

## Supporting you in 2022! Important update about your school uniform

### Update from Peter Monkhouse

As we prepare for the year ahead, I wanted to write personally and share our plans to support schools and parents as Covid-19 restrictions that have impacted us all begin to ease.

We recognise and are continually aware that the pandemic, amongst other supply issues, meant that in 2021 we were unable to offer schools and parents the level of service that they expect and deserve, and that we aspire to provide.

After two years of unprecedented disruption, we're making our biggest ever investments to build back better.

In particular, I wanted to share the actions we are taking in response to the feedback we have received from school and parent surveys in order to make this year's 'Back to School' a truly great experience for all.

### Our five-point plan for an improved service

#### **1** More stock than ever before...

- More stock in greater quantities than ever before, ensuring it arrives earlier too.
- Big improvements to our purpose-built warehouses to support stores and our website, helping to deliver orders when demand is highest.

#### **2** A Fresh In-Store Experience...

- Improved store layouts to help parents shop with ease.

- Continuation of our successful 1:1 personalised appointments.
- Introducing extended weekend opening times during the summer.

### 3 Making Shopping Easy Online...

- Improved school specific product information.
- New and improved sizing information and videos.
- Dedicated information and help for parents of new starters.

### 4 Staff Training and Support...

- In-depth store staff training, including detailed knowledge of school requirements.
- Updated and Improved telephone system and staff training to help parents who need help via the phone.

### 5 Communication with Parents...

- Support materials designed to make communication to parents easier and clearer.

## Our Next Steps

Over the coming weeks, we'll be communicating our plans for an improved Back to School and providing support materials, including:



All the information new starters need for an exciting start to their school journey.



Letter templates for you to use and adapt when communicating with parents.



Colourful print or digital parent communications for you to download and use.

Again, if you have any queries please get in touch.

In the meantime, I would like to thank you for your understanding over what has clearly been a difficult period for us all, and reassure you that Monkhouse is here to support you and your parents for the long term.

Kind Regards  
Peter Monkhouse

## Get in touch

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