

Starting up a preloved school uniform shop

Advice hints and tips for success

The cost of school uniform can be a burden to parents, yet many children grow out of their uniform long before it reaches the end of its life. A poll by Sainsbury's revealed that a child will wear an average of 480 items of uniform clothing over the course of their school days and that parents will spend about £6,000 in total on school uniform.

The term 'pre-loved' to replace 'second-hand' to avoid any stigma associated with this term.

A well-run pre-loved uniform shop can:

- helps all families get school uniform at a bargain price
- provides a way for parents to pass on items they can no longer use
- raises money for the school/PTA
- creates a culture of reuse

Planning

Who will be involved?

- Members of the PTA
- Other parents
- School staff
- Pupils

A Uniform Coordinator is an ideal position for someone who is organised and methodical. This could be a parent, grandparent, etc. Try and choose people to be involved who are down to earth, encouraging and can engage with people.

Collecting donations

Decide how you will accept the uniform donations. Specify you only want clean, washed donations. Any dirty or damaged donations you receive that cannot be sold.

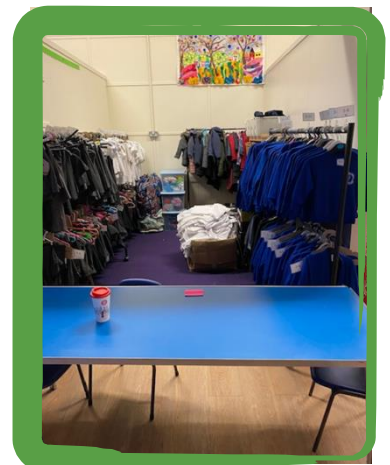
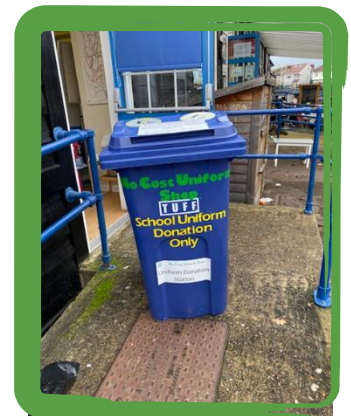
Decide where the donations will be stored.

The shop

There can be a stigma around second-hand clothes and parents may feel like they come across as desperate or poor when browsing through the clothes. It helps when the shop looks neat and professional. Clothes tend to be sold more easily if they are displayed neatly e.g. on rails with hangers rather than piles of clothes.

- Sorting clothes into categories and sizes will make things quicker and easier to parents looking to buy the clothes
- Keep items relatively cheap or consider donating some items for free.
- Alternatively, you can have a pot for donations and let parents decide what to contribute
- Provide laminated price lists so people can see the prices clearly. E.g. branded jumpers and cardigans for £2.50, summer dresses cost £2, and branded PE T-shirts, polos and all grey uniform sell for £1 an item.

It is important to record the success of the shop by documenting items donated, items sold, and money raised



Shop opening hours

Think carefully about when you will hold the shop – can it tie into other school events when there will be a high footfall of parents? Decide how often and what times the ‘shop’ will be open, for example:

- half an hour every Friday
- Once a month
- End of the Spring, Summer and Winter terms
- At Christmas and Summer Fairs

Frequency will also depend on the number of donations you receive



Promotion

Let the whole school to know that the shop is being set up and that everyone knows they can donate old uniform.

- Noticeboards/parent boards at the school
- Creating leaflets and posters – get pupils from the school to design (create a competition so all pupils can be involved)
- Emails sent out by the school
- Social media – school account, PTA account
- Word of mouth
- Hold an assembly prior to the first shop

Acknowledgments

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Website: <https://eastlondonwaste.gov.uk/recycle-for-your-community/>

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