

Smiths

school report

APRIL 2022
ISSUE 01

Day in the Life

"Not many people can say they are in love with their job. I have found myself a work family where I am valued, listened to, and we have a whole lot of fun."

360° Support

How One Degree Academy is championing the pastoral mental health movement.

Brand New

All about the upcoming Smiths Schoolwear rebrand and what it means.

Reimagining the representation of schoolwear in the multicultural world.

Dame Alice Owen's
Uniform gives our students a distinct identity. Our uniform represents a sense of belonging - of being truly and wholeheartedly 'Owenian'.

Meet Our Sixteen

Smiths Superstars



Dedicated to our incredible partnering schools. Your support throughout the years is invaluable and the relationship we have built is even stronger. We look forward to continuing to support your community of hard-working and diverse students for years to come.



Full marks for school uniform.

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HOW ONE DEGREE ACADEMY'S APPROACH IS SHAPING THE FUTURE OF THE EDUCATIONAL LANDSCAPE IN ENFIELD

Official Smiths Partners from February 2022.

With over 150 items sold in two months to a growing network of loyal customers, we continue to serve these customers online and instore.

Source: One Degree Academy
www.onedegreeacademy.org/for-parents

Established in 2016 and opening its doors with only 20 students, One Degree Academy's Enfield site is a hub of inspiration for young lives now teaching over 220 students. The academy's vision is to develop in all their students the knowledge, attributes, and aspirations to succeed at university, enjoy a fruitful career, and lead a great life.

ODA isn't your typical primary school. The temporary site welcomes you with music playing through the corridors and overlooks their state-of-the-art new permanent premises currently being built. This, paired with the friendly faces of every staff member, made the atmosphere of the school incredibly positive and bright.

We had the opportunity to sit down with the school's headteacher, Jo Addleton, to discuss what makes ODA a leading 21st-century educator. Jo was incredibly passionate about the school's values of Scholarship, Teamwork, Responsibility, Integrity, Value, and Effort (STRIVE). "Any child will be able to tell you all about our

core values," Jo told us, "and each value is demonstrated through a character with a unique story". Jo told us that the students made the school and that all their behaviours were value-driven.

What's more, students are encouraged to share how their peers have demonstrated these values during family dining once a day. Students are encouraged, not only to celebrate these successes, but also to recognise and celebrate their mistakes as an integral part of learning. Jo iterated how the school not only allows students to perform academically but also prepares students for life. ODA's unique educational vision is focused entirely around this sentiment, believing that every child - no matter



Source: One Degree Academy
www.onedegreeacademy.org/uniform



Source: Chase Farm Development
www.chasefarmdevelopment.co.uk



Source: One Degree Academy
www.onedegreeacademy.org/safeguarding

"We teach children about their emotions and, more importantly, how to deal with them. By teaching our students strategies to cope with their feelings, we are setting them up for the adversities of adult life. Each student has a distinct coping strategy to deal with their feelings."

their background - deserves a life of choice and opportunity. The school's inclusive approach means that they are proud to be a diverse school and exists because they believe that all children should have access to a great education and everyone can be successful.

Beyond teaching students how to be successful learners, ODA teaches students how to look after their mental health and contribute positively to society. The school focuses on helping its students become articulate individuals, good friends and well-rounded people. The school's ethos is embedded into every aspect of the school day. Each day begins with a welcome walk, where every staff member welcomes and acknowledges each student. Students are encouraged to share their feelings by journaling twice a day. ODA staff are also referred to by their first names, creating a sense of family and an environment focused on truly knowing and listening to their students.

ODA's plans for the future continue



Source: One Degree Academy
www.onedegreeacademy.org/information

to build around this vision. Once in their new site on September 22nd 2022, they will be creating a farm for the children to teach them about environmental sustainability and the world around them. ODA is looking forward to having extensive sports facilities as well as opening its doors to the community.

Jo continued to tell us how uniform is integral to ODA's culture. "When students dress a certain way", Jo explained, "they know they are expected to behave a certain way". While the ODA uniform retains equality between students, its unique colour was selected in particular to promote its associated values of success and achievement.

By dressing in the colours which represent a rich and fulfilling future, each child is dressed with the tools to succeed in every endeavour no matter their background or demographic.

"The ODA colours represent success and fulfilment, a message we are proud as a company to deliver. Every school has a unique message behind their uniform, so much that students are proud to wear it."

- Smiths Schoolwear



Smiths

photoshoot

On 8th April 2022, we drove a photoshoot project that we knew would change the schoolwear landscape.

Ethnic, Diversity and Inclusion (EDI) was our top priority, considering the representation of our customers shot by shot, location by location. At the heart of our business, we believe in celebrating the diversity of our customers; this photoshoot gave sixteen students the chance to showcase their confidence and individuality.

