



**Hinckley**  
ACADEMY

Hinckley Academy and John Cleveland Sixth Form Centre

Butt Lane, Hinckley, Leicestershire, LE10 1LE

✉: office@hajc.leics.sch.uk

☎: 01455 632183

☎: 01455 638000

Executive Head Teacher: Peter Thomas

Head of School: Lisa Hickman

[www.hinckleyacademy.co.uk](http://www.hinckleyacademy.co.uk)

### Uniform Consultation Response

Dear Parent(s) and Carer(s),

Firstly, I would like to thank you all for your detailed and honest feedback following my initial letter regarding our proposed change of school name, logo and uniform.

Every email that was sent to our consultation inbox has been read, with all feedback being considered at great length and used to inform our final decision making. In this letter and the accompanying 'You Said We Did' sheet, I will be outlining our response to the feedback which was most frequently shared through the consultation process and our subsequent decisions.

With a proposed change of school name and logo, naturally comes necessary consideration regarding changes to uniform. Your feedback has been invaluable and we have listened to your opinions in order to shape our approach. We have implemented numerous changes to our original plans to take the opinions of students, parents and carers on board.

Following our consultation period, I would like to confirm that from September 2022 we will be changing our name to 'The Hinckley School' and will be implementing the new logo previously shared with you. This logo signals our vision for the future, as a school at the heart of the community, proudly providing outstanding opportunities and academic outcomes for all, building on a long-established history and providing a centre of educational excellence fit for future success. This new name and logo have been shared with the Head Teachers of our surrounding secondary schools and they have expressed their support.



**The Hinckley**  
SCHOOL

We appreciate that our current name and logo may hold some sentimental value within the local community, however, the development and investment in our school means that we are moving forward and changing at an astonishing pace. Thanks to significant ongoing site improvements and investments and our commitment to revolutionising teaching and learning, we are now building a brighter future for our students and our school as a whole. These, amongst a long list of other changes and enhancements, mean that unfortunately, our current badge will begin to no longer reflect who we are as a school as we move forward. We are now building a school that our local community can be truly proud of and I appreciate the continued support of parents and carers throughout this journey.

We have spent a significant amount of time working with our nominated uniform stockists to ensure that our new uniform is as affordable as possible and that our new items become even lower in price where ever possible, whilst still ensuring quality and durability. We were made aware that from 2022, the majority of our current uniform items would be subject to price increases of around 5.5%, implemented by the manufacturers. If we were not to change our uniform at this point then our uniform package would have increased significantly in price overall. For example, if kept in place for 2022 onwards, our current blazer alone would have increased in retail price from £32.99 to £34.99. However, by undertaking this rebranding exercise we have been able to re source many of our items at reduced costs, stopping these manufacturer price increases being passed on to our community. Our new blazer will now retail at £29.99, a significant saving of £5 per item, per student.



We have tried to reflect our communities' preferences as much as possible, by reducing the number of branded items to ensure that a selection of items can be purchased from any retailer. We will also ensure that our new uniform guidance clearly features information which refers to the wearing of religious dress, to include and support families from all backgrounds within our community.

From 2022 onwards, we will not be referring to 'boys' and 'girls' in our uniform policy. Our PE kit will also now be completely gender fluid. These changes showcase the inclusive nature of our community and will support students where gendered uniform may previously have been a point of concern.

We were also made aware of considerable feedback from current students who identify as female, that the current 'girls' v-neck PE top and skort were items which made some feel uncomfortable due to the style, cut and shape. All students should feel safe, comfortable and free to enjoy activities at school and we hope that the new uniform will allow all students to participate in physical activities by removing barriers to their learning. Our current PE kit is also more expensive for students who identify as female, than students who identify as male. For example, our current 'boys' PE short retails at £9.99-£10.99, while the 'girls' PE skort retails at £12.99 - £13.99. This gender inequality is not acceptable and the implementation of our new uniform addresses this.

We appreciate that there will never be a perfect time to make uniform changes and we have spent a considerable amount of time exploring all options when it comes to implementation, to ensure that we are considerate to our families, whilst also introducing these changes in a timely manner to maintain a sense of school identity and belonging. Your feedback regarding implementation has been invaluable and please know that we have considered all perspectives and suggestions whilst coming to our final decision.

After the 2022 Summer break, all students entering Year 7, 8, 9 and 10 will be required to wear the new main uniform. However, students entering Year 8, 9 and 10 will not need to purchase the new PE kit until they naturally grow out of their current kit, this will allow students to get more wear out of existing items.

We appreciate feedback regarding the impact on implementing a new uniform for students entering their final year in 2022 and have taken your responses on board. Therefore, the school has made the decision to buy all students entering Year 11 in 2022 a new blazer and tie for their final year. Students entering Year 11 in 2022 will also not be required to purchase the new PE kit unless they naturally grow out of their current items. The school will request that blazers and ties are returned at the end of the year so that we can use them as part of our second-hand uniform shop moving forward.

Students in our sixth form will continue to wear non-uniform and our guidance that they dress in a manner suitable for a work environment will not change in 2022, however the name will be aligned.

A breakdown of our new uniform and additional details will be communicated separately shortly following this initial letter. Our full, updated uniform policy for 2022 will be shared with parents and carers of current and prospective students prior to the Summer break in 2022, as well as additional information regarding how to access the Year 11 uniform voucher scheme.

Once again, I would like to thank you for your ongoing support and valuable feedback.

Thank you,



Ms Hickman  
Head of School