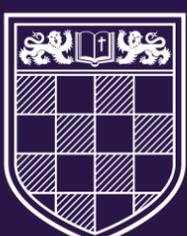
Active wear takes away the stress of sorting PE kit and extra washing. She can also go to after school sports clubs without extra kit'



The perceived cost of active uniforms varies greatly. The factual cost of the new active uniform is much lower than the average cost of school uniforms for British primary school children.

Based on a study of one mainstream primary school in Hampshire, UK, which surveyed 334 children aged 7-10 of mixed ethnicity and religious background, collected fitness outcomes for 342 children in two fitness test on three intervention points, and surveyed 34 parents/guardians. (September 2024 - January 2025) This research was approved by the University of Winchester's Ethics Committee.

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