

Webinar: School Uniform Legislation, ReUse, Fundraising

PRESENTED BY SMARTER UNIFORMS C.I.C.

This webinar will explore the implications of recent school uniform legislation for local schools and how our not-for-profit organisation can help you to raise money for your school and support uniform re-use in your school community





WELCOME

Thank you for joining



About us:

Who we are

- Smarter Uniforms is a Community Interest Company (CIC) based in Brighton & Hove
- Founded in 2017

Our mission

- Keep good-quality school uniforms in circulation
- Save parents money
- Reduce textile waste and the climate impact of school uniforms

Our story

- Started by working directly with local schools building up to 11 partnerships in the first 3 years , redistributing thousands of affordable uniforms to families BUT it was too successful and we had to stop to rethink how to work it.
- Relunched in 2023 with a smarter, more scalable model built around two core services:
- **Smarter Uniforms Marketplace:** Online platform where families buy and sell second-hand school uniforms, PE kit and Yondr pouches directly with one another. Think Vinted, but focused on school uniforms. **Mid summer 2026 we launched our App!**
- **Free Uniform Programme:** Uniform rails hosted with 12 community groups and family hubs across Brighton & Hove. Free uniform available all year round



What we do

- Free school uniform: uniform rails across the city that anyone can access for free all year round.
- Online marketplace: parents buy, sell and swap second-hand uniform locally
- Working with Brighton & Hove Council and community organisations.
- Championing government guidance and legislation on school uniform costs and branding.
- Developed an app to make things easier for parents and for schools to fundraise
- Attend outreach events

Our impact so far:

3 tonnes

of textile waste prevented



15,000+

uniform items rehomed



£140,000+

saved by local families



£5,500+

fundraised for local schools



Plus: 800+ registered marketplace users, and uniform rails running with 12 community partners across the city.

Context



How much we waste

Up to 1.4 million school uniforms are thrown away in the UK every year, contributing over 350 tonnes of plastic-rich polyester to landfill.

In Brighton alone that equates to approximately 3,780 uniforms discarded locally each year. At an average item weight of 200g, this amounts to 756kg of uniform waste - most of it still wearable.



How much we spend

Brighton & Hove families are spending over £5 million to kit their children to go back to school every September



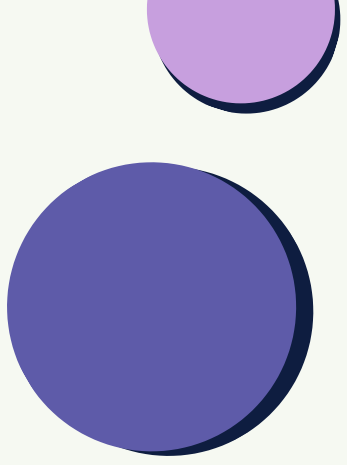
New legislation

From September 2026, the Children's Wellbeing and Schools Act 2026 caps the branded uniform items schools in England can require at three for primary schools and four for secondary schools (if one is a tie), making uniform cheaper and easier to reuse.



A local and national issue

PM Andy Burnham said "School uniforms shouldn't be charged at luxury prices when they're everyday essentials" as the new branded-item limits came into force. Local MP Bella Sankey welcomes new legislation, saying it will make uniform more affordable for families while keeping pupils' sense of belonging and pride in their school.



Working with you:



How we can support schools: We have something great that could save you time, help you raise money and achieve more sustainable uniform policies.

Help fundraise for your school

- Fundraise through our Smarter Uniforms Marketplace/App
- Roughly £100 raised for every 30 items sold on the marketplace
- Parents can sell and find the uniform they need and support their school

Provide information

- We can provide digital resources and written content for schools to share with parents, students and fundraisers
 - Attending school events eg parents evening
 - Data about impact
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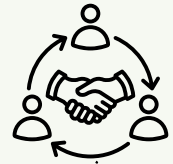
How it would work:

We're looking for a handful of schools to launch a pilot of our app so you can be part of the finished product We would provide materials and invite feedback to make access to second-hand uniform much easier prevent textile waste, help fundraise for your school whilst protecting the environment.



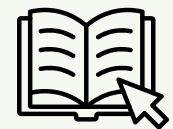
Co-design

Work together to agree what would work



Measure impact and success

Agree fundraising targets with the PTA or the designated contact
Targets could be for items uploaded or transactions



Resources

Marketing materials to help promote the marketplace, details about targets .
Resources to help promote data about the amount of uniform re-used/rehomed and the impact of waste reduction and cost savings



Evaluation

SU to develop evaluation methodology so success can be measured to include funds raised, time saved , impact, pupils engaged, testimonials etc



YOUR THOUGHTS

We'd like to hear how we can
support your school.

Next steps:

Let us know if you would be interested
in promoting the marketplace to
parents and your PTA. We would love
your feedback too!

hello@smarteruniforms.org