



SANDWELL ACADEMY



Uniform Policy

July 2025

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Change Record

Version	Date	Description
2.1	September 2023	Change of personnel
2.2	September 2024	Updates to Academy uniform details
2.3	September 2025	Update to embed the SA way, addition of second uniform supplier

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1. The Sandwell Academy 'SA' Way

At Sandwell Academy, our uniform is more than just clothing – it is a visible symbol of our culture and our shared commitment to *The SA Way*. It represents our school values of being brave, being kind, and being proud. Our students wear their uniform with pride, knowing they are part of something bigger than themselves: a community that strives for excellence, integrity, and respect.

Be Proud – Wear It Well

- Uniform should be worn smartly and with pride, including on the way to and from school.
- A smart appearance reflects pride in the Academy, your House, and yourself.
- Uniform helps to set an appropriate tone for learning – students arrive looking smart and ready to succeed.

Wearing uniform correctly reflects pride in yourself, your House, and the Academy.

Be Kind – Represent Our Community

- Students are ambassadors for Sandwell Academy. A smart uniform shows respect for the community and supports a culture of kindness and consideration.
- Our uniform is inclusive – it helps to promote equality and reduce peer pressure by minimising visible differences in background or circumstance.
- It fosters respect and unity, removing distractions linked to fashion or status.

Being kind includes being mindful of how your appearance impacts others and the wider community.

Be Brave – Take Responsibility

- High standards require courage and consistency. Students are expected to take responsibility for meeting uniform expectations daily.
- If there are any issues, students must speak to a Head of Year or the Welfare Team before Personal Tutor (PT) time – being brave means being honest and proactive.

Being brave means being honest and accountable – even when things aren't perfect.

2. Ensuring Equality and Inclusivity

The [Equality Act 2010](#) prohibits discrimination against an individual based on the protected characteristics. To avoid discrimination, our school will:

- Avoid listing uniform items based on sex
- Make sure that our uniform costs the same for all students
- Allow all students to have long hair (though we reserve the right to ask for this to be tied back)
- Allow students to wear headscarves and/or other religious garments
- Make reasonable adaptations to uniform for students with sensory or physical needs
- Allow for reasonable adaptations to our policy on the grounds of equality. Students or their parents should contact the Deputy Head with responsibility for uniform

3. Affordability and Access

At Sandwell Academy, we recognise our responsibility to ensure that our uniform is affordable and accessible for all families. We understand that some uniform items with distinctive features may limit families' ability to shop around or find low-cost alternatives.

To ensure our uniform remains affordable and provides value for money, we commit to:

- Carefully considering the necessity of any item with distinctive characteristics;
- Limiting branded items;
- Avoiding different uniform requirements for year groups, Houses, or classes;
- Avoiding specialist uniform requirements for extra-curricular activities wherever possible;
- Maintaining a second-hand uniform supply, with information on how to access it shared with families;
- Avoiding frequent changes to uniform expectations and minimising financial impact when updates are necessary;
- Consulting with parents/carers and students before making any significant changes to our uniform policy;
- Welcoming feedback or concerns about affordability, with every concern considered carefully and compassionately.

4. Uniform Suppliers

To ensure families have **access to high-quality, affordable uniform**, Sandwell Academy works with **two approved uniform suppliers**. These suppliers stock all items required for the full Academy uniform, including the **official Academy rucksacks** launching in September 2025.

Sandwell Academy uniform is stocked locally by:

Gogna School Wear & Sports

Unit 1B Demuth Way, Oldbury B69 4LT.

Tel: 0121 523 5572

<https://www.gogna.me/schools/sandwell-academy-schoolwear/>

Clive Mark School Wear

4-5 Three Shires Oak Road, Warley, B67 5AX

Tel: 0121 429 4244

<https://clivemark.co.uk/>

As part of our commitment to maintaining high standards and supporting all families, we run the *Uniform Unity* initiative – a student-led group that oversees the collection, organisation, and distribution of second-hand uniform. This stock is primarily used to supply our *Standards Station*, where students can purchase essential uniform items to quickly resolve any uniform issues they have before attending their first session, ensuring they are ready for learning. A small charge is applied to items to support the running of the initiative. While we aim to keep a range of sizes available, stock can be limited and is offered on a first-come, first-served basis. If families require support or wish to enquire about available second-hand uniform, they are encouraged to contact the Academy directly.

5. School Uniform – Years 7 to 11

At Sandwell Academy, our uniform is a key part of our identity and reflects the high standards we expect from all students. Wearing the correct uniform helps to create a sense of belonging, encourages equality, and supports a focused learning environment. This section outlines the full list of required uniform items, along with clear guidance on prohibited items that do not align with our standards. All students are expected to wear their uniform with pride and ensure they meet the expectations set out below each day.



