

# Beat School Uniforms

## Summer Plan 2020

To all of our lovely customers

We are currently preparing for a Summer period that presents more challenges than usual. Although there are many uncertainties, it is likely that Summer will remain our busiest time of the year. We want to let you know our 9 Part Plan we will be putting in place to combat these challenges and ensure that we are able to kit you out with your uniform safely.

### 1) Don't Panic

Our stock is largely **still arriving as expected** and as always we aim to have enough stock to be able to cater for everyone. Where some of our factories are expecting delays we will keep both yourselves and the schools in the know so there is **complete transparency**. With this in mind we urge you, **please, this year more than ever, do not leave your purchasing until the last couple of weeks of August**. Come and see us or order online as early as possible. We understand that it is hard with your children's growth spurts to gauge the correct sizes **but if you do purchase anything early in the Summer and need to change sizes later this will not be a problem**. It is a much easier process than starting from scratch!

### 2) Social Distancing

We know how, usually, it is lovely to bring the whole family along to buy uniform but this year we kindly ask that you **limit those accompanying students to shops to one parent/carer** to ensure we are able to keep to social distancing measures. A catwalk session at home can be just as fun!

### 3) Appointments

Where possible we **encourage you to all make appointments if intending to visit us in store this year**. We will be allowing **limited sets of customers into our shops at any one time** to be able to adhere to social distancing and really don't want anybody's experience to be hampered by having a long wait for entry. **Appointments can be booked with us over the phone or on the 'Appointments' tab on our website**. Though we will be prioritising appointments for new school starters we have taken every measure to ensure that we can fit everyone in.

### 4) Walk-Ins

If you are just going to pop in to see us we will be implementing a **virtual ticketing system** whereby upon arrival, should there be a queue, you will be added to a waiting list and **will receive a text when it is your time to enter the shop**. Most of our shops are in town centres and all are near to lovely bakeries where we are sure they will be happy for you to wait.

### 5) Online and Phone Ordering

Where you can we **urge you to order your uniform online or via phone**. We all have **extensive knowledge of all the schools' uniform requirements** and can offer **great help with sizing over the phone**. Our personal delivery drivers will then drop off your order to your home address where you can try everything on. If anything is not perfect give us a call and we can sort out an exchange for you (where possible again directly to your home address). We offer **free delivery for all orders over £20** and charge £4 for orders under this value.



## 6) Click and Collect

Our click and collect service has been upgraded for this year. We will aim to have **your order packed and ready for you to collect within 2-3 hours** of you ordering, **free of charge**. We will have **separate collection points** at our stores for you to be able to collect these in a timely and protected fashion.



## 7) Opening Hours

We will be implementing **amended Summer opening times** to see as many people as possible given our social distancing restrictions. All shops will be open **9am - 6pm Monday to Saturday**. We will offer **late night shopping on Thursdays from the 23rd July until 8pm** and additional opening hours on **Sundays from the 19th July 10am-4pm** until the end of the Summer.



## 8) Safety Measures

All of our stores will be equipped with **free-standing sanitation stations at the entrance and all till points**. Our **staff will be wearing face masks** (with their names on so as to still remain as personable as possible!) and will **wash their hands thoroughly after serving each customer**. **Social distancing** measures will be made easy to adhere to through use of **clear markers**. After every use, our **changing rooms, desks and toilets will be thoroughly cleaned**. All **try-on items will be steamed and disinfected** and each of our stores will operate a **deep clean every evening**.



## 9) Moving Forwards

As we continue to find out more as the current situation unfolds, **we will keep you informed of any changes** and adaptations that could affect you regarding our business practise. **We don't want you to worry** so **if you have any questions please just give us a call or pop us an email** and we will get back to you as soon as we can.

As a family business we know just how daunting it can be getting your child kitted out and ready for school even at the best of times. This year more than ever the importance of keeping uniform-buying as stress-free and enjoyable as possible is more important than ever. We hope you will bear with us through all of this; although this year will be very different we promise to do our best to keep our customer service standards as high as usual.

We can't wait to speak to and see you this Summer and continue to wish you and your families all the best throughout these times.

*The Benjamins and all at BSU*

