



FIX_{THE}KIT

and they'll
stay to play

64% OF GIRLS LEAVE SPORT AT 16 . **1/3 SAY PE KIT IS THE REASON.**

FIX THE KIT: THE NATIONWIDE CAMPAIGN
TO KEEP GIRLS PLAYING BY FIXING PE KIT.

CAMPAIGN BRIEF

64% OF GIRLS LEAVE SPORT AT 16.
ONE THIRD LEAVE DUE TO PE KIT.

WHAT IF WE COULD FIX THAT?

Research consistently shows that comfort and choice in PE kit directly increases participation, confidence, and positive body image, particularly for girls.

PE kit is stopping girls from playing sport. It's a simple fix.
We can make adjustments to PE kit to keep them playing.

WHAT WE NEED IS A LOW-COST, HIGH-IMPACT INTERVENTION THAT SCHOOLS CAN BEGIN IMMEDIATELY.

INTRODUCING: THE FIX THE KIT CAMPAIGN



Fix the Kit is a nationwide campaign from Inclusive Sportswear that gives secondary schools the evidence, tools, and support to update their PE kit policies, with 6 quick fixes. To keep more pupils, especially teenage girls, active.

WHY NOW? Having a PE kit that balances cost with choice is crucial. The new government guidance on inclusive PE Kit & the incoming law on branded uniform items means schools need to review PE kit policies ahead of mandatory changes.



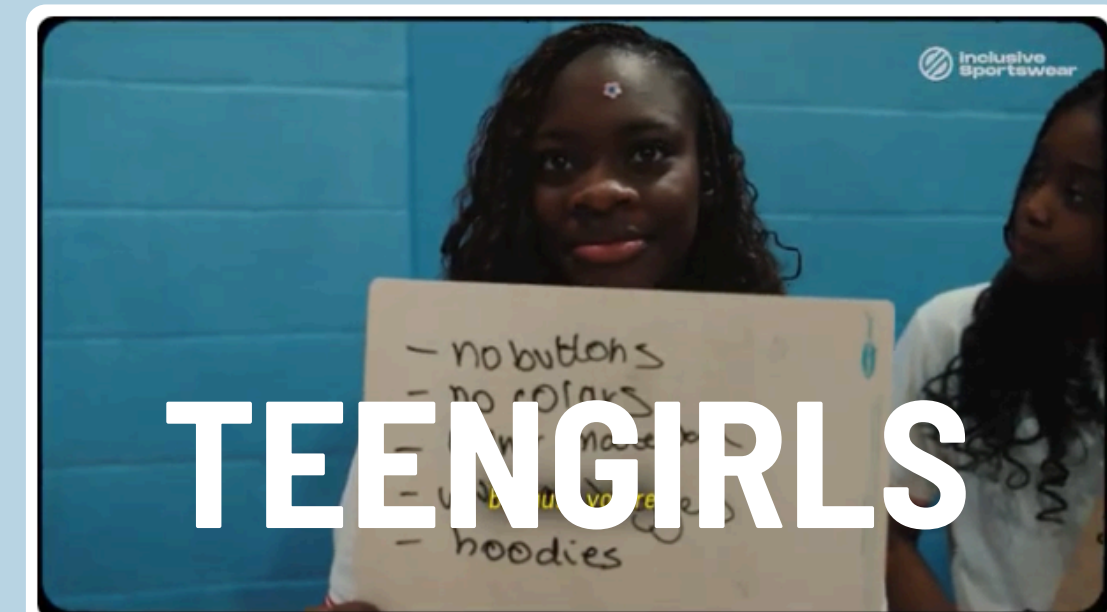
SPEARHEADED BY THREE POWERFUL **FIX THE KIT FILMS.**



Inclusive Sportswear's FIX THE KIT Campaign.



