

Epsom Charity Hears Students' Plea: Cut the Cost of School Uniforms

24 July 2025



As school doors close for the summer, an Epsom-based charity has shared powerful testimony from local students who say the cost of school uniform is putting their families under severe financial strain.

The Good Company, known for running the Epsom & Ewell Foodbank and wider anti-poverty initiatives, has been working with five secondary schools in the borough through its '**Cost of the School Day**' project. Its aim: to listen directly to pupils on free school meals and help schools better understand the hidden costs that prevent some children from fully participating in school life.

"The most important takeaway for us has been listening to the voices of these students, and their personal journeys," said one participating Deputy Headteacher. "It is so powerful to hear from the students themselves."

A recurring theme across all schools was the financial pressure of uniforms — particularly the insistence on expensive, branded items.

"A problem I experienced when I was new to the school is the cost of uniform itself. It put my parents into the red," said Mike, a Year 11 student.

The findings echo national research. According to the Children's Society, the average cost of a secondary school uniform in the UK is £422 per year per child, while for primary pupils it is £287. A 2020 survey by the Department for Education found branded items account for a significant proportion of the cost, often required to be bought from a single supplier.

In response to these concerns, the UK Government introduced the Education (Guidance about Costs of School Uniforms) Act 2021, requiring schools to keep branded items "to a minimum" and ensure uniforms are affordable. But campaigners say implementation remains patchy.

Local Action, National Relevance

The Good Company's report suggests that real change comes when schools engage with students directly and respond with practical steps. Among the suggestions from students and staff were:

- Reducing the number of compulsory branded items
- Expanding second-hand uniform schemes
- Partnering with local charities to provide direct financial support
- Promoting understanding among staff about the reasons students may not always comply with uniform rules

The charity is calling on more schools to engage with its free online resources and consider reviewing their own uniform policies.

"Let's keep working together to make schools a place where all children feel they belong, no matter their financial background," said Tom Sefton, Director of Participation and Prevention at The Good Company.

More Information

Schools or individuals interested in learning more or accessing free training resources can visit: goodcompany.org.uk/cost-of-the-school-day

To donate to the charity's School Uniform Fundraiser, visit the same website and click on the pink donation button.