Across the sixteen successful applicants, **37.5%** identified as White British, **12.5%** as Black British, and **50%** as Dual Heritage. We sought to include able-bodied and disabled students and students of all neurodivergencies to most accurately represent our customer base.

The organisation of the event came from over 450 applications from customers, all detailing why parents and guardians loved their children and what made them unique. We acknowledged that we did not have only sixteen Smiths Superstars, but a vast network of unique and fantastic children who were so brilliantly different from each other. From this, we were able to develop a network of students interested in taking part and look forward to holding exciting events with these students in the near future.

We were fortunate enough to hold the photoshoot in the picturesque grounds of Dame Alice Owen's School in Potters Bar, Hertfordshire. Throughout the day, we shot at over 11 locations and took over 650 professional photos and endless amounts of social media content. From an Easter Egg hunt to filming jump changes, the students had a packed and fun-filled day.

Our team thoroughly enjoyed getting to know the children and parents better, especially after liaising with them for so long. On the day, a BBC representative joined us to interview the children about their experience. This aired on 13th April at 10pm on BBC Radio London. George, a producer for BBC Sounds said that **"a lot of school brands and suppliers of uniform [don't] represent every single child. So children of all abilities, children that might be struggling with their gender. They themselves try and supply uniform to children with all different needs and genders. They really want everyone to feel comfortable and included at school"**.

We also interviewed our Smiths Superstars which will be available to read in our May edition. We felt inspired to hear about the children's motivations, dreams, and why they love their uniform.



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From an outside perspective, it's easy to categorise uniform as simply a necessity. But, for all our Smiths Superstars, uniform represents a sense of belonging, equality, unity and safety. This was the overriding message we wanted to convey in our first photoshoot. No matter who you are, where you come from, or what you look like, uniform represents an equal space for all.

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Brand New.

Our Brand Redesign and What it Means.

You might have noticed that we've brought our brand up to date. What does this mean?

We wanted to move away from traditional aspects associated with our previous shield logo as we move into new sectors like sportswear and childrenswear. Quality, service and

price are the three core pillars of our business. Retaining our Smiths blue in our branding, we adapted the colours slightly, meaning that the colour's denotation of open spaces, freedom and inspiration are still at the heart of Smiths.

The handwritten font, paired with abstract swirls,

shows that we always have the child's growth at heart. We know it's the personal touch that matters. We altered 'Schoolwear' to a teal colour, leaning more into ideas of growth and renewal and our environmental mission. We hope you love our rebrand as much as we do.



Easter
egg hunt

Alongside our **10% Discount Weekend event**, we held our first Annual Easter Egg Hunt across both our stores this week, hiding 36 chocolate eggs in secret locations.

It was a delight to see a huge calibre of happy children finding eggs while they shop. We even had an egg and spoon race in our Cockfosters store! We hope that everyone enjoyed their Easter Holidays!

Missed Out?

Follow our Instagram @smithsschoolwear to be the first to know about events and discounts



WE ARE NOW RECRUITING SUMMER SALES ADVISORS

WE GUARANTEE:

- ✓ A fast-paced, high-pressure work environment where no two days are the same.
- ✓ Supportive network of colleagues working closely with the local community.
- ✓ We value hard-working and enthusiastic colleagues and help them develop within the business.

**Send your CV and cover letter to
jobs@smithsschoolwear.co.uk**

Work for Smiths.

Now that we're hiring for Summer Staff, I thought I'd write a bit about my first two months working at Smiths.

Countless staff members will say it, but no two days are the same. We're not clock-watchers because we're always busy and we love what we do. The most exciting thing about my job is waking up every morning knowing that I will create something new and exciting that day that will inevitably impact the business.

The autonomy and creativity of my role is something I have always craved from my career. From Instagram reels, TikToks, publishing content, website content and product design, the variation of my responsibilities is something I thrive off. I look forward to having a positive impact on our company's growth in our community.

- Maddie Lingard
Marketing and Social Media Manager



Partnering with Smiths Schoolwear for over 10 years.

BECOMING OWENIAN

HOW DAME ALICE OWEN'S CREATED AN ETHOS OF INCLUSION AND BELONGING

Dame Alice Owen's (DAO) is a name that is undoubtedly famous across our local community. Originally established in Islington and supported by The Worshipful Company of Brewers, it's rare to find a school with such a rich and fascinating history.

The school was founded by Dame Alice Owen herself, a Tudor milkmaid who, by ducking down and milking her cow, missed the shot of an arrow. 410 years ago, she vowed that if she were to come into any money, she would give back to her local community. After marrying a few times, this came into fruition. Hence, the widow of a brewer, Dame Alice Owen's, established the DAO Foundation in 1613. The Worshipful Company of Brewers continues to support the school year on year, donating around £1.5 million each year.

Entering the surprisingly quiet setting of the school, Jackie Campbell greeted us with a warm welcome to the school. She began to tell us that the school teaches an astounding 1450 students and is manned by 200 staff - 100 teachers and 100 support staff. The scale of the school itself was massive, even having its own auditorium and two libraries.