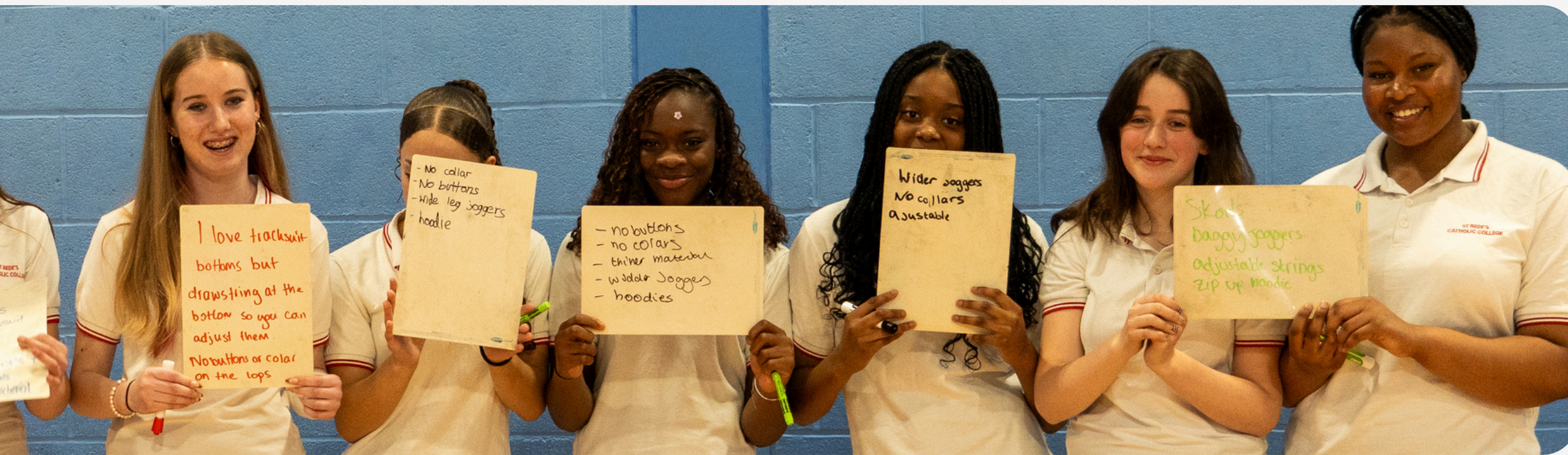
Why Fix the Kit Matters for Teachers. Inclusive Sportswear's Fix the Kit Campaign.



Inclusive Sportswear's Fix The Kit Campaign: Why kit matters for Teenage Girls.



Led by Olympian Tess Howard MBE and supported by Youth Sport Trust, this campaign builds on the success of the Inclusive Sportswear Platform, already helping 200 schools teachers adopt more inclusive PE kit policies.



SIX FIXES TO PE KIT

THE CAMPAIGN ASKS TEACHERS TO:

- 1  **SIGN-UP TO THE FREE INCLUSIVE SPORTSWEAR PLATFORM**
- 2  **APPLY THE SIX QUICK FIXES TO PE KIT POLICY**
- 3  **BECOME A CERTIFIED CHAMPION SCHOOL!**

GET STARTED ➔ inclusivesportswear.com/FixTheKit

- 1  **ASK PUPILS HOW THEY FEEL IN THEIR KIT.**
- 2  **ALLOW CHOICE OF DARK SHORTS, LEGGINGS, TRACKSUITS.**
- 3  **HAVE A DARK, ROUND-NECKED, BREATHABLE PE TOP.**
- 4  **SIGN-POST SPORTS BRA GUIDANCE ON PE KIT LIST.**
- 5  **SUPPORT EXTRA DARK LAYERS IN COLD WEATHER.**
- 6  **'PE KIT DAYS' & FLEXIBLE CHANGING ARRANGEMENTS.**

