

INCLUSIVE PE KIT POLICY IN SECONDARY SCHOOLS.



The Quick Guide for Teachers to 'FIX THE KIT'

IN THIS GUIDE:

- NEW GOVERNMENT RULES
- NEW SCHOOLS' BILL SUPPORT
- PE KIT FACTS & ADVICE
- BEST PRACTICE
- QUICK WINS
- CASE STUDIES
- HOW TO BE A CHAMPION ONLINE
- HOW TO CONVINCE SENIOR LEADERSHIP
- COMMUNICATING TO PARENTS
- FAQs
- MATS & SCHOOL GROUPS

**HOW TO UPDATE YOUR
PE KIT POLICY IN LINE
WITH GOVERNMENT RULES
USING THE FREE
INCLUSIVE SPORTSWEAR
PLATFORM.**

A - Principles of an Inclusive PE Kit Policy

1. Principles of PE Kit Policies

We, alongside the Association recommend schools should have a policy which is made available to all of the policy requires.

The policy should set out the standards provided to new parents on their visit, accessible on school websites, and if to parents with notice and reasoning.

Case Study: Choice for

• In one school, a boy with autism has been able to find a kit that suits him.

• This makes him feel like he is 'Ready for more'.

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1. **QUICK HEADLINES**
2. **PE KIT FACTS & RESEARCH**
3. **GOVERNMENT PE KIT RULES**
4. **NEW SCHOOLS' BILL & ADVICE**
5. **DESIGNING PE KIT POLICY**
6. **ITEMS IN INCLUSIVE PE KIT**
7. **FIX THE KIT CAMPAIGN**
8. **SIX QUICK FIXES TO PE KIT**
9. **CHAMPION SCHOOL ONLINE PROCESS**
10. **SCHOOL CASE STUDIES**
11. **CONVINCING SENIOR LEADERS**
12. **TALKING TO PARENTS/CARERS**
13. **FAQS**
14. **THE INCLUSIVE SPORTSWEAR CHARTER**
15. **2-WEEK CHOICE TRIAL**
16. **VOICES FOR CHOICE**
17. **MATS & SCHOOL GROUPS**

THIS GUIDE WAS
BUILT BY
**INCLUSIVE
SPORTSWEAR,**
WITH SUPPORT
FROM **YOUTH
SPORT TRUST,
BRISTOL
UNIVERSITY** AND
IS ILLUSTRATED
BY **PRITCHARDS
PENCIL.**
@pritchards-pencil



PE kit is still a huge barrier to participation & enjoyment in PE – for all pupils.
1/3 of girls that stop sport, leave due to kit.
Only 54% of boys feel confident in their PE kit.

THE AIM OF THIS GUIDE:

- **Equip teachers with the skills and confidence to implement inclusive PE kit policies in their secondary schools.**

WHY? IT'S THE PERFECT TIME TO UPDATE PE KIT POLICY.

- The new 2025 DfE PE kit guidance asks schools to offer choice, support inclusion and promote sports bras in schools. (We campaigned for this!)
- The new Children's Wellbeing & Schools Bill coming in Sept 2026 limits school-branded items to three, so how to balance cost-effectiveness and choice is crucial.

INCLUSIVE PE KIT FIXES CAN BE SIMPLE.

- Such as enabling choice of any dark lower-half item, having a quality dark round-necked PE top, promoting sports bras, supporting flexible clothing layers and changing options.

THE LONG-TERM BENEFITS ARE MENTAL & PHYSICAL – FOR ALL.

- Inclusive PE Kit will instantly increase confidence, positive body image, comfort and enjoyment. More pupils engaging in PE leads to a happier, healthier, more inclusive school body.



At *Inclusive Sportswear*, we support schools to improve PE kit policy and culture. An inclusive PE kit keeps pupils enjoying PE.

OUR TOOLS FOR YOU:

- **Inclusive Sportswear and Youth Sport Trust have built a free online Platform to support school teachers.**
- The Platform has guidance, training and an easy 5-step Champion Process for a teacher to update PE kit policy.
- Teachers can make gain Inclusive Sportswear Champion Schools certification.
- 200 schools are already on the Platform!



WE HAVE ALSO STARTED THE NATIONWIDE

FIX THE KIT CAMPAIGN



FIX THE KIT
and they'll
stay to play

SIX QUICK FIXES TO PE KIT TO KEEP GIRLS ACTIVE.



CLICK TO WATCH OUR POWERFUL FIX THE KIT VIDEOS:



Inclusive Sportswear's FIX THE KIT Campaign.



Why Fix the Kit Matters for Teachers. Inclusive Sportswear's Fix the Kit Campaign.



