



PEMBROKE
A PRIORY ACADEMY

21 May 2021

Dear Parents/Carers

As we move into the final module of 2020/21 many of us will be looking towards a restful summer followed by the view of September 2021 restart. We have been asked to share the attached with all parents to help with uniform planning.

Message from Uniform Direct:-

"In view of all the challenges faced by schools, parents, and students during the pandemic, we at Uniform Direct wanted to thank all our customers for their patience and understanding. As it looks likely that social distancing and COVID secure working practices will apply at least until the end of 2021 we will not be holding any pop-up shops at schools this year. We are ready to serve all our customers and would encourage everyone to stay safe and order early online. Orders over £25 are postage free.

Our store service will resume when we are out of lockdown, however, social distancing will still be in place along with no trying on of uniform, at least until the end of this year. This will mean a slower pace of service and inevitable queuing for those that leave it to the last two weeks of the summer holidays.

Please ask parents to help us to help them by coming to the store early, ideally in May and June and definitely before August 7th. Parents are requested to come prepared, measuring their child at home and bringing those measurements with them along with their shopping list, their order will be picked out by our staff.

We want to make the process as easy and stress free as possible by offering the attached guidance to new and existing parents."

Yours faithfully

Mr S Evans
Headteacher

Headteacher: Mr S Evans

The Priory Pembroke Academy, Croft Lane, Cherry Willingham, Lincoln LN3 4JP

Tel: 01522 751040 **Email:** generalenquiries@priorypembroke.co.uk **www.priorypembroke.co.uk**

The Priory Pembroke Academy is part of The Priory Federation of Academies Trust. For further information please contact:

The Priory Federation of Academies Trust, Cross O'Cliff Hill, Lincoln LN5 8PW Telephone: 01522 889977

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2021

Parents Guide to Buying School Uniform

This guide is designed to help parents when purchasing uniform **online and instore** in time for the start of the new academic year

1

Prepare your order

Measure your child using our guide to help you and make a list of all the items you require and the sizes you need.

The sizes of our garments are given in inches.

For help and support email: customerservices@uniform-direct.com

2

Purchase EARLY

BEFORE 31 July for online orders and 7 August instore

Purchase your uniform in plenty of time, **May and June** is the best time.

This will give you time to return and reorder online if you need to.

Postage is free for orders over £25 and returns are by a printable returns label emailed to you on request. Order more than one size if you wish, and return the incorrect size. Buying early instore allows you time to exchange incorrect sizes and place any special orders well before start of term.

For help and support email: customerservices@uniform-direct.com

3

Do not risk leaving it too late!

We cannot guarantee orders placed after 31st July online or 7 August instore will get to you in time for start of school

Queues instore after 10 August are extensive

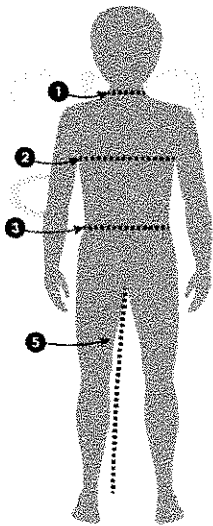
For help and support email: customerservices@uniform-direct.com

BE SMART, BE PREPARED AND SHOP EARLY

www.uniform-direct.com

BE PREPARED—measure your child

- Before visiting the store or ordering online—measure your child with a tape measure. Accurate measuring will reduce the likelihood for the need to return items due to incorrect sizing. Please follow the guide below.



1 COLLAR

Measure around the base of the neck, where the collar sits

2 CHEST

Place the tape close under the arms. Measure the chest at the fullest part

3 WAIST

Measure around the natural waistline

4 HIPS

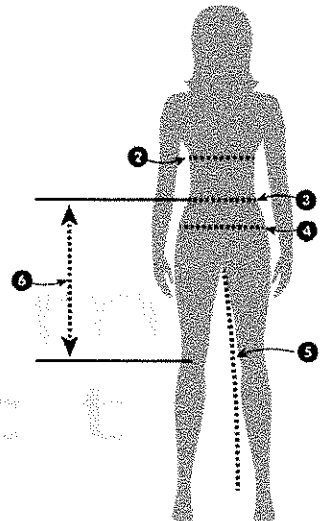
Measure around the bottom, at the fullest part

5 INSIDE LEG

Measure from the crotch to the hem of the trousers

6 SKIRT LENGTH

For skirt length measure from waist to knee



WWW.UNIFORM-DIRECT.COM

Our garment sizes reflect the size of the body the garment will fit in **inches**.

For example, if the chest measures 32 inches, then the blazer 32 will fit. However if you require a more roomier fit, select larger than size 32.

#top tip—chest/waist/hips—measure all the way round the body at the measuring points highlighted above.

