

# Policy Statement



## Position on the Updated School Uniform and PE Kit Guidance

**The updated School Uniform and PE Kit Guidance, published in November 2025 recommends that schools consider how PE kit can support inclusion, participation and engagement, including through the importance of girls wearing sports bras during PE and sport.**

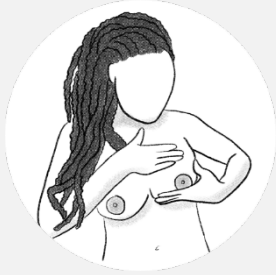
Treasure Your Chest strongly welcomes the inclusion of sports bras within the updated guidance: our research has found that nearly half of adolescent girls avoid physical activity because of discomfort or embarrassment related to their breasts. A well-fitted sports bra can significantly reduce breast pain and unwanted breast movement, helping girls feel more comfortable, confident and able to participate in physical activity.

However, while we welcome the overall direction of the guidance, we are concerned that recommending sports bras alone will not ensure girls are able to benefit from them. Several barriers remain that could prevent the guidance from achieving its intended impact.

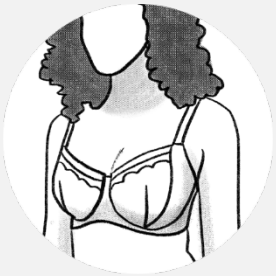
Girls may not understand why breast support is important, what a sports bra is, or how to identify one that fits correctly. The guidance rightly seeks to minimise unnecessary uniform costs, but affordability remains a barrier for some families when accessing appropriate breast support. Schools are also likely to implement the guidance in different ways, resulting in inconsistent experiences for pupils. Teachers may feel uncertain about discussing breast development and bra fit, while some schools continue to rely on commercially delivered bra-fitting sessions that are linked to product sales rather than independent education.

Treasure Your Chest helps address these barriers through a free, evidence-based and evaluated programme that supports schools in implementing the guidance.

Our resources provide:



**Understanding Breast Development:** Age-appropriate education about breast anatomy and development, helping girls understand the physical changes they experience while addressing common myths and misconceptions.



**Bra Support and Bra Fit:** Independent guidance on choosing bras that fit well and feel comfortable, enabling girls to make informed decisions regardless of brand or budget.



**Supporting Participation in Physical Activity:** Practical advice on reducing discomfort and improving confidence during PE, sport and exercise.



**Supporting Teachers:** Ready-to-use resources that enable staff to discuss breast development and bra support confidently, consistently and sensitively.

Unlike commercially delivered workshops, our programme is entirely independent and does not promote specific brands or products. Our focus is on ensuring every girl receives the same high-quality, evidence-based education.

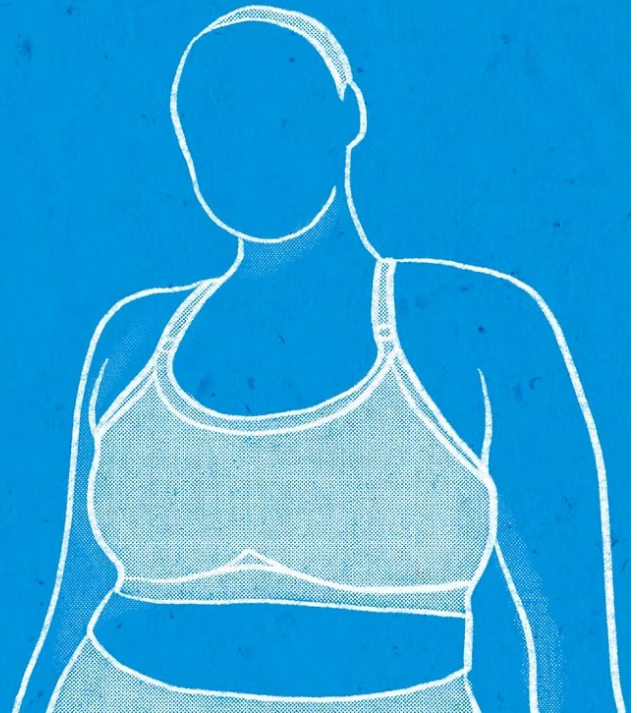
By combining practical education with the ambitions set out in the updated guidance, we believe girls' confidence, wellbeing and participation in physical activity can be significantly improved. Treasure Your Chest will continue to work with schools, policymakers and the wider sector to ensure that every girl has access to independent, evidence-based breast education alongside appropriate breast support.

"Every girl deserves clear, trusted information about her own body and the confidence to take part in physical activity.

The new uniform guidance is a positive step, but it will only make a difference if every girl is empowered to understand how her body is developing and how to choose breast support that fits and feels comfortable.

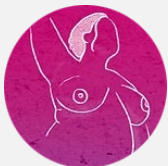
That's why Treasure Your Chest provides free, independent, evidence-based breast education to every girl, in every school."

**Professor Nicola Brown,  
Treasure Your Chest.**



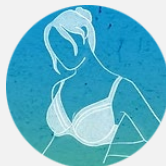
## About Us

Treasure Your Chest's mission is to build girls' confidence, support their wellbeing and remove barriers to physical activity by ensuring all girls have access to high-quality breast education. Our free, evidence-based programme provides:



### **Education on:**

- Breast development
- Bra support and correct bra fit
- Breast awareness and self-checking



### **With:**

- Comprehensive presentation materials
- Step-by-step educator guidance
- Interactive videos and worksheets



### **Designed to be:**

- Age-appropriate
- Inclusive
- Independent

**Together, we're making breast education universal—not optional.**