

Good Afternoon,

I hope you are all doing well amid these uncertain times!

As you are hopefully aware, from communication earlier in the school year, we took over at Henry Smith's in November 2019. We were hoping for a seamless transition for our first year in charge, but there is undoubtedly going to be a huge change in the way we service parents this year. Our top priority is to keep staff members and customers safe, so we will be strictly adhering to social distancing measures.

All things being well, we will be planning to re-open on Monday 1st June. This is obviously dependant on further guidance from the government, but this is the date we are planning for.

I wanted to contact all our schools in the Shipley area, to update you with our plan as to how we are going to service parents and carers over the summer period. To ensure that we keep to social distancing instore, but also keep queues to a reasonable level, we are going to implement an appointment only service. We are going to be using appointment software supported by 'Booksy'. This software is integrated into our website, but is also available to download from app stores on both android and apple phones.

We are in the process of adding all Shipley school uniform items on to our website and creating professional photos. We have made a start on this, but it is a work in progress so this is by no means what the final pages will look like! All items will be on ready for the summer, so if your particular school is not yet listed, or items are missing, do not worry. All items will be completed in the next 3 weeks, ready for the summer.

We are anticipating a huge increase in online orders, so we have increased our website bandwidth to enable more customers to use it at the same time. We will also be employing online only staff in each store, so that we can make sure all online orders are picked, packed and sent in a reasonable time frame.

We have created an information leaflet/letter, which I have attached, to give parents clear instructions on how they can shop with us over the summer. If you could include these in your new starter welcome packs, it would be a huge help to both ourselves and parents.

As the information and ways to shop are pertinent to all year groups, would there be any way that you can send, either digitally or physically, this leaflet to all students? We are wary that without getting the information out to all parents there could be a situation where families do not know about the appointment only system and turn up to store without having one. If this happens towards the end of summer, they would then have no other option but to shop online, as we anticipate appointments being booked up fairly quickly.

I am very confident that we will be able to supply all parents with the uniforms they need. There may be longer wait times and a modification of our normal customer experience, but the key point is that we will have the stock available.

Please feel free to contact me with any queries and I will be more than happy to help.

Kind regards,



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