5.1 Compulsory Items

Items marked with an asterisk (*) can only be bought via our suppliers.

- Academy Blazer with badge*
- Academy tie*
- Academy kilt*
Worn at the knee with knee high black socks or tights.
- Grey trousers
These must not be tight-fitting, skinny, or made from stretch lycra material. Trousers should be loose around the leg and not tight at the ankle. Acceptable styles include straight leg or tapered trousers.
- White collared shirt
Shirts must be worn tucked into trousers or kilt at all times. Top button must be done up.
- Plain, black footwear
- Plain black socks underneath trouser or knee-high black socks or black tights if worn with the Academy kilt
No other variation of sock is permitted e.g., white socks, sports sock etc.
- Academy rucksack with school logo*

In the event that a student is not wearing the correct uniform and the parent cannot bring the correct item to school then they will remain in the SMT support until the end of the school day.

5.2 Other Uniform Items

Name Badge

Each student is provided with a name badge by the Academy. It must be worn on a lanyard and kept visible at all times while on site, supporting our safeguarding and identity procedures.

Water Bottle

Students must bring a reusable water bottle each day. They may purchase the official Sandwell Academy bottle or bring their own, but all bottles must have a wide neck to be compatible with the school's water dispensers.

Belts

If a student needs to wear a belt, it must be plain black with a simple buckle. Fashion belts or those with large or decorative buckles are not permitted.

5.3 Academy Rucksack

The Sandwell Academy rucksack is a compulsory part of the school uniform for all students. All students must bring one of the two approved Academy rucksacks to school each day. These are the **only bags** permitted on site and in lessons.

There are two styles of Academy rucksack available, and students may choose **either option**, depending on their needs. Both bags meet our uniform requirements and include the embroidered Academy logo.



Rucksack	Option 1 (current) <i>Lightweight and compact</i>	Option 2 (new) <i>Larger and durable</i>
Best for	Carrying just the essentials – books, lunch, water bottle, and a pencil case	Carrying textbooks, PE kit (including trainers), lunch, and personal items all in one bag
Available from	Directly from the Academy (ParentPay)	Gogna Schoolwear
Price	£8	£20

5.5 Items of Religious Observance

The Academy respects students' right to express their faith. The following items are permitted as part of religious observance:

- Hijab – *May be worn in a plain, neutral colour*
- Kara – *One plain bangle may be worn*
- Kirpan – *Baptised Sikhs may discreetly carry a kirpan (maximum length 3–4 inches) which is safely secured under clothing. If parents wish their child to carry a kirpan, they should contact their child's Head of Year to complete a declaration. Students will not be permitted to carry a kirpan without a declaration being signed.*
- Turban/Patka – *May be worn in black or navy blue*
- Mosque Hat – *May be worn in black or navy blue*

5.6 Shoes

Students must wear plain black shoes of a sensible design. The following are not permitted:

- Pumps
- Trainers or training shoes
- Boots or ankle boots
- Shoes with deep tread soles, logos, or reflective designs

If there is a medical reason school shoes cannot be worn, a doctor's note must be provided to the School Nurse, and the issue should be resolved as soon as possible.



If a student's footwear does not meet the Academy's uniform requirements, they will be provided with a pair of plain black pumps from the *Standards Station* to wear for the day

5.7 Hair

At Sandwell Academy, students are expected to maintain a smart appearance that reflects our values of pride, professionalism, and readiness to learn. The following expectations apply for hairstyles:

- Hair must be kept neat, tidy, and appropriate for a school setting.
- Extreme hairstyles are not permitted. This includes:
 - Totally or partially shaved heads
 - Shaved patterns, symbols, or lines in the scalp or eyebrows
 - Brightly coloured hair dyes or unnatural tones
- Hair must not cover the eyes or face, as this can interfere with learning.
- Hair accessories should be purposeful (e.g., to keep hair out of the face) and must be:
 - Plain in style
 - Black or navy blue in colour
 - Bows or decorative elements on headbands or scarves are not permitted
- Students who choose to wear braids may have beads, but these must be clear, black, or navy blue only.
- Long hair must be **tied back** during practical subjects for health and safety reasons.

We recognise that hair can form part of an individual's cultural or religious identity. Where appropriate, reasonable adjustments will be considered in line with the Equality Act 2010.

If a student is unsure whether a hairstyle meets expectations, they should speak to their Head of Year before making changes.