The research proves that when clothes don't fit, feel uncomfortable or make pupils self-conscious, they stop showing up.

But, research also proves PE kit choice can significantly increase confidence without increasing cost.

PE KIT MATTERS FOR ALL:



FEMALE STUDENTS

- **Girls' experiences of PE kit doesn't just affect comfort – it influences whether they take part at all.**
- Of the 64% of girls who drop out of sport by 16, a third of those do so because of kit. (Sky, 2025)
- Only 1/4 of girls are confident in their PE kit. (YST, 2024)
- 48% of girls want more PE kit options to choose from. (YST, 2025)
- Sports bras increase comfort in sport by 80%, but only 14% of girls report sports bras being on their school kit list (Women in Sport)
- 75% of girls would participate in and enjoy PE more if they had a more comfortable PE kit. (ASICS, 2025)
- Only 40% of secondary school Muslim girls feel comfortable being active in school, many cite modest clothing a key issue.



PE KIT MATTERS FOR ALL:

MALE STUDENTS

- Only 54% of boys feel confident in their PE kit. (YST, 2024)
- 32% of boys want more options to choose from. (YST, 2024)
- Half of UK men aged 16-40 have struggled with body image issues (CALM, 2021)

GENDER DIVERSE STUDENTS

- Gender-restrictive uniforms can negatively impact students and may prevent gender diverse and trans students from taking part. More expert guidance on our Platform.

COST OF UNIFORM

- Parents spend on average £422 a year on secondary uniforms, but with the new Schools Bill, branded items will be limited to 3. (Children's Society, 2023).
- Only 56% of parents feel their child's PE kit is affordable (YouGov, 2024)



Head of PE for Lakelands Academy

"PE kit is just the biggest barrier to kids being active in schools and for some kids, that's the only opportunity they actually get to be active. So, if they're avoiding being active because of kit, then that's just surely something that can be easily rectified."



WHERE WE'RE AT NOW:

- The statutory (legal) government requirements for PE and sports kit include consideration to cost and that schools must abide by the **Equality Act 2010**.
- The Children's Wellbeing and Schools Bill, due to come into force in September 2026, limits the number of mandatory school-branded uniform items to three across the whole school uniform, including PE kit. (Info on next page)
- In November 2025, the government changed 'Developing School Uniform Policy' PE Kit guidance to: schools should offer **PE kit choice** so pupils feel **comfortable**, to support **inclusion**, and promote the importance of girls wearing **sports bras**.



Department for Education

Guidance

Developing school uniform policy

Updated 7 November 2025

Applies to England

PE kit

When designing a PE kit, schools should make sure it is:

- practical
- comfortable
- suitable for the activity
- affordable

Schools should also consider how the kit supports inclusion and participation and engagement for all pupils, for example by:

- offering pupils a choice of items so they feel comfortable, such as offering girls a choice of shorts, skorts, tracksuit bottoms or leggings
- promoting the importance of girls wearing sports bras when taking part in PE and sport

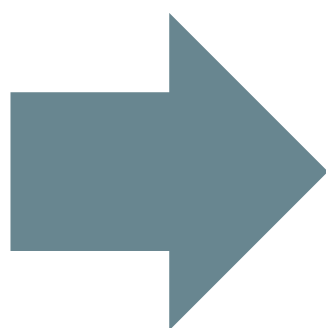
We advise schools to consider setting requirements that reduce peer pressure to wear designer sportswear and avoid extra cost for parents – for example, by stating in their policy that items should not have visible logos or branding.

Statutory guidance on the [cost of school uniforms](#) has more information about branded and generic uniform items.



WHAT THE BILL SAYS

- Schools must limit mandatory school-branded uniform items to 3, including PE kit.
- A 'branded' item is: school logo, specific design and available from one supplier.



UK Parliament

Parliamentary Bills

[UK Parliament](#) > [Parliamentary Bills](#) > [Children's Wellbeing and Schools Act 2026](#) [Bill feed](#)

Children's Wellbeing and Schools Act 2026

Government Bill

35 School uniforms: limits on branded items

(1) The [Education Act 1996](#) is amended as follows.

(2) In the italic heading before [section 551A](#), omit "Costs of".

(3) After that italic heading insert—

***551ZA School uniforms: limits on branded items**

(1) The appropriate authority of a relevant school in England—

(a) may not require a primary pupil at the school to have more than three different branded items of school uniform for use during a school year;

(b) may not require a secondary pupil at the school to have more than three different branded items of school uniform for use during a school year (or more than four different branded items of school uniform if one of those items is a tie).

