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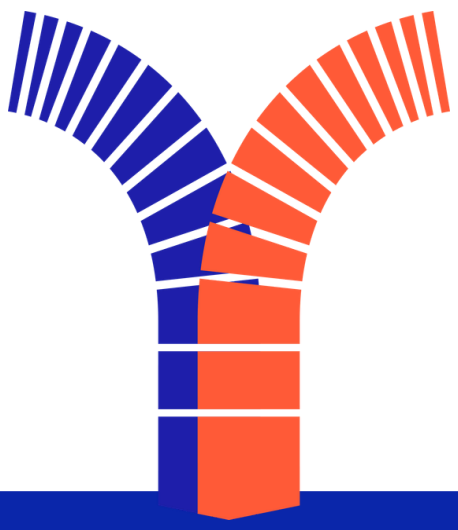




Active Uniform:
Top tips & reflective questions

Move Well.

Introducing an active uniform is a simple but powerful way to help pupils move more throughout the school day. Schools that have successfully made the change often report benefits for participation, wellbeing, confidence and learning.



This resource has been designed based on the Well Schools Move Well pillar.

01 Start with your ‘Why’

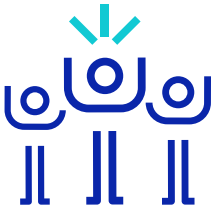


Be clear about why you're making the change. An active uniform should support:

- More opportunities for movement throughout the day.
- Inclusion for all pupils.
- Improved health and wellbeing.
- Better readiness for learning.

Having a shared purpose helps bring your whole school community with you.

02 Engage your stakeholders



Share the benefits, answer questions openly and involve people in the journey. Talk to:

- Governors
- Staff
- Parents and carers
- Pupils

03 Keep it simple



An active uniform doesn't need to be complicated.
Aim for clothing that allows children to comfortably:

- Run
- Jump
- Climb
- Play
- Learn actively

04 Think about affordability



Minimise unnecessary expense and branded items. Ensure any changes are:

- Cost-effective for families.
- Easy to purchase.
- Compatible with existing uniform wherever possible.

05 Review your school day

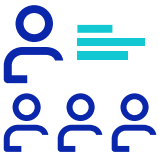


An active uniform works best when it supports:

- Active lessons
- Outdoor learning
- Active breaktimes
- Physical Education
- School sport
- Everyday movement

Consider how the uniform complements your wider approach to physical activity.

06 Support staff to embrace change



Staff confidence is key.
Help colleagues understand how an active uniform can encourage:

- More active teaching approaches.
- Increased pupil participation.
- Greater flexibility throughout the school day.

07 Communicate clearly with families



Clear communication helps build support and reduces uncertainty.
Explain:

- Why you're making the change.
- What the new expectations are.
- When the change will take place.
- How it benefits children's learning and wellbeing.

08 Celebrate success!



Share examples of how the active uniform is making a difference.
Celebrate:

- Increased participation.
- Positive pupil feedback.
- Staff experiences.
- Success stories from across the school.

Reflection Questions for Leadership Teams

- How active is a typical day for our pupils?
- Does our current unifrm help or hinder our pupils?
- Where are the opportunities to introduce more movement into learning?
- Which groups of pupils would benefit most from increased activity?
- What would an "active school" look and feel like in our context?

Where to Find an Active Uniform:

There are a growing number of suppliers who can provide schools with affordable, durable active uniforms and PE-style clothing. When selecting a supplier, consider quality, sustainability, affordability, minimum order quantities and the ability to provide online ordering for parents. Some well-established UK suppliers include:

Price & Buckland – One of the UK's largest school uniform and sportswear providers, supplying over 1,300 schools with bespoke online ordering and branded sportswear.
Stevensons – An established supplier serving over 750 schools, offering traditional and sportswear ranges alongside direct-to-parent ordering and managed school shops.
County Sports & Schoolwear – Specialists in school sportswear, PE kits and bespoke branded uniforms, with dedicated online school shops.
Beezer Schoolwear – Provides sustainable school uniforms and sportswear, including recycled fabrics and bespoke branding options.
ink Original Sportswear – Supplies sustainable PE kits and activewear for primary and secondary schools, with bespoke design services.

Questions to ask potential suppliers

Can you provide an active uniform rather than a traditional PE kit?
Do you offer affordable, unbranded options alongside branded garments?
Can parents order directly online?
What are your lead times for new schools?
Do you offer sustainable or recycled fabric options?
Can you support phased implementation if we are transitioning from a traditional uniform?
What support do you provide with sizing, samples and parent communications?

Learn from schools already making the change

Many schools across England have successfully introduced active uniforms, reporting increased opportunities for movement, improved inclusion and positive feedback from pupils, staff and families. The Active Uniform Alliance, supported by the Youth Sport Trust, shares case studies, practical guidance and examples from schools that have already made the transition. Recent coverage has highlighted Dame Dorothy Primary School in Sunderland as one example of an active uniform approach supporting pupil wellbeing and participation.

SportPark
Loughborough University
3 Oakwood Drive
Loughborough
Leicestershire LE11 3QF

01509 462900
info@youthsporttrust.org
www.youthsporttrust.org
@YouthSportTrust

Registered charity number 1086915
Registered company number 4180163