

# Smiths

## school report

FEBRUARY 2023  
ISSUE 09

### WEST GROVE

*The re-brand that has brought the primary school into the modern world.*

### VALENTINE'S DAY CAMPAIGN

*Read about the magic we made with local students as we made and collected 200 hand-crafted hearts.*

### ST ANNE'S CATHOLIC HIGH SCHOOL FOR GIRLS GRADED OUTSTANDING

# BRIGHT UNIFORM BRIGHT FUTURE

[WWW.SMITHSSCHOOLWEAR.CO.UK](http://WWW.SMITHSSCHOOLWEAR.CO.UK)





*Dedicated to our incredible  
partnering schools. Your  
support throughout the years is  
invaluabe 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.

West Grove Primary School ..... 4-7

*Did you know that West Grove Primary School have rebranded? Read about the changes and their new logo alongside some pictures we took to show off their new look!*

St Anne's Catholic High School for Girls ..... 8-9

*St Anne's recently had an incredibly positive OFSTED report result. Join us as we congratulate the school on all their hard work!*

Valentine's Day Campaign ..... 10

*We cut and created over 200 paper hearts and distributed them to our partnering schools. Read about our mission to spread a little love this Valentine's Day.*

Pre-Loved Scheme ..... 11

*Did you know about our Pre-Loved Scheme? Learn how you can participate, save money, and prevent clothes' waste. We've shared some facts and figures about the positive impact our Pre-Loved campaign has had over the last two years.*

## **WEST GROVE** Primary School

*Talking to Mrs Davis about the school's success, community, and rebrand.*

This month, we partnered with West Grove Primary School to deliver an impactful and positive uniform launch for 2023. By creating a unique photoshoot experience with ten children, we developed new material for the school to showcase their new logo. Having heard the positive feedback from the children wearing the uniform for just a few hours, we knew that this uniform was a huge milestone of success for ourselves and West Grove Primary School.





“I think what makes **West Grove** unique is that everyone is signed up to that here. We develop our school vision together and **everyone** is part of that vision”

By providing a wraparound care service for West Grove, our campaign was driven by helping parents to understand the change and put the new uniform in a positive light. Offering new alternatives for students, the West Grove uniform spans the same product types as the previous uniform with new additions of a cardigan, zipped sweatshirt, reversible jacket and a new bag. One child, in particular, adored the reversible jacket and the zipped sweatshirts have already been popular purchases from our online shop.





Pictured: West Grove students wearing a range of the new school uniform including reversibles, bookbags, backpacks, cardigan and sweatshirts.

We met with Mrs Davis to discuss the school and its community in more detail. Mrs Davis began her journey at West Grove as a parent and later became a governor and then a staff member. She told us that there is a real sense of community at the school and this is something that shines through all students. This sense of community spans across the entire body of the school through its diverse community with diverse links. The school are proud to host an international evening

where they share the foods of different cultures and parents get involved in making dishes. West Grove embeds its values into each part of its practise. From stepping in the door, West Grove had a calm atmosphere and works to develop good citizens.

At the school, mixed friendship groups are encouraged as students can go into different zones. This is particularly important in light of this month's Children's Mental Health Week which is encouraging children

to build valuable connections. Connections at the school are strong and understanding, and staff are in tune with the children and know individual children really well. Recognising the effects of the Cost of Living Crisis, West Grove is working with the Felix project to help feed children. The Felix Project collects fresh, nutritious food that cannot be sold and redistributes it to schools and those in need so that they can make healthy meals and help vulnerable children.





The full range of West Grove uniform is available to buy online and in-store at our Cockfosters branch.

Miss Davis continued that, around the school, they adopt the “West Grove Way” that values every child and encourages them to be ambitious for themselves. “I think what makes West Grove unique is that everyone is signed up to that here. We develop our school vision together and everyone is part of that vision”.