1

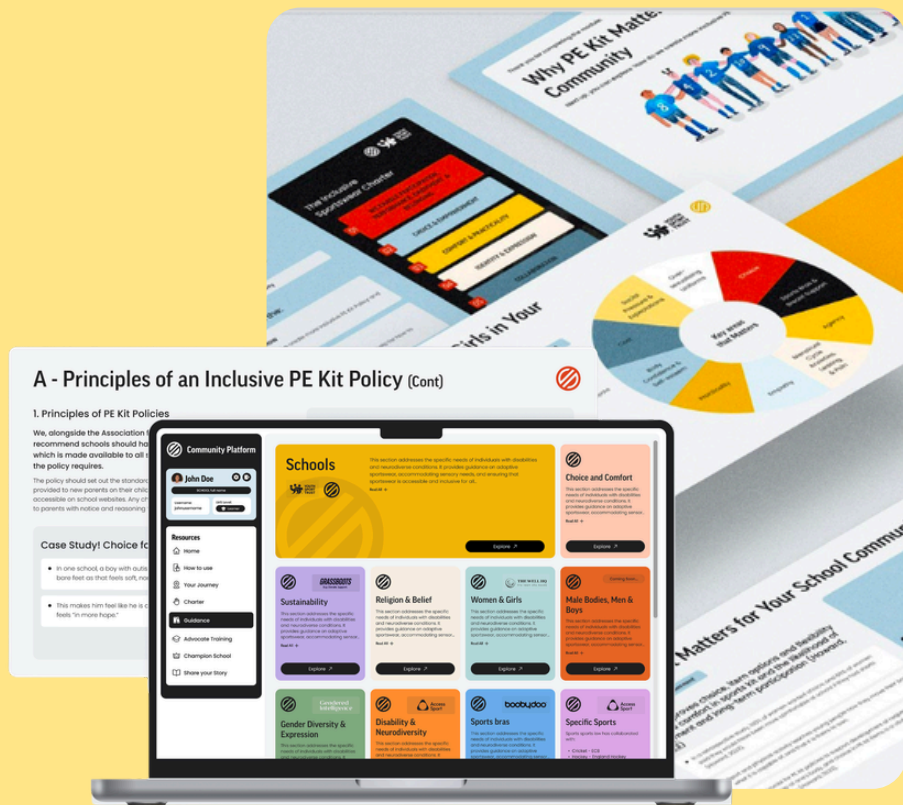


SIGN-UP TO THE FREE INCLUSIVE SPORTSWEAR PLATFORM

THE PLATFORM TO HELP YOU UPDATE PE KIT WITH:

- EXPERT GUIDANCE
- RESOURCES
- REVIEW TOOL
- ACTION PLAN
- CHAMPION CERTIFICATION

JOIN 200 SCHOOLS ALREADY ON!
BUILT WITH YOUTH SPORT TRUST.



3



BECOME A CERTIFIED CHAMPION SCHOOL!

THE PLATFORM OFFERS A STEP-BY-STEP PROCESS TO GAIN CHAMPION SCHOOL CERTIFICATION. ALWAYS FREE.



2



APPLY THE SIX QUICK FIXES TO PE KIT POLICY

SIX FIXES TO PE KIT

1



ASK PUPILS HOW THEY FEEL IN THEIR KIT.

2



ALLOW CHOICE OF DARK SHORTS, LEGGINGS, TRACKSUITS.

3



HAVE A DARK, ROUND-NECKED, BREATHABLE PE TOP.

4



SIGN-POST SPORTS BRA GUIDANCE ON PE KIT LIST.

5



SUPPORT EXTRA DARK LAYERS IN COLD WEATHER.

6



'PE KIT DAYS' & FLEXIBLE CHANGING ARRANGEMENTS.

SIX FIXES TO PE KIT: WHY



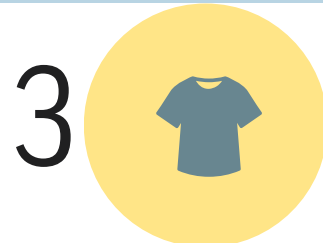
1 ASK PUPILS HOW THEY FEEL IN THEIR KIT.