(2) Where the relevant school is a middle school, the limits mentioned in subsection (1)(b) apply in relation to all pupils at that school.

(3) For the purposes of subsection (1), a pupil is required to have a branded item of school uniform for use during a school year if the pupil is required to have it—

(a) for general use at school (or for travelling to or from school) during that year, or

(b) to participate in any lesson, club, activity or event facilitated by the school during that year.

(4) "School uniform" means a bag and any clothing required for school or for any lesson, club, activity or event facilitated by the school.

(5) An item of school uniform is "branded" if—

(a) it has the school name or school logo (or for an Academy, the school or proprietor's name or logo) on or attached to it, or

(b) as a result of its colour, design, fabric or other distinctive characteristic, it is only available from particular suppliers.

WHAT DOES IT MEAN FOR PE KIT?

- The same cost considerations need to be made when developing the school's PE kit policy.
- The number of items, branded items in particular, should be kept to a minimum and an overly specific policy should be avoided.

COMPULSORY VS OPTIONAL

- The three-item limit means further branded items cannot be compulsory, but there would be nothing to stop them being optional.
- Schools can still offer branded items for purchase or loan, and many will want to for reasons of school identity. The critical distinction is between required and available.



HOW DOES A SCHOOL GET READY?

- Schools should review current policy, decide what to keep and what to make 'open', review suppliers of the kept uniform items, communicate changes.

ADVANTAGES FOR SCHOOLS:

- Positives include: allowing girls to choose a style increases body confidence; reduced kit costs; accommodates religious needs.

EXAMPLE PE KIT:



The PE Top: Offer Branded or Equivalent Plain Alternative

1. Offer a branded school PE top: dark-coloured, round-necked, breathable, loose.
2. Offer a branded school PE top, but also accept any plain dark top of same colour.
3. Support pupils to wear any plain black round-neck sports t-shirt.



Lower-Half Items: Any Black or Navy, Discrete Branding

- School-branded lower-half items may be offered as an optional purchase, but should never be mandatory.
- Pupils should be allowed to wear any black or navy lower-half item – including shorts, leggings, joggers or tracksuit bottoms.

NOTE: Third-party branding is acceptable, provided it is discrete. (e.g. a small manufacturer's logo such as a tick)



WHAT SHOULD BE ON THE PE KIT POLICY?

- Schools should have a clear PE kit policy which is made available to all parents, pupils & staff so they can put into practice what the policy states.



THE PE KIT POLICY SHOULD INCLUDE:

1. The importance of PE in school & the principles of the PE kit policy.
2. The compulsory, recommended & optional kit items , listed in full for all genders
3. Management of personal effects i.e., jewellery or religious adornments
4. Cold & wet weather options & flexibility for the context of the school
5. Reasonable requirements for kit including for specific sports & activities.
6. Clear guidance for where kit can be accessed, & second-hand or swap shop access
7. Clear guidance for changing room provision and flexibility
8. Clarity on whether PE kit can be worn during the day before or after PE lessons
9. Support for students going through puberty, such as sports bra guidance or advice
10. Support for pupils who require help with accessing PE kit
11. Arrangements in place when pupils have forgotten their PE kit.

YOUTH VOICE TOOL:

For support on engaging pupils, you can review the Inclusion Youth Voice Toolkit, available at [Youth Sport Trust](https://www.youthsporttrust.org/young-people/youth-voice-toolkit).



Detailed guidance can be found on the Platform.
Below is a summary.



TOP-HALF ITEMS

- Round-neck t-shirt, without collar style preferred.
- Choose a dark colour.
- Offer short/long-sleeve and fitted/baggy options, especially for body-image support and religious consideration. Ensure options are not gender-labelled.
- If desiring a school-branded item, the PE top is a good one to brand with school logo.



LOWER-HALF ITEMS

- Provide pupils with a choice, including for example, shorts, leggings, and tracksuit bottoms/joggers. School-branded bottoms should not be mandatory.
- Choose a dark colour. E.g., plain black bottoms, which is the easiest colour to find.
- Consider removing skorts from kit lists, or provide a suitable shorts option, as research from Bristol University suggests.



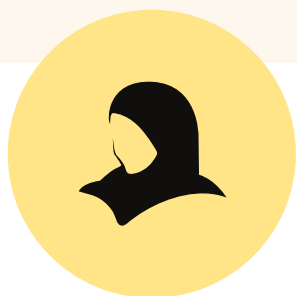
LAYERS

- Allow all pupils the option to wear underlayers/skins to cover their skin.
- Consider allowing pupils to wear their own jackets and coats.
- Schools may wish to provide rules on appropriate colours, and branding. However, the advice is choose a dark colour.