Mrs Davis continued that the school champions the “best interventions and best quality first teaching. The teachers know the children and we have lots

of different routes into pastoral support”. The school’s inclusion manager is, in Mrs Davis’ words, “incredible”. “She pulls everything together,” Mrs Davis explained and expressed that staff can approach her with any issues. The learning climate at West Grove is outstanding and every child and staff member has a resounding respect for everyone. Students are encouraged to be brave and take risks, preparing students for life as an adult. Because of West Grove’s positive attitude

to learning, they recently had a positive OFSTED result, which noted that children leave the school ready to go on and be the best they can be. The school has consistently been a good school.

The uniform continues to be a signal that students and staff belong to the West Grove Family. The bright blue and badge of honour signals new horizons for children to be brave, take risks, and learn unforgivingly.









# **St Anne's Catholic High School for Girls Awarded OFSTED Outstanding**

*OFSTED commended the school's positive and supportive relationships, displayed in abundance throughout their school community. The curriculum enables everyone to thrive no matter their background or additional needs.*





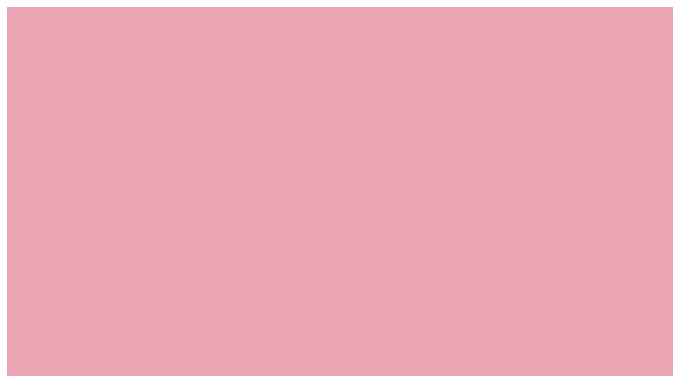
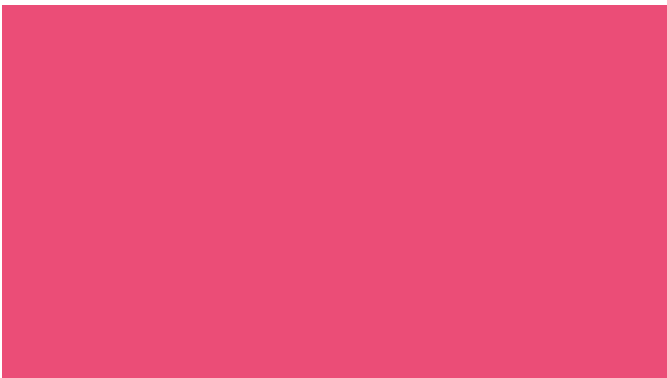
## Valentines Day

This Valentine's Day, we ran an extra-special campaign with our partnering schools. After cutting out over 200 hearts and getting plentiful papercuts, we invited local students to decorate a heart with who or what they love.

The campaign was brought together by the wide array of things the children loved, from pets to several football teams (clearly a family divide here), students thoroughly enjoyed spreading the love. We filmed at Starks Field Primary School and One Degree Academy as students completed

their hearts and were even treated to a heart parade at One Degree Academy! To watch the full video, go to our YouTube or Instagram page ([@smithsschoolwear](#)).

We proudly strung up all 200 hearts across both of our stores, inviting parents to engage and add their own hearts to the collection. Our stores became exhibits to love felt by the entire local community. We hope that our young people can inspire you to love more and welcome love with an open heart.







Our Pre-Loved Scheme  
*has saved parents over*

**£5,768**

*across 721 uniform items.*



Our Pre-Loved scheme has been a raging success this past year. We are happy to announce that, since its introduction in April 2021, parents have saved over £5,000 through buying and donating Pre-Loved school uniform.

Our Pre-Loved scheme is ran by our store sites in Cockfosters and Enfield. If you are interested in donating, we advise you to contact the stores directly to discuss your donation. Noticed your child has outgrown their sweatshirt? Give back through our Pre-Loved scheme and you'll be rewarded with 50p account

credit per item to spend in-store.