5.8 Make Up/Nails

Students must maintain a natural appearance in line with the Academy's high standards. The following are not permitted:

- Heavy make-up
- Nail varnish
- Acrylic or gel nail extensions
- False eyelashes

5.9 Jewellery

All jewellery must be in line with the Academy's professional appearance standards.

Students may wear:

- One set of plain gold or silver stud earrings
- A watch

The following are not permitted:

- Diamond/diamanté, pearl, or shaped studs
- Hooped earrings or ear stretchers
- Rings, bracelets, or necklaces
- Body piercings, including nose, tongue, and eyebrow studs or rings



6. Strictly Prohibited

The following items are not part of the Academy uniform and are strictly not permitted:

- Hoodies, sweatshirts or non-school jumpers are to be worn at any time.
- Leggings.
- Skinny jeans, denim trousers, chinos or non-school trousers.
- Baseball caps/hats
- Balaclava
- White socks
- Short/tight skirts
- Denim jackets

7. Sports Kit – Years 7 to 11

Students involved in physical activities are required to wear Academy PE clothing.

The Sports Kit for Key Stage 3 and 4 Students includes:

**Indicates items that can only be purchased from the school supplier.*

- Academy Polo shirt* with badge
- Academy Shorts* – of an appropriate length and not skin tight
- Academy Sport Socks* or white Sports Socks
- Academy Tracksuit* with badge
- Academy Sweatshirt* with badge
- Non marking soled shoes – i.e., suitable trainers for physical activity which provide support and protection to feet.
- Towel
- Suitable carrying bag



We recommend that for hockey, students should use shin pads and a mouth guard to comply with Health and Safety advice. These are available from most sports shops.

The academy kit is used throughout the entire academic year, across all seasons, therefore all the items listed above are required. Optional Items for PE sessions and fixtures in **winter** months:

- Sandwell Academy Hat* or black/navy blue hat – plain in colour with no/minimal logo visible
- Sandwell Academy Gloves* or black/navy blue gloves – plain in colour with no/minimal logo visible
- Skins worn under Academy sports – plain in school colours (black/navy blue/white or red) with no/minimal logo visible

Please note, scarfs and snoods are **not** permitted for PE lessons.

Please note that during the summer month's students in PE or PA lessons are not required to wear tracksuit bottoms. However, outside of these lessons, if a student has gained Head of Year permission to be wear Academy kit they must be in full Academy tracksuit, including joggers.

Football Teams

If you are selected to represent the Academy Football Teams. You may also be requested to have black football shorts and black football socks for fixtures. The football shirt will be provided.

8. Performing Arts (PA) Kit – Years 7 to 11

Students studying Performing Arts in KS4 are required to wear the following clothing:

- Academy Tracksuit with Academy badge*
- Red Polo shirt with Academy badge*
Available from Gogna with Student candidate identification number and initials printed
- Black trainers/pumps

If a student fails to bring their Academy PE/Performing Arts kit to school on the necessary day, this will be on Class Charts. The student will be provided with Academy spare kit to enable them to participate in their lesson. Should a child refuse to wear the spare kit provided they will be issued with a next day 30-minute Conduct Review.

If a student's PE kit does not meet the Academy expectations, (e.g., not in Academy colours, shorts of an inappropriate length/tightness, incorrect footwear), the student will be asked to rectify this by wearing spare kit provided. Should a child refuse to wear the spare kit provided they will be issued with a next day 30-minute Conduct Review.

Students are expected to bring their full PE/PA kit to school and change into it at the appropriate time for their PE lessons. Students should not arrive at the Academy wearing their PE kit in place of their normal uniform unless they have received prior permission from their Head of Year. Failure to follow this expectation will result in a uniform breach being logged.

9. School Uniform – Sixth Form

Sixth Form students at Sandwell Academy are role models for younger students and are expected to maintain high standards of personal presentation at all times. As such, Sixth Form students are required to wear professional office-style dress that reflects the standards of a formal working environment.



9.1 Compulsory Uniform

- Smart business style suit (matching i.e., same colour or coordinated), to include:
 - Jacket and smart trousers
 - Jacket and smart skirt (worn at the knee)
- Blouse/Collared shirt with tie
- *Smart v- neck jumpers – No logos can be worn over shirts*
- Smart sensible shoes – *Heels no higher than 5 cm*
- Plain black socks – *No other variation of sock is permitted e.g., white socks, sports sock etc.*

In the event that a student is not wearing the correct uniform and the parent cannot bring the correct item to school then they will remain in the SMT support until the end of the school day.

9.2 Other Uniform Items

Name Badge

Each student is provided with a name badge by the Academy. It must be worn on a lanyard and kept visible at all times while on site, supporting our safeguarding and identity procedures.