SPORTS BRAS

- Wearing a sports bra should be personal choice, but government guidance states they should be promoted for pupils experiencing female puberty; and advice should be provided.
- Early education must come alongside provision, & language is important, e.g., 'sports bra' and 'sports support vest'. *boobydoo* guidance available [here](#).



HEADWEAR

- Headscarves or sports hijabs should be tight, secured in a safe manner, particularly at the side of the face, and unlikely to obscure vision or catch on anything that may put the wearer at risk. This is in line with [afPE guidance \(2024\)](#).



The FIX THE KIT Campaign gives schools the evidence, tools, and support to update their PE kit policies - with 6 quick fixes. To keep more pupils and girls active.

WHY NOW? The new government guidance on inclusive PE Kit & the incoming law on branded uniform items means schools will need to review PE kit policies ahead of mandatory changes. **Having a PE kit that balances cost with choice is crucial.**



HOW TEACHERS CAN JOIN:

1  **SIGN-UP TO THE FREE INCLUSIVE SPORTSWEAR PLATFORM**

2  **ADOPT THE SIX QUICK FIXES TO PE KIT POLICY**

3  **BECOME A CERTIFIED CHAMPION SCHOOL!**



SIX QUICK FIXES TO PE KIT

1



4



2



5



3



6

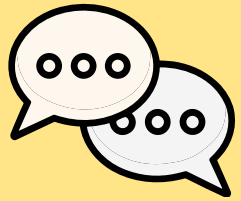


CLICK TO WATCH THE POWERFUL CAMPAIGN VIDEOS:





1

**ASK PUPILS HOW THEY FEEL IN THEIR KIT.**

Giving pupils a voice is the first step to understanding their needs. Our Platform tools can help you check-in.

2

**ALLOW CHOICE OF DARK SHORTS, LEGGINGS, TRACKSUITS.**

2/3 of girls & 1/3 of boys want more choice in PE kit. Try supporting pupils to choose any dark bottom items.

3

**HAVE A DARK, ROUND-NECKED, BREATHABLE PE TOP.**

Best-practice for comfort & for those with sensory needs, dark tops reduce transparency.

4

**SIGN-POST SPORTS BRA GUIDANCE ON PE KIT LIST.**

Sports bras can increase comfort by up to 80%. Only 1/3 of teenage girls wear them. Share guides to start.

5

**SUPPORT EXTRA DARK LAYERS IN COLD WEATHER.**

During winter months, 60% of parents say cold or wet weather is a key barrier to children's activity.

6

**'PE KIT DAYS' & FLEXIBLE CHANGING ARRANGEMENTS.**

1/3 of girls have missed PE due to the changing room experience. 'PE kit days' increase participation.



With a changing landscape of school uniform and PE kit policy requirements, we have built the Community Platform with the Youth Sport Trust to support teachers.

BECOME A CERTIFIED INCLUSIVE SPORTSWEAR CHAMPION SCHOOL

- Inclusive Sportswear offers a free step-by-step 'Champion Process' to help you review and change your PE kit policy, online via the Inclusive Sportswear Community Platform.
- Successful completion of the Champion Process will earn the school Champion School certification, signed by Youth Sport Trust & Inclusive Sportswear.

01

**Take the Pledge**

02

**PE Kit Review 1**

03

**Action Plan**

04

**Evidence**

05

**PE Kit Review 2** Inclusive Sportswear**CHAMPION SCHOOL**



01



Take the Pledge

PLEDGE

- First, Pledge to the Inclusive Sportswear Charter on the online form. The Pledge signals your commitment. You must have senior leadership sign-off.



02



PE Kit Review 1

PE KIT REVIEW 1

- Next, review your PE kit policies and practices, see what you're doing well and can improve. This Review is a simple online check-box exercise taking a few minutes.

Questions	Emerging	Developing	Excellent
Have you signed the Pledge for your PE kit and School Sport?	There is a policy but it is not signed by the school or the governing body.	There is a policy signed by the school or the governing body.	There is a policy signed by the school or the governing body.
Has your school provided the PE kit policy to all staff and pupils?	There is a policy but it is not provided to all staff and pupils.	There is a policy provided to all staff and pupils.	There is a policy provided to all staff and pupils.
Do you provide advice through offering a loan of PE kit to pupils who do not have one?	There is a policy but it is not provided to all pupils.	There is a policy provided to all pupils.	There is a policy provided to all pupils.
Has your PE kit been reviewed by the school or the governing body?	There is a policy but it is not reviewed by the school or the governing body.	There is a policy reviewed by the school or the governing body.	There is a policy reviewed by the school or the governing body.
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03



Action Plan

ACTION PLAN

- Following your Review, identify the key areas you want to improve and build your Action Plan. Our templates help you see how to do it, and you submit online.