We manage everything in-house, so organise all donations and list them on our website discreetly. Items begin from 40p so the Pre-Loved section is a great way to save money or shop on a budget.

All this great work is dependent on your donation and we commend our customers for accepting the scheme with open arms.

Pre-Loved is also no exception to our plethora of delivery options, including collect in store, collect from school

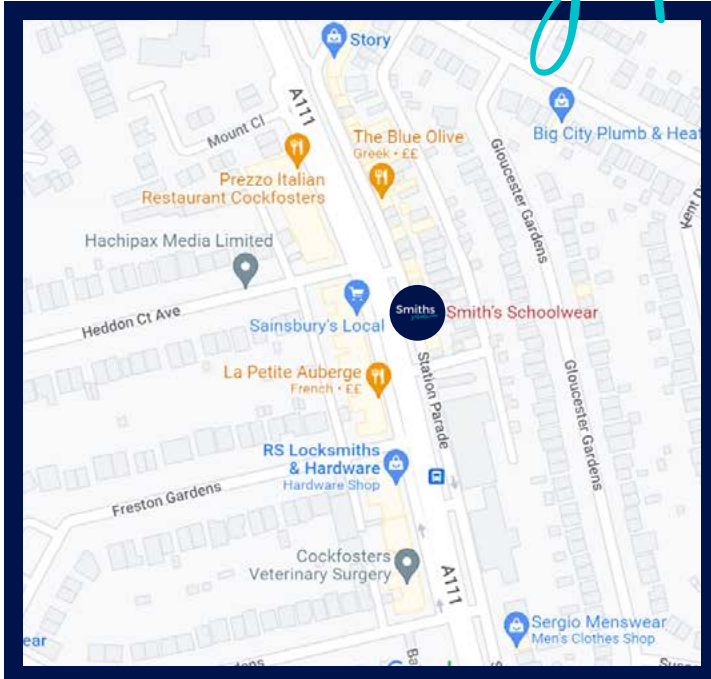
and home delivery. No matter how you choose to receive your parcel, you can trust that it will be packaged discreetly and look no different to any other online order.

Through the scheme, we are helping thousands of parents save money during the cost of living crisis. Further to this, we are also limiting the amount of school uniforms that go to landfill each year. This means that every item of clothing will fulfil its full purpose!



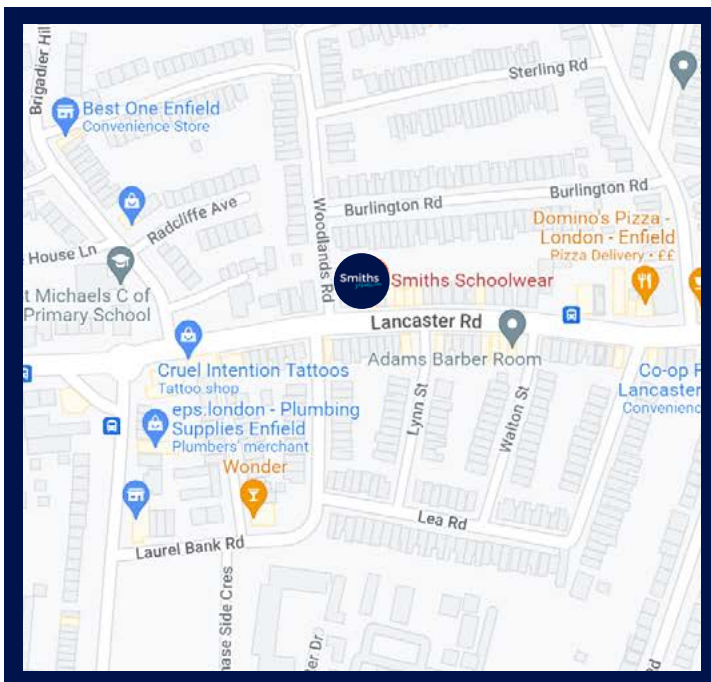
# Smiths

*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.



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