

Friday 8th March 2024

Changes to School Uniform Logo - September 2024

Dear Parent/Carer,

I am writing to inform you of a change to the school uniform logo that will be introduced from September 2024. This letter is to give you advance warning of this change and to ensure if you are buying items of school uniform between now and the start of the new academic year, you are aware of the new requirements.

The predominant change we are making as part of the final phase of transition is substituting the current shield logo with the Omnia emblem which represents our Omnia Learning Trust schools. This is a change which is happening across all four of our Omnia schools.

We will begin the two year logo phase out from September 2024 and expect the uniform transition to be complete by September 2026.

We are keen to minimise expense for our students who only have a limited amount of time left at Twickenham Primary Academy therefore some year groups will be unaffected by this change:

- If your child is currently in Year 6 – the uniform rebrand will not affect you.
- If your child is currently in Year 4 or Year 5, you are still able to use the shield uniform which will see you through to the end of Primary School.
- If your child is currently in Year 3 or below, please kindly note that if you have recently purchased new uniform from Stevensons, you will still be able to get at least 2 years wear before the September 2026 deadline.

If your child is going to start Reception, we recommend you purchase the Omnia logo uniform so they may begin their new school life in the Omnia uniform.

If you are planning to purchase new uniform for September, you are able to buy our new Omnia logo uniform at Stevenson's from w/c 10th June.

The only changes to uniform are branded items which are:

| UNIFORM ITEMS | AVAILABLE TO PURCHASE |
|--|---------------------------|
| V-Neck woollen jumper – Omnia Logo | w/c 10 th June |
| Woollen Cardigan – Omnia Logo | w/c 10 th June |
| Branded P.E top (dry-fit) – Omnia Logo | w/c 15 th July |
| P.E Sweatshirt – Omnia Logo | w/c 10 th June |
| Blazers (Year 5 & 6) – Omnia Logo | Only From September 2025 |



Current Shield Logo example

New Omnia Logo example

It is our responsibility to work with our supplier Stevensons and ensure by means of a successful transition, all shield items continue to sell in order to make way for our Omnia logo stock. In the event there are only shield logo items available in a particular size, it is fine to purchase as the two year phase out will cover the average two year grow-out period of the garment.

There are no changes to any of the prices and Stevensons now have a 365 day return policy for unworn garments.

We anticipate while our shield stocks deplete there may be a period of no stock so if you are in desperate need of new uniform, you will be able to purchase second hand items should you wish to tie over until the summer holidays. Please note all other garments such as polo shirts, shirts, ties, skirts, pinafores, trousers are unaffected and remain the same.

Our school uniform policy has been updated to reflect this change and is available to view on our website here: <https://www.twickenhamprimaryacademy.org.uk/school-policies/>

I hope the advance notice of this new requirement will enable you to plan your uniform purchases for the new academic year. Thank you in advance for your co-operation and support.

Yours Sincerely,

Jodie Croft

CEO of Omnia Learning Trust