Area for improvement	What will we do?	When will we do it?	Who will we do it with?	How will we know it's been successful?
PE kit policy	Review the PE kit policy and update it to reflect the latest best practice.	By the end of the year.	PE staff and the governing body.	PE kit policy is updated and signed by the school or the governing body.
PE kit provision	Provide a loan of PE kit to pupils who do not have one.	By the end of the year.	PE staff and the governing body.	PE kit is provided to all pupils who do not have one.
PE kit review	Review the PE kit policy and practices.	By the end of the year.	PE staff and the governing body.	PE kit policy and practices are reviewed and signed by the school or the governing body.
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04



Evidence

EVIDENCE

- The Evidence section shares with us how your Action Plan has improved your school's support of choice, inclusion and participation through PE kit policy. Submit online.

Changing for PE	1. Obtain support from SLT and Governors to initiate a review of the changing room arrangements to ensure greater understanding and appreciation of pupil concerns.
2. Develop and distribute a survey to pupils and parents to gain feedback on the current arrangements for changing in PE.	
3. Meet with School Council, and organise pupil focus groups, to discuss the survey findings and gain suggestions on changing improvements.	
4. Discuss ideas and potential improvement options with SLT and Governors.	
5. Decide on changes to be made and a timeline for introducing these and communicate the process with all involved to help close the feedback loop.	
6. Continue to monitor and keep an open dialogue with students on further improvements.	

05



PE Kit Review 2

PE KIT REVIEW 2

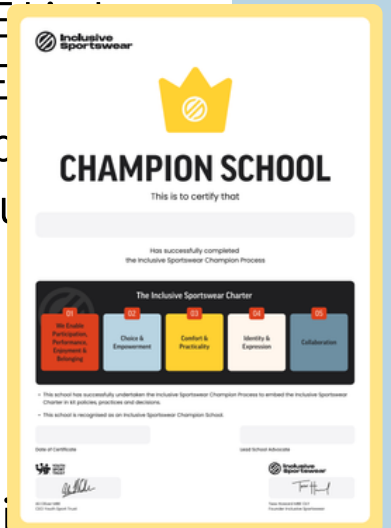
- The final step is to take the same review that you did at the start to see how your PE kit policies and practices have improved.
- THEN YOU BECOME A CHAMPION!**

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Pilton Community College, Devon – PE KIT DAYS + ANY DARK LOWER-HALF ITEMS

This school has amended their policy to allow pupils to wear any black lower-half items on PE days. This was a move made to period proof PE and reduce anxiety around leaking. This has transformed PE participation since pupils are more comfortable. Without the changing issues, PE kit days include more time for PE lessons, and the headteacher notes that this has created an active school community. Adding that Ofsted ensured them it was not something they took notice of.



Lakelands Academy, Shropshire – LEGGINGS FOR GIRLS

This secondary school responded to pupil voice and a request from girls to have leggings for PE. The Head of PE got a range of different samples in and asked girls to try them on and provide their feedback on which ones they preferred. Leggings are now on the PE kit list and accessible for pupils to wear.

Inner-city school, Nottinghamshire – JOGGING BOTTOMS FOR GIRLS

This inner-city girls school responded to student voice with regards to changing the jogging bottoms that girls were required to wear. Pupils requested a change to plain black fleecy type joggers, which they felt were more comfortable and these have subsequently been included on the schools PE kit list. Due to being listened to, the girls feel valued and are more engaged within lessons.

Wadebridge School, Cornwall – ANY DARK LOWER-HALF ITEMS

This school pledged to the Inclusive Sportswear Charter, and now pupils are supported to wear any dark lower-half items, increasing comfort, choice, and affordability. It applies to all and accommodates sensory needs as well as personal preference.



Marshland High School, Cambridgeshire – NON-BRANDED PE KIT

This school has implemented the option of a non-branded PE kit, allowing parents the flexibility to purchase these items from high street stores or online. In a proactive move towards sustainability and cost-effectiveness, the school encourages families to return good-quality uniform items, thus enabling the exchange second-hand items that are in good condition. This helps to develop a sense of community and can help reduce the financial burden on families.

Baysgarth School, Hull – PLAIN BLACK HOODY

This secondary school identified issues with girls' participation and engagement in PE. The Director of Sport led a group discussion with Year 9 girls about barriers to their performance in PE. The biggest issue identified was the PE kit with pupils hating being cold and having a kit that made them feel conscious of their bodies. At the time, there was a thin, tight training top on the PE kit list which the school acknowledged was not ideal.