#top tip—collar—measure all the way round the base of the neck at the measuring point above, leaving a 2 finger gap between the tape and skin, for comfort.

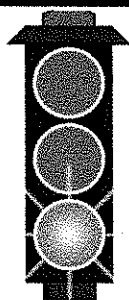
NOTE YOUR CHILDS MEASUREMENTS BELOW

	INCHES
1. COLLAR (only needed for boys shirts)	
2. CHEST	
3. WAIST	
4. HIPS	
5. INSIDE LEG	
6. SKIRT LENGTH	

BE PREPARED—make a list & plan your visit

- Before visiting the store —**PREPARE** make a list of the items you wish to purchase and the size and quantity you need. A full list of your schools uniform requirements can be found on the schools website. Please wait at the marked position whilst our staff pick out your order.
- As touching or trying on is not permitted, please shop alone where possible to limit the number of people instore.
- Due to service limitations and to keep everybody safe during the pandemic, please plan your visit to store, avoid leaving it to the end of summer. Please use the below guidance. **You will be required to wear a face mask or visor when visiting store, unless medically exempt.**

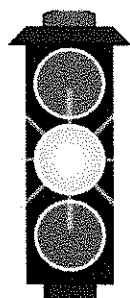
THE BEST TIME TO BUY and when to avoid



MARCH, APRIL, MAY, JUNE The best time to buy

We strongly recommend that you buy your school uniform early and in advance of the school summer holidays. Buy with room for growth in mind (don't worry we can exchange sizes for you up to when school starts in September—T's & C's apply).

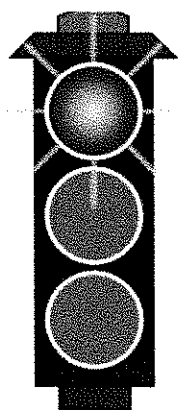
Queues are minimal and **Stock Availability**—excellent



JULY - before the school holidays start and before 31st July.

July is a busier month however we recommend that you purchase school uniform before the school holidays start . Buy with room for growth in mind (don't worry we can exchange sizes for you up to when school starts in September—T's & C's apply).

Queues are slightly longer and **Stock Availability**—very good



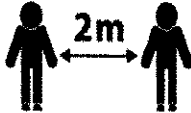







AUGUST AND BEGINNING OF SEPTEMBER - please do not leave it too late. **DO NOT RISK uniform selling out.**

August & September are extremely busy months especially leading up to the start of the new school year. Sizes can sell out very fast so do not risk not being able to get your uniform in time. PLEASE AVOID shopping in the last 2 weeks of the school holidays—queues will be long.

Queues are in excess of 3 hours and **Stock Availability**—is limited. Back orders placed after 7th August are not guaranteed to arrive for the start of the new school term.

COVID-19 & VISITING STORE

In order to keep everyone safe and help reduce the transmission of COVID-19, please follow the below advice when visiting store;

	<ul style="list-style-type: none"> • Please be aware that you will be expected to wait in a queue, outside the store, following social distancing rules and keeping 2 metres apart. Queues can be in excess of 3 hours, during the summer and peak times, therefore queues will close up to 4 hours before closing time. This is so that we can serve those in the queue within the opening times. • Please bring an umbrella with you in case it rains. • Please be considerate to our neighboring businesses - do not block access. • We are open Monday to Saturday - 10am to 5pm. (closed on Sunday)
	<ul style="list-style-type: none"> • Please always comply with the government guidelines and wear a face covering (which fully covers your mouth and nose), whilst in store. This will include children 11 years and above. If you have a medical exemption, please let a member of staff know.
	<ul style="list-style-type: none"> • A member of staff will bring customers into store for a one to one service. Please follow the instructions from the team and wait at the marked position to be served. • Only one adult with one child (where possible) • Please follow social distancing rules and keep 2 meters away from other customers and staff member.
	<ul style="list-style-type: none"> • Upon entering the store - please use the hand sanitiser provided and clean your hands thoroughly.
	<ul style="list-style-type: none"> • With COVID SAFE measures in place, trying on or touching merchandise is not permitted. • Ensure you measure your child before visiting store. (sorry staff will not be able to measure your child) This will help us to assist you quickly. • The changing rooms remain closed.
	<ul style="list-style-type: none"> • There will be no browsing in store allowed so please come prepared with a list of uniform items you require including the sizes you need. • Staff will fetch all the items for you.
	<ul style="list-style-type: none"> • Please pay by contactless where possible.
	<ul style="list-style-type: none"> • Please be kind, these measures are in place to keep all our customers and staff safe during the COVID-19 pandemic. • Please respect and follow instructions from staff and observe the floor markings. • Any form of abuse, rudeness or violence against our staff will not be tolerated, CCTV is recording and will be used if necessary.