Water Bottle

Students must bring a reusable water bottle each day. They may purchase the official Sandwell Academy bottle or bring their own, but all bottles must have a wide neck to be compatible with the school's water dispensers.

Belts

If a student needs to wear a belt, it must be plain black with a simple buckle. Fashion belts or those with large or decorative buckles are not permitted.

9.3 Strictly Prohibited

The following items are not part of the Sixth Form uniform and are strictly not permitted:

- Leggings
- Jeggings
- Chinos
- Body-con skirts and dresses
- Low cut blouses/shirts
- T Shirts
- Cropped tops
- Woolly jumpers
- Round neck jumpers or sweatshirts
- Hooded sweatshirts
- Denim jackets
- Heels higher than 5 cm and/or of a kitten or stiletto style
- Pumps, training shoes and boots with deep tread soles or with a logo or reflective design
- Baseball hats
- Balaclava

9.4 Religious Considerations

The Academy respects students' right to express their faith. The following items are permitted as part of religious observance:

- *Abaya – permitted for Muslim female students. This must be plain and neutral in colour and worn with a Jacket (Business style blazer only).*
- *Hijab – May be worn in a plain, neutral colour*
- *Kara – One plain bangle may be worn*
- *Kirpan – Baptised Sikhs may discreetly carry a kirpan (maximum length 3–4 inches) which is safely secured under clothing. If parents wish their child to carry a kirpan, they should contact their child's Head of Year to complete a declaration. Students will not be permitted to carry a kirpan without a declaration being signed.*
- *Turban/Patka – May be worn in black or navy blue*
- *Mosque Hat – May be worn in black or navy blue*



9.5 Jewellery

Sixth Form students may wear discreet jewellery in line with Health and Safety expectations. However, multiple piercings, facial piercings, ear stretchers, and body or tongue piercings are not permitted.

Nose piercings will be permitted but they must be a clear, plastic stud. Metal studs and/or rings are not permitted.

All jewellery must be subtle and in keeping with a professional appearance. Where jewellery or piercings do not meet expectations, students will be asked to remove items and may be sent home to rectify the issue if necessary.

9.6 Hairstyle

Hairstyles must be appropriate for a professional learning environment. The following are not permitted at Sandwell Academy:

- Natural hair colours are allowed
- Brightly coloured hair dyes that are not natural in appearance (e.g., pink, red, blue, green, etc.)
- Totally shaved or decorated scalps, including patterns or shaved lines
- Deliberate shaved cuts or patterns into eyebrows

Where a student's hairstyle or appearance does not meet expectations, parents will be contacted and the student may be required to rectify the issue in line with Academy guidance.

9.7 Make up

Make-up should be discreet and appropriate for a professional office environment. The following are not permitted:

- Excessive or heavy make-up
- Long false eyelashes
- Long false nails, including acrylic or gel extensions

Where make-up or nails do not meet Academy standards, students will be asked to remove or rectify the issue.

10. Sports Kit – Sixth Form

The Sixth Form Sports and Performing Arts kit has been tailor-made and designed by the students, at the Academy, to meet current trends as well as being durable and practical with the nature of the subjects in mind.

This kit can **only** be purchased from the **Clive Mark** Website: <https://clivemark.co.uk>

A Level PE or BTEC Sport Students

Students who are studying A Level PE or BTEC Sport are required to have the full kit as listed below.

- Navy Academy T-Shirt with badge*
- Navy Academy Shorts* – of an appropriate length and not skin tight
- White Sports socks
- Navy Academy Tracksuit with badge*
- Non marking soled shoes – i.e., suitable trainers for physical activity which provide support and protection to feet.
- Towel
- Suitable carrying bag

**Indicates items that can only be purchased from the school supplier.*

We recommend that for football, students should use shin pads to comply with Health and Safety advice. These are available from most sports shops.

Optional Items for PE sessions and fixtures in **winter** months:

- Sandwell Academy Hat* or black/navy blue hat – plain in colour with no/minimal logo visible
- Sandwell Academy Gloves or black/navy blue gloves – plain in colour with no/minimal logo visible
- Skins worn under Academy sports – plain in school colours (black/navy blue/white or red) with no/minimal logo visible

Other Sport Sessions

Students involved in physical activities are required to wear Academy PE clothing. Other Sixth Form students are required to have the following as a minimum for the Fitness Centre:

- Plain Navy/Black Sports T-Shirt with badge
- Plain Navy/Black Shorts
- Plain Navy/Black Tracksuit
- White Sports Socks
- Non marking soled shoes – i.e., Suitable trainers for physical activity

**Indicates items that can only be purchased from the school supplier.*

No other sportswear i.e., Hoodies are allowed.