The girls wanted something bigger, warmer and more comfortable, like a hoody, so school worked with a local company to source a non-compulsory plain black hoody.

Stratford Upon Avon School, Warwickshire – PE KIT DAYS

In this secondary school, pupils are allowed to wear PE kit into school on PE days. This supports changing issues relating to body anxiety and gender preference. The school notes the positive responses from pupils to addressing the issues to provide choice and ensure inclusivity.



CONTEXT

- PE kit is one of the most significant and most fixable barriers to girls' participation in physical activity in secondary schools - and the evidence is clear.
- Of the 64% of girls who drop out of sport by the age of 16, a third cite kit as a reason; and three quarters say they would participate more if they had a more comfortable PE kit. Plus 1/3 of boys also want more choice in PE kit.
- Join the #FixTheKit Campaign, 200 schools have already joined.

ABOUT INCLUSIVE SPORTSWEAR

- Inclusive Sportswear, led by an Olympian and created with Youth Sport Trust, offers our school a free, structured online pathway - the School Champion Process - to review and update our PE kit policy in line with the Department for Education's updated 2025 guidance.
- This explicitly states that PE kit should offer choice so pupils feel comfortable and that schools should promote the importance of girls wearing sports bras.

WHY NOW?

- With the Children's Wellbeing and Schools Bill also coming into force from September 2026, limiting mandatory branded items to three, now is exactly the right time to get ahead of this.

IT'S FREE

- Joining the Inclusive Sportswear Community Platform costs us nothing, requires one lead staff member, and earns the school a Champion certification - but more importantly, it signals to every pupil that their comfort, confidence and participation in PE genuinely matters.

IT'S GOOD FOR EVERYONE

Inclusive policies and practices will radically increase confidence in PE kit, positive body image, comfort and enjoyment. More pupils engaging in PE leads to a happier, healthier, more inclusive school body.



Involving parents/carers is crucial to address key needs of affordability, accessibility, sustainability and to hear if any concerns have been raised by pupils privately with parents.

- Only 56% of parents felt that their child's PE kit was affordable for them as a family (YouGov Survey, 2024)
- Only two-thirds of parents felt informed about their schools PE kit requirements (67%) and believed it was suitable for their child (64%) (YouGov survey, 2024).
- 65% of parents would support schools in including age-appropriate recommended PE kit items, such as sports bras (YouGov, 2024).

ADVICE

Before making any permanent changes, consider trialling the policy for a term, and then review it with parents and pupils.



EXAMPLE EMAIL TEXT

"We're updating our PE kit guidance to help every pupil feel comfortable and confident in lessons, in line with the Department for Education's 2025 uniform guidance and the upcoming Children's Wellbeing and Schools Bill.

From [date], pupils will be able to wear any plain black or navy lower-half item for PE – including shorts, leggings or joggers from any retailer – as long as they are suitable for physical activity and free of large logos or prints. Our school PE top remains available from [supplier] and is still an option, or pupils may wear a plain dark top of a similar colour.

We hope this gives families greater flexibility and reduces kit costs, while ensuring every pupil feels comfortable and confident in PE..



WHAT IF WE ALREADY HAVE AN INCLUSIVE PE KIT POLICY IN OUR SCHOOL?

If you have already started your inclusive PE kit journey, we encourage you to join the Community Platform to:

- Complete the Review to ensure you are meeting the School Champion standards.
- If you are happy with your school's progress, we invite you to complete the Action Plan and Impact Evidence sections 'retrospectively' as appropriate.
- Submit your Champion Process and we will review for you.

WHY SHOULD WE BECOME AN INCLUSIVE SPORTSWEAR SCHOOL CHAMPION?

- Inclusive PE kit can help more young people stay active and develop positive life-long relationships with sport and activity.

HOW MANY STAFF CAN BECOME INCLUSIVE SPORTSWEAR ADVOCATES?

- There is no limit on school Advocates, everyone in your school can join the Community Platform and become an Advocate.
- However, there is a limit of one 'Lead Advocate' per school – this is the person who will be responsible for the School Champion process for your school.

WHAT IS THE ROLE OF THE 'LEAD ADVOCATE'?

