




2023

Monkhouse Handbook

**All you need
to know about
Monkhouse.**



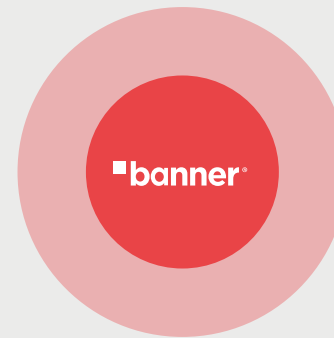
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who we are.





**The UK's largest
and leading
schoolwear
supplier.**



**We're all about giving every
child the chance to shine.**

With over 80 years of experience, we're still a family business at heart, but have the scale and expertise to provide communities across the country with high quality schoolwear and industry-leading service.



Schoolwear. We get it.



Setting new standards for sustainability and service.

For each school we serve, we supply quality and value products, helping students to feel good in what they wear to school. We're proud to offer an exceptional range of value-for-money accessories and essentials which include leading eco garments made from recycled plastic bottles.

We believe schoolwear has the power to make a real difference in people's lives.

When we say we get schoolwear, we really mean it. Schoolwear doesn't just define a school's identity, it also defines the identity of every student who wears it. We believe schoolwear has the power to make a real difference in people's lives, which is why we're driven by our vision of giving every child a chance to shine. Providing comfortable, durable and sustainable schoolwear that enables all students to look and feel great.

**Giving
every child
a chance
to shine.**

Investing in products, service and our planet.

As the largest and best invested uniform supplier in the industry, it's vital for us to invest in all areas of our business, and we are dedicated to doing so.

For 2022, we made our biggest ever investments in our people, stock, distribution centres, website, stores and IT infrastructure. All this lead to one of our best service years to date, and we have plans to go even further.



Investing in 2023.

We are absolutely committed to improving our service and communication to you next year and we're already making big plans to do so.

Here are a few of things we have in the pipeline for parents next year:



Further website development to improve parent experience online.



Upgrades to our stores to make shopping easier.



Introducing new payment options for parents to help spread the cost.



Implementing even more staff training and development.



Investing more in stock than ever before.



Launching a new online sizing tool to help parents find the right fit.

what *we do.*





**Doing things
differently.**



**The know-how, resources,
investment and scale to
deliver on the things that
really matter.**

Schools come in all shapes and sizes, which is why we've developed a service proposition that meets every requirement.

Our size and experience means we have the know-how, resources, investment and scale to deliver on the things that really matter to our schools and customers.

Working to modernise schoolwear.

That means delivering a service which meets the needs of today's parent – with great value uniform that is superbly designed and sustainably sourced.

We understand every school is different so our approach is all about designing a service and product range around the needs of your school.

Our School Focus...



Partnership

A transparent and trustworthy partnership – making the process simple and stress-free.



Service

Hassle free supply options for all your parents.



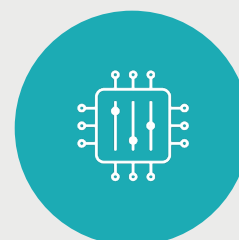
New Starters

A comprehensive Digital Parent Guide and range of uniform and supply communications for your new parents.



DfE Guidance

We ensure all our agreements are within the DfE regulations and support your school in following them too.



Data

Intelligent stock controlling systems to predict and handle stock levels specific to your school.



More than a supplier

We support the people and communities we serve with involvement in local charities and organisations.

Service is everything.

Our goal is to give consistently outstanding service to your parents so that you never need to worry about the supply of uniform and sportswear – we take care of everything for you.

Multiple ways to shop...

- In-store 1:1 personalised appointments
- New website equipped for home delivery & Click and Collect
- In-School sizing and sell events
- Direct to school options
- Multi-channel retailing



Value for money.

We understand every school is different so our approach is all about offering a range of price points without compromising quality for your parents.

Durability.

We use an independent third party wash test on all our garments – so we know they'll stand the test of time and look good all year round.



Sustainability & ethical sourcing.

We work with suppliers who can offer eco solutions to your school uniform – so your students can feel proud in what they wear to school.



Customer promise.

We have a no quibble returns and exchange policy – if for any reason your parents are not satisfied, we'll look to put it right.

Knowledgable staff.

Our store and customer service staff have the knowledge and experience to care for your parents and give expert advice.

Backed by Banner.



■ banner®



Backed by Banner.



At Monkhouse, we are supported by Banner and their passion for providing an excellent parent experience. We are powered by Banner's sense of community and dedication to sustainability, ethical sourcing and a service parents can trust.

With the powerful and supportive investments Banner offer as a market leader in schoolwear supply, you can be assured that the quality of service we provide to you and your parents will be unparalleled.



Part of the Banner Group.



~ Heritage

Providing industry-leading service since 1851.

~ Investment

The vision, ambition and capability to transform schoolwear.

~ Scale

The buying power & design capabilities to deliver truly great garments.



~ Sustainability

Building a greener, fairer future for everyone.

~ Ethical Sourcing

Setting standards and doing the right thing.

~ People & Community

People who care and a place to prosper.



Responsible Schoolwear.



**It's at the heart
of everything
we do as a
business.**

**Here at
Monkhouse we
are serious about
sustainability.**



We recognise our responsibility to respond to the global environmental challenges facing our planet.



We want to make sure we do all we can to help solve some of the big issues and achieve a net positive impact on the environment and the communities in which we operate for every garment that Monkhouse sells.

Our main supplier offers the biggest and broadest range of schoolwear and sportswear manufactured with sustainable fabrics, giving you the opportunity to kit students out in a head to toe eco uniform. You can learn about their sustainability achievements and goals [here](#).



MEET ENZO!

We recognise that students are more conscious and knowledgeable of sustainability issues than ever before! That's why we're committed to doing what we can to make the planet a greener and healthier place for future generations.

Being our trusty eco warrior, Enzo is here to speak to students about all they need to know about sustainability and what makes a uniform 'eco'.

Students can look out for Enzo in our stores and our website to learn more about their eco uniforms and ways they can help us on our sustainability journey!

Reflecting on 2022.



Over
97%

of uniform and sportswear items were despatched to parents on time.



Since June 2022 we've received 190 reviews from customers on Trustpilot.

Giving us a fantastic average of...

4.4 **stars.**
(out of 5)

Here are just some of
the amazing things
customers had to say...



"I had an amazing customer experience today and it is all due to Monkhouse Star lady Hayley at Bury branch. Honestly, no words can express what a wonderful lady she is."

Salam Hegazy

"Fantastic service, our order was completed within 24 hours. Big thank you to the manager and sales assistant Travis at Stoke Gifford branch for going above and beyond for us."

Sue Tommy

"Fantastic service from Emma at Altrincham store. She made the whole dreaded experience so relaxing. She really knows her stuff. She took her time to get to know us not just rush through the appointment."

Sarah

"Amazing service, staff are always helpful, would recommend for uniform."

Mrs Kausaur

"Great simple experience, all staff were great and Alex our personal assistant was fab and patient running around for difference sizes. Schoolwear shop made easy. Thank you"

Karen

Communication.



99%

of email enquiries
were responded to
within 8 hours.

In our busiest month, our average call
wait time was...



14

Seconds



Parents who shopped in stores gave us our best ever feedback score during Back to School.

We achieved an NPS* (Net Promoter Score) of...



+62



*An NPS score of 30-70 is an indicator of 'great' customer satisfaction.

This is an amazing score compared to Marks and Spencer who scored just a +29 NPS this year.

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