



November 2017

Dear Parent/Guardian

Headteacher: Tom Ashley

We hope that your son/daughter has had a positive start to the academic year. We have encouraged all students within the academy to have a target of achieving 97%+ attendance which will support students to move towards their expected academic progress.

In assemblies, we celebrate weekly, those students that have obtained 100% attendance, during which one student per year group is selected through a prize draw to win a reward. At the end of last half term we ran initiatives for the mentor group with the highest attendance and best punctuality to also be rewarded. All students in Years 7-10, that obtained above 96% attendance and displayed positive behaviour were rewarded by a 'Cinema & Popcorn' event and 'Active Rewards' in order to celebrate their efforts as a team to strive towards meeting the expectations of the Academy

During this term, we will continue to encourage positive attendance and punctuality by working together with students and parents/carers to raise standards across the Academy. Our initiative this term, will be to reward the parents/carers of the students that weekly obtain 100% attendance by putting them in a draw to win a £50 Smyths Voucher during the following weeks:

- 100% for the week of Mon 20<sup>th</sup>- Fri 24<sup>th</sup> November
- 100% for the week of Mon 27<sup>th</sup>- Fri 1<sup>st</sup> December
- 100% for the week of Mon 4<sup>th</sup> - Fri 8<sup>th</sup> December

If you have been successful enough to win in the draw, the Attendance Team will contact you and arrange collection of the voucher. In addition to this initiative we will also continue to reward students that have achieved above 96% for this term.

In addition, I feel it is important that you are made aware of the guidelines regarding holidays taken during term time. The amended Department for Education guidelines state that parents/carers should not take children on holiday in term time and that **Parent/carers should be aware that a fixed penalty notice may be issued to each parent/carer who fails to ensure their child's regular attendance.** If you are planning to take a holiday during term time, you must complete a 'Request for Absence' form which needs to be returned to the Attendance Team prior to the holiday. The request should be made by the parent "with whom the pupil normally resides". The school would only authorise the request for exceptional circumstances and each request is dealt with at this level. If you have any questions regarding holidays please do not hesitate to contact the school to discuss further.

We appreciate your support last term and look forward to working with you this academic year.

Yours sincerely

*F Brigham*

Mrs F Brigham  
Assistant Headteacher