Giving pupils a voice is the first step to understanding their needs. Use survey templates available on the Inclusive Sportswear Platform.



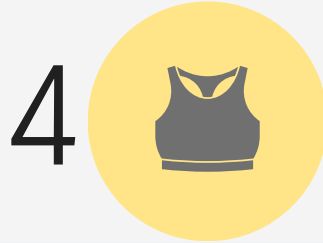
2 ALLOW CHOICE OF DARK SHORTS, LEGGINGS, TRACKSUITS.

2/3 of girls want more choice in PE kit, and 1/3 of boys to too. Try supporting pupils to choose any dark lower-half items with discrete branding.



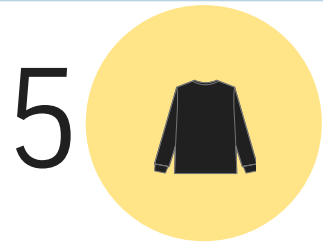
3 HAVE A DARK, ROUND-NECKED, BREATHABLE PE TOP.

Round-necked tops are best-practice for comfort & for those with sensory needs. Dark tops reduce transparency. Start by asking pupils about the top.



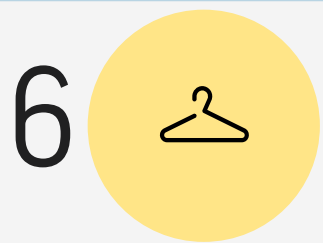
4 SIGN-POST SPORTS BRA GUIDANCE ON PE KIT LIST.

Sports bras can increase comfort by up to 80%. Only 1/3 of teenage girls wear them. Start with sharing links to sports bra guidance with parents.



5 SUPPORT EXTRA DARK LAYERS IN COLD WEATHER.

During winter months, 60% of parents say cold or wet weather is a key barrier to children's activity. Trial supporting to wear any extra dark layers.



6 'PE KIT DAYS' & FLEXIBLE CHANGING ARRANGEMENTS.

1/3 of girls have missed PE due to the changing room experience. Schools with 'PE kit days' or increased changing privacy notice big differences.



THE FIX THE KIT CAMPAIGN BUILDS ON THE SUCCESS OF THE INCLUSIVE SPORTSWEAR PLATFORM



The campaign was first launched at the House of Lords in January 2026, in conjunction with a successful lobbying process that led to the Department of Education introducing 'inclusion' and 'choice' in its updated PE kit guidance for schools.



The Inclusive Sportswear Platform was launched to help schools and teachers to implement inclusive PE kit policies for themselves. In 6 months, 200 schools use the Platform, and we've seen 5 schools become Champions.

This campaign now embarks on a nationwide mission to support PE teachers and secondary schools across the country, to consider and make changes where needed, to their own PE kit policies and help children participate in – and enjoy – sport.

AMBITION & PLAN



The Fix The Kit campaign aims to:

- To engage 500+ PE teachers in the campaign, across the country - with resources and trials you can become a Champion School
- Encourage PE teachers to join the Inclusive Sportswear Platform - as registered members
- Engage MAT's to commit to the Charter
- Sign-up Schools to amplify the Fix The Kit campaign - via social channels and school newsletters
- Sign-up School Associations to amplify the campaign - via social channels and school newsletters
- Gain the support of Active Organisations and Brands - to share the campaign beyond the school system

The Fix the Kit Campaign will feature at a number of events across the summer:

- **'FIX THE KIT GOES LIVE' - Monday 22 June - campaign video launch**
- National PE Conference 2026. Hosted at Leeds Beckett University Campus. - Tuesday 23 June 2026
- Bristol Girls Can Conference. - Thursday 25 June 2026
- Youth Sports National Sports Week - 6-12 July
- IWG in conjunction with Youth Sports Trust. - Tuesday 7 July 2026.



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**Inclusive
Sportswear**

WE CAN FIX THIS, TOGETHER.