11. Performing Arts and Music Kit – Sixth Form

Students who are studying KS5 Performing Arts are required to have the following kit:

- Black (only) Academy T-Shirt with badge*
- Black joggers/leggings
- Black polo shirt or round necked t-shirt
- Long sleeved top (optional)
- Black trainers/pumps

**Indicates items that can only be purchased from the school supplier.*

12. Expectations for Our School Community

12.1 Students

Members of the general public often form impressions of Sandwell Academy based on our students' academic achievement, behaviour, and appearance. As such, it is essential that all students recognise and take seriously their ambassadorial role for the Academy at all times.

Students are expected to wear the correct uniform consistently—except on designated non-uniform days—when:

- On the school premises
- Travelling to and from school
- Attending out-of-school events or school-organised trips, where uniform is required or where they are representing the Academy

If a student is missing a piece of uniform or essential equipment, they are expected to rectify the issue, before attending their session, by visiting the *Standards Station*, run by the Welfare Team. This service operates each morning in the restaurant from 8:00-8:15am and allows students to purchase or borrow the necessary items. No negative event will be recorded for any student who takes action to resolve the issue in this way.

12.2 Parents/Carers

Parents and carers play a vital role in supporting the Academy's high standards and are expected to ensure that their child wears the correct uniform and PE kit each day. Every item should be:

- Clean
- Clearly labelled with the child's name
- In good condition

Parents wishing to request an amendment to the uniform policy in relation to their child's protected characteristics should contact the Deputy Head responsible for Uniform. The Academy is committed to making reasonable adjustments in line with the Equality Act 2010.

Financial support is available for eligible families and Sixth Form students to assist with the purchase of uniform or office dress. For more information on eligibility and the type of support available, parents should contact the Student Support and Welfare Officer via the Academy Reception.

Parents are expected to raise any complaints or concerns relating to uniform in a timely and reasonable manner. Disputes, particularly those relating to cost, will be:

- Resolved locally
- Managed in accordance with the Academy's Complaints Policy

The Academy is committed to working closely with families to reach a fair and mutually acceptable resolution. Where a student is not meeting uniform expectations, a log will be made on Class Charts which parents and carers can view. This allows for clear communication and supports a consistent approach between home and school.

12.3 Staff

Staff will closely monitor students to ensure they are consistently meeting the Academy's uniform and equipment expectations.

Students are expected to resolve any uniform issues as they arrive at school, before attending their first session, by visiting the Standards Station if needed. If a student arrives at their first session with incorrect uniform or missing equipment, this will be logged on Class Charts, parents and carers can view this event. The student will be asked to resolve the issue or hand in any prohibited items. Any prohibited uniform item will be placed in a confiscation envelope, and taken by the class teacher to the Welfare Hub, where it will be stored securely in the Academy safe.

Where a uniform issue cannot be resolved immediately, the class teacher will notify the Welfare Team via Class Charts. A Pastoral Manager will support in addressing the issue. If resolved, the student will return to session. If the issue cannot be rectified, the Welfare Team will contact parents directly.

Failure to comply with reasonable instructions to correct uniform or appearance will be treated as a behaviour issue and dealt with in line with the Academy's **Behaviour Regulation and Relationships Policy**.

Confiscated items will be returned at the end of each week. They will be securely stored in the Academy safe and made available for collection at 3:20pm on Fridays from the member of the Welfare Team on duty in the restaurant.

Persistent or repeated breaches of the uniform policy will be managed by the student's Head of Year and/or the Deputy Head responsible for Uniform.

Where financial hardship is suspected as a barrier to meeting expectations, staff will take a compassionate and supportive approach. Our aim is to work collaboratively with families to remove any barriers and ensure all students are able to comply with the policy with dignity.

13. Governors

The governing board will review this policy and make sure that it:

- Is appropriate for our school's context
- Is implemented fairly across the school
- Takes into account the views of parents and students
- Offers a uniform that is appropriate, practical and safe for all students

The board will also make sure that the school's uniform supplier arrangements give the highest priority to cost and value for money, for example by avoiding single supplier contracts and by re-tendering contracts at least every 5 years.

14. Monitoring arrangements

This policy will be reviewed in 12 months' time by the Deputy Head responsible for Uniform. At every review, it will be approved by the full governing board.

15. Links to other policies

This policy is linked to our:

- Behaviour Regulation and Relationships Policy
- Equality information and objectives statement
- Anti-bullying policy
- Complaints policy