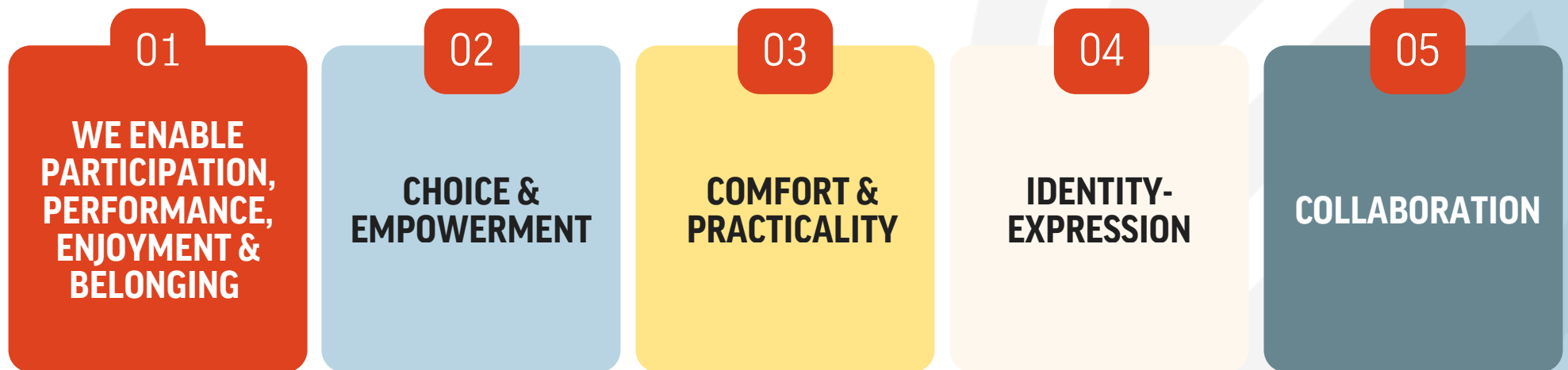
- The 'Lead Advocate' is the only member of staff who can complete the online forms for the School Champion process through the Community Platform.
- Lead Advocates submit the Charter Pledge form, the Review, the Action Plan and the Impact Evidence for the school.
- Lead Advocates must gain senior-leadership sign-off to Pledge the School to the Charter, and are encouraged to involve as many staff, pupils and parents in the School Champion process





The Inclusive Sportswear Charter is the bedrock of how we create more inclusive PE kit policies.

THE INCLUSIVE SPORTSWEAR CHARTER



THE CHARTER

The first sports clothing standard based on choice and inclusion. It connects the sport, school, club and sports kit industries to the purpose of keeping more people active, and removing the barriers of kit for all.

WHY?

The Charter has been created because there needs to be a unifying attitude to sports kit policy and practices to put the focus on the purpose of sport.

OUR AIM FOR SCHOOLS

Our aim is for school PE kit policy never to be barrier for participation or enjoyment in school PE and sport.

THE IMPACT OF THE CHARTER

Inclusive policies and practices will radically increase confidence in PE kit, positive body image, comfort, and enjoyment. More pupils engaging in PE leads to a happier, healthier, more inclusive school body.

WHO'S PLEDGED ALREADY?





The 2-Week Choice Trial supports schools to try-out our Six Quick Fixes for 2-weeks and see the difference it makes to students.

The Trial is based on University of Wolverhampton's research which conducted a similar trial in a local school measuring body esteem and PE kit choice, which created huge benefits.

WHAT IS THE TRIAL?

1. Start with a survey on student comfort
2. Give students more PE kit options, such as allowing students to wear any dark lower-half items
3. Support students to wear extra dark layers
4. End with a survey on student comfort

"...structural changes like clothing flexibility can have powerful effects. It's practical, affordable, and immediately implementable."
- Dr McIntosh-Dalmedo



BASED ON EVIDENCE & RESEARCH

The University of Wolverhampton's research conducted a similar trial in a local school measuring body esteem and PE kit choice.

THE STUDY

- 100 teenage girls were given additional clothing options for PE.
- Options included plain base layers, black leggings, and wearing a school jumper over their PE kit.
- Most participants chose to wear the additional options.

THE IMPACT AFTER THE INTRODUCTION OF PE KIT CHOICE:

- Body esteem significantly increased during PE lessons.
- Improvements were seen across all areas measured, including appearance satisfaction, weight satisfaction, and perceptions of how others see them.
- The statistical effects were large, indicating meaningful psychological impact rather than minor fluctuations.



VOICES IN THE MOVEMENT



IT'S ABOUT AGENCY, IDENTITY AND A SENSE OF BELONGING IN PHYSICAL ACTIVITY.



Tess Howard MBE OLY, Founder of Inclusive Sportswear, sport kit activist, hockey Olympian

"By giving girls kit choice, we give them autonomy over their bodies, and that matters for confidence and body image way beyond adolescence. By enabling long-lasting and positive relationships with sport, we enable the same relationships with their bodies. Choice is the number one kit policy change that will keep girls active."



