

THE GOVERNMENT'S PE KIT RULES

WHAT, WHY & HOW TO GET AHEAD. FOR TEACHERS.



There are 2 main government guidance pieces that impact school PE kit.

1. DfE 'Developing School Uniform Policy' guidance (November 2025)
2. Children's Wellbeing & Schools Act (May 2026)



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, skirts, 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.



Parliamentary Bills

UK Parliament > Parliamentary Bills > Children's Wellbeing and Schools Act 2026 > Bill feed

Children's Wellbeing and Schools Act 2026

Government Bill

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.

HEADLINE: Schools should offer PE kit choice so pupils feel comfortable, support inclusion, and promote the importance of girls wearing sports bras.

HEADLINE: 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.

WHY? CHOICE FOR ALL PUPILS:

- 75% of girls would participate more in PE if they had a more comfortable PE kit. (ASICS, 2025)
- 48% of girls want more kit options to choose from.
- 32% of boys want more PE kit options. (YST, 2024)
- Only 54% of boys feel confident in their PE kit (YST)

WHY? AFFORDABILITY:

- Only 56% of parents feel their child's PE kit is affordable (YouGov, 2024)
- Plain dark lower-half items are available from any supplier – choice reduces cost, it doesn't increase it

Key message for school leaders: choice & affordability. Schools that act now will be ahead of the curve.

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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?

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

GOV RULE CHECKLIST

- ✓ No more than 3 compulsory branded items across the whole school including PE kit (4 if a tie is included at secondary) – Children's Wellbeing & Schools Act.
- ✓ Branded means only available from a specific supplier – specific designs / suppliers can make something branded, not just a logo.
- ✓ PE kit should offer choice so pupils feel comfortable, which means choosing where to be flexible – DfE Developing School Uniform Policy guidance, November 2025.
- ✓ Sports bra guidance should be promoted on the PE kit list – DfE guidance, November 2025.
- ✓ Schools must consider inclusion and participation when designing PE kit policy – Equality Act 2010.
- ✓ School 'Match' Kit - The school can own a set of 'match tops' to give to pupils for external matches.