



## NEWS RELEASE

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### **School uniform costs set to fall as new Jersey policy takes effect**

**Parents preparing for the new school year should see welcome relief in their household budgets, as Jersey's new school uniform policy comes into force for the September term.**

From September 2026, Government of Jersey schools will be limited to a maximum of five compulsory branded items across all uniform and PE kit, with schools required to ensure affordability and provide access to second-hand uniform options.

The policy, announced in December 2023 by the then Minister for Education, Deputy Inna Gardiner, follows recommendations from the Jersey Competition Regulatory Authority (JCRA) after its market study into the cost and competitiveness of school uniform supply.

Published in April 2023, the JCRA's study found that branded items made up almost 40% of school uniform requirements, adding significant cost for families. Of the 38 schools surveyed, only one had no uniform policy. The cost of branded uniform items ranged from £115 to £294 per child, with some schools requiring as many as eleven compulsory branded items.

The JCRA made three recommendations to Government, aimed at improving affordability, transparency and competition in school uniform supply:

- Consider policy developments and good practice in other jurisdictions, particularly the UK.
- Require schools to review contracts and supply arrangements for uniforms regularly.
- Develop clearer guidance on competitive tendering for school uniform supply.

**JCRA CEO Tim Ringsdore** said: ‘When we carried out our school uniform market study, families were already facing rising inflation and pressure on household budgets.

‘Those pressures have not gone away. As families prepare for the new school year, limiting the number of compulsory branded items should make a real difference. Branded items can help give schools a sense of identity and belonging, but the new policy strikes a better balance between that identity and keeping costs manageable for parents.’

**Deputy Catherine Curtis, Minister for Education and Lifelong Learning**, said: ‘*Reducing the costs parents face is an important part of ensuring access to education for all. I commend my predecessor, Inna Gardiner, and the JCRA for their work in this area. I am pleased the JCRA’s recommendations have been carried forward into Jersey’s school uniform policy, setting a strong standard for social and economic value.*’

The change reflects wider efforts to reduce the cost of school uniforms, including measures introduced in the UK that limit the number of branded items schools can require.

## **Ends**

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## **NOTES TO EDITORS:**

### **About market studies**

The JCRA has undertaken market studies for a number of years to assess whether markets are working well for Jersey and identify opportunities for improvement. A market study examines factors that may affect competition in the supply or acquisition of goods and services in Jersey.

The introduction of Part 9A of the Competition (Jersey) Law 2005, in 2026, has placed market studies on a statutory footing for the first time, providing the JCRA with formal powers to conduct market studies and gather information in support of them. The JCRA has recently published Market Studies Procedural Guidelines setting out when market studies may be launched, how they are conducted, how stakeholders can participate and the potential outcomes of a study. These and more information on market studies is available at:

<https://www.jcra.je/competition-law/market-studies/>

### **School Uniform Study**

The JCRA's school uniform market study was completed in April 2023. The full report and recommendations are available here:

<https://www.jcra.je/media/598726/school-uniforms-market-study-report.pdf>

### **Government of Jersey School Uniform Policy**

The Government of Jersey's School Uniform Policy came into effect for the September 2026 school term and applies to Government of Jersey schools. The policy is designed to improve affordability and transparency, ensuring schools consider the overall cost of uniform requirements for families.

Under the policy, Government of Jersey schools are limited to a maximum of five compulsory branded items across school uniform and PE kit. Schools are also expected to promote value for money in supplier arrangements, make second-hand uniform options available, and engage with parents and pupils when reviewing uniform policies.

The full policy is available at:

<https://www.gov.je/SiteCollectionDocuments/Education/P%20School%20Uniform%20Policy%2020231220CL.pdf>

### **About The Jersey Competition Regulatory Authority**

The JCRA was established under the Competition Regulatory Authority (Jersey) Law 2001. It is responsible for administering and enforcing the Competition (Jersey) Law 2005 and also regulates the telecoms and postal sectors and the Ports of Jersey.

The JCRA strives to ensure that the markets work well for the benefit of all stakeholders, including Government, business, citizens and consumers facilitating best value, choice and access to high quality services.