It's no surprise that this setting provides colleagues with a great place to work. "It's a very special place to work", Jackie said, "I wouldn't dream of working elsewhere". She explained that everyone wants to be here; students are motivated and passionate about their work. Staff and

students both share this same ethos of diligence and determination - an ethos that is instilled from day 1 at DAO.

The students' passion for the school is enhanced by the plentiful enrichment opportunities that the school has on offer, with over 100+ clubs and the opportunity to found a new club. These enrichments are a key part of becoming 'Owenian', of truly belonging to the rich community of the school. The school also has an extensive peer mentoring programme to improve academic skills and create a sustainable support network across year groups.

DAO has a huge pastoral support team who deal with behavioural issues, problems at home, and mental health. At this team's core is the belief that everyone should have the same access to learning and support. It is clear that the team take a lot of pride in the work they do and the school board supports them with this, offering counselling services to all pastoral support staff.

"So what does your school specialise in?" I asked Jackie. "It's hard to pick one thing, our students are brilliant across the board", Jackie replied. The school is predominantly known for music, with only ten places given a year to gifted and talented students. The school hold brilliant concerts and have an impressive calibre of musically talented students. Beyond this, we were fortunate enough to see the incredible artwork produced by DAO students in a variety of mediums. The school certainly has no limits in terms of success, with high performers across Maths and Science, too.

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Uniform gives our students a distinct identity. Our uniform represents a sense of belonging - of being truly and wholeheartedly 'Owenian'.

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Finally, students compete in county and national sports competitions. DAO students and staff never shy away from a challenge.

As the world becomes more eco-conscious, we were eager to find out what DAO school were doing to better look after the planet. A large aspect of is designing uniform that is long-lasting: "some year 7 students wear their kilts all the way up to year 11" Jackie said. She said it was a testament to how long-lasting our uniforms are and also that it meant that parents didn't feel obligated to continually repurchase uniform. The school is also looking into alternative energy sources and currently have a heat pump for the science block. They are looking to invest in air source heat pumps to replace all their boilers and solar panels to sell sustainable energy to the grid.

The school goes as far as having an Eco team on site, consisting of staff and students. Ideas are brought to meetings and there is a constant discussion around environmental impact. Students helped to bring about a new recycling project and develop an eco plan for the next decade, allowing the school to be more energy efficient and sustainable.

Jackie's attention to the durability of the uniform piqued our interest so for our final question we asked "why is uniform important to your school?". Jackie answered that uniform forms the child's identity. By being so recognisable, DAO's students are proud to wear their uniform. It gives students a sense of belonging - of being 'Owenian'.

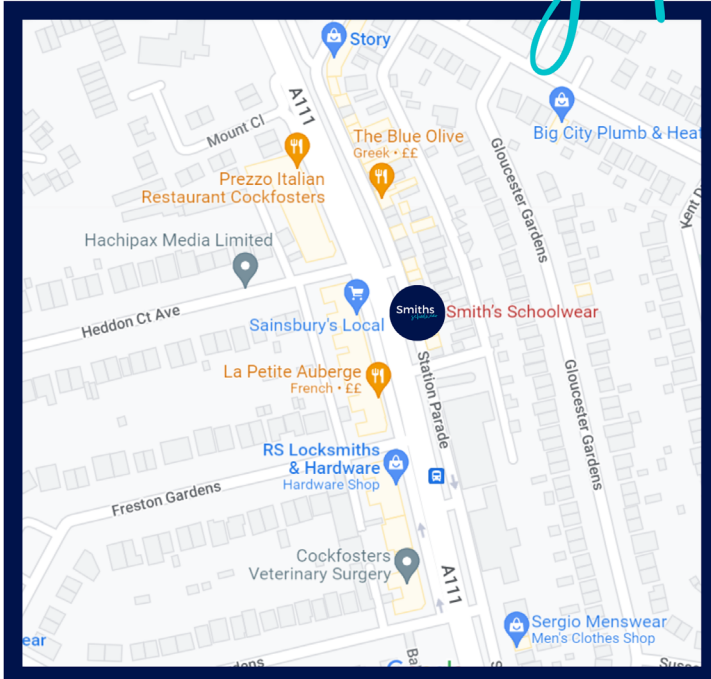


Source: Old Owens



Smiths

get in touch



25 Station Parade, Cockfosters Rd, Barnet EN4 0DW

Our Cockfosters store is a 7 minute walk south from the Cockfosters tube station. The store is on the left-hand side of the road, opposite Sainsbury's.



155-157 Lancaster Rd, Enfield EN2 0JN

Our Enfield store has free off-road parking available. The closest bus stop is Browning Road (EN2) and you can get the W8 or 191 bus to the shop.



0203 818 3622



www.smithsschoolwear.co.uk

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