



EST. 1884

# Marks & Spencer Your School Uniform

## Summer 2021 Newsletter

### Hello!

What a year! When we wrote to you this time last year, I don't think anyone expected the level of disruption that we have all experienced but hopefully things are starting to look more positive.

As usual, the purpose of this newsletter is to keep you and your parents fully informed about the launch of our 'Back to School 2021' campaign and the forthcoming 20% off promotion which we hope that all your parents will take advantage of when purchasing their uniform. The good news is, that unlike last year, we are not experiencing any delays as all the stock we have ordered is now in the UK and in our warehouses, so we are busy stocking the shelves ready for the key months of June, July and August.

### WEBSITE

Last year we launched our new website that hopefully has made the shopping experience better for our customers. The website now makes it easier to search, purchase and return products and below is a reminder of some of its key features:

- Guest check out option – Parents don't need to create an account with us, if they prefer, they can check out as a guest.
- Mobile friendly - Our new site is easy to use whether you are using a computer, tablet or mobile.
- Easier returns process – Every order comes with a bag & shipping label for customers to pop the items in and return without any cost.
- Improved Website Search – Search by size, colour, item, or school

Because the website uses the latest Microsoft technology, please note that this website is best accessed through either Google Chrome or Microsoft Edge when using a computer to log on to the site. Anyone trying to access the website via Internet Explorer may encounter problems as Microsoft no longer supports this browser.

Attached below is the hyperlink to our website:

[www.mandsyourschooluniform.com](http://www.mandsyourschooluniform.com)

Please can you ensure that this is the link that is pasted to your school website as unfortunately parents will not be able to access the site if the old link is still displayed on your website.

Whilst we have been working hard to update our website, we are still unable to offer Sparks, gift cards, loyalty vouchers or free delivery to store, but we hope to add these features in the future.

## **Leaflets**

Attached with this newsletter is the leaflet that explains about how our service works for all parents. These leaflets are designed to be handed out to the parents of pupils due to join your school in September 2021. We find they are well received and compliment the new starter information provided to new parents. Due to covid restrictions we are unable to send these out in print format so we have sent a PDF that can be sent out to parents via email or can be placed on your school website. If anyone has any problems trying to open it then please let us know.

## **Summer Promotion**

Good news! We are pleased to confirm we will be offering a fantastic **20% off all uniform** on the M&S Your School Uniform website. This will run from **29<sup>th</sup> June 2021 to 3<sup>rd</sup> August 2021**.

Please do let your parents and carers know so they can take advantage of this offer.

## **Delivery**

All orders over £30 will receive free standard delivery.

Please encourage all your parents to place their order before the end of July. Due to the huge demand, we are expecting over the summer, we are unable to ensure any uniform ordered after this time will be delivered in time for the new school year. We ensure this message is on the website and any communications yet, every year, we have parents ordering just days before the new term and we are not always able to get the uniform to them in time. This causes frustration for all of us and we really want to avoid any such problems.

The Next Day Delivery option is not available during August as we simply cannot guarantee it will be fulfilled that quickly.

## **Products not available to buy.**

We work very hard to correctly forecast the demand for each product we sell but there will always be times when we have not got it right. We always allow for more stock to be available than has sold the previous year but, of course, the pupils will always vary in size year on year, or parents of one year may buy differently to the year before. However, we do have stock we can draw from and, if we are aware of the demand, we will stock up as soon as possible. For

this reason, we have a small but important feature on the website that all parents should be made aware of.

If a product is not available customers will see a '**NOTIFY ME WHEN BACK IN STOCK**' message. Directly below this, customers are asked to leave their email address in order to be told when it is back in stock. When this box is completed, it actually ensures the request is added to an embroidery requirement list and will prioritise the embroidery of this product. It therefore acts as an instruction to us which we act upon, and not simply a means of communication to our customers.

**Please do highlight this feature and encourage your parents to use it. It really does work!**

## **Incomplete Orders Sent.**

Very occasionally, during our peak selling times, it is possible that 2 orders will be placed for the same product at the same time. Our system can therefore permit both orders to go through even though there is only 1 product available. If this does occur, the product will be assigned to one customer and the other customer will receive their order minus this product.

In these instances, the customer will be contacted by us and fully refunded for the item. We will register interest for the product on behalf of the customer ensuring they receive an email when it does come back into stock. We also provide the customer with a code that will give free postage for that order.

## **Plain Uniform Shop**

Over the last year, the plain uniform section that is located on the home page of our website has proved very popular with our customers who want to supplement their bespoke order. On this page you will find a small range of M&S uniform such as trousers, skirts, blouses, shirts and summer dresses. You will also see new items like our long sleeve polo shirt and our new sweat shorts and active sport T Shirts. We only have a limited amount of stock of items on this site and during the busy summer period we may find that stock is sold through quickly, however the full range of M&S school wear can be found on M&S.com and in stores throughout the peak school wear season.

## **5% cashback**

Don't forget that you will receive 5% of the total sales of uniform appearing on your school's web pages. The next payment will be due to you in June this year.

## **Improving our service and recruiting new schools**

We are always looking for feedback about how we can improve our service and products that we offer so please feel free to contact us with any ideas or feedback that you have. We are also now actively recruiting for new schools for 2022 so if there are any schools in your area that are looking for a new uniform provider, please feel free to send them our details.

That's all for now – we wish you a sunny and successful summer term!

Best wishes,

**The M&S Your School Uniform Team**