Baroness Tanni Grey-Thompson DBE

"It's about keeping girls involved. I hope, over the next couple of years, that we see more schools taking on this guidance and see young women feeling empowered to wear what makes them feel comfortable.. Nobody should have to worry about their kit while they're competing."



Sally Munday MBE, UK Sport CEO

"Inclusive Sportswear is taking a proactive approach to breaking down a key barrier to participating in sport, and I fully support this. We need to help young people feel comfortable in their bodies and sport kit choice is a huge part of that, I look forward to seeing the impact of inclusive sportswear policies can make."



Lipa Nessa, sports activist and football coach

"Short sleeves, tight tops, short skirts – none of it aligned with how I understood myself or how I had been raised. I constantly had to explain why I wanted to cover my arms, why I needed leggings, why a hijab mattered. The lack of choice suggested that sport wasn't designed for girls like me. Giving girls choice does the opposite. It tells them their bodies are valid, capable and worthy of movement."



Faye Abbiss, Wadebridge School - First Inclusive Sportswear Champion School

"The Champion Process is really easy to do it step by step. The platform takes you through the process with little ticks for each step so you can put together an action plan. Then, it was about getting the headteacher and PE department on board before contacting our kit supplier to create what we wanted and needed."



Wendy Taylor, Youth Sport Trust, National Manager for Women & Girls

"At the Youth Sport Trust, we believe that every young person should have the opportunity to experience the joy of play, PE, and sport – free from unnecessary barriers. That's why we are proud to support the Inclusive Sportswear Charter as an expert partner and lead for the Schools Guidance."



Kelly Gordon, England Netball

"At England Netball, we are proud to pledge our commitment to the Inclusive Sportswear Charter, advocating, educating, and delivering inclusive sportswear policy and practice in our netball community. We know there is still work to do, but this is an important step in our NETBALLHer initiative – ensuring that every woman and girl feels comfortable, confident, and empowered in what they wear."



Zainab Alema, Rugby Player & Trustee of Muslim Sports Foundation"

"As a Muslim woman having access to comfortable, modest kit is important to me. Kit can be the difference between playing sport or not. This movement is all about removing kit as a barrier by making sure sportswear is inclusive and I'm all here for that."



THE MAT AND SCHOOL-GROUP LEVEL APPROACH:

- Multi-Academy Trusts (MATs), School Groups and Active Schools Partnerships are uniquely positioned to drive consistent, lasting change on inclusive PE kit policy across multiple schools.
- For a group of schools acting on this issue at scale represents a major opportunity to improve enjoyment of PE and wellbeing.



THE MAT AND SCHOOL-GROUP LEVEL APPROACH:

1 - COMMITMENT

- Nominate a Group Lead-Advocate for your MAT or School Group
 - Appoint one central lead "Group Lead-Advocate" - ideally within your Physical Education, Sport or Wellbeing team - who will coordinate the rollout across your schools and act as the primary contact with Inclusive Sportswear.
- Pledge to the Inclusive Sportswear Charter as a MAT / Group
- Communicate Commitment to Schools
 - Share the this commitment with all Headteachers and PE leads in your school group. The next step will be to get the individual schools to commit themselves.



2 - SCHOOL-BY-SCHOOL CHAMPION PROCESS

- Individual School Pledge to the Inclusive Sportswear Charter and begin the Champion Process.
 - This starts with the School nominating a *School Lead-Advocate* for themselves to lead on the Champion Process.
 - The Champion Process is free, structured and delivered via the online Community Platform.
- Lead Advocate Meet & Plan.
 - *Group Lead-Advocate* organises for a meeting with all the *School Lead-Advocates* together to discuss the commitment and the Champion Process.
 - Inclusive Sportswear can support with a meeting and explanation session for a school group upon request.
- Termly Check-ins
 - The Group Lead-Advocate to organise check-ins with the School Lead-Advocates as appropriate, e.g. each term.
 - Support offered as needed from Inclusive Sportswear.



TIME TO GET STARTED!



HOW TEACHERS CAN JOIN:

1



SIGN-UP TO THE FREE INCLUSIVE SPORTSWEAR PLATFORM

2



ADOPT THE SIX QUICK FIXES TO PE KIT POLICY

3



BECOME A CERTIFIED CHAMPION SCHOOL!

VISIT:

WWW.INCLUSIVESPORTSWEAR.COM

FOR MORE SUPPORT, CONTACT:

COMMUNITY@INCLUSIVESPORTSWEAR.COM

JOIN THE FIX THE KIT CAMPAIGN!



FIX^{THE}KIT

and they'll
stay to play