



25 February 2026

Every Day Matters – Our Attendance Mission

Dear Parents and Carers,

At the start of this new term, we want all families to embrace our 'Every Day Matters' campaign. We know attendance has a profound impact on your child(ren)'s success, wellbeing, and future opportunities.

Every day at school matters. Missing lessons means lost learning, disrupted friendships, and gaps in a student's subject knowledge that can be hard to recover. Our current overall attendance has dropped to **91.2%**, which is below the national average. The level of persistent absence - students with attendance below 90% - is also too high.

Excellent attendance is about:

- Academic success
- Building resilience and routine
- Maintaining friendships and belonging
- Protecting long-term opportunities

Starting next week, we are launching our **"Every Day Matters" attendance mission**. This includes:

- Weekly monitoring of attendance across all year groups
- Tutor conversations with students about their individual attendance
- Clear expectations for attendance (93% is our minimum expectation)
- Support for families and students who are experiencing barriers to attending school every day
- Celebration of improved and excellent attendance

Unless your child is genuinely unwell, they are expected to attend school every day. See NHS guidance on ["is my child too ill for school?"](#). If attendance falls below 92%, your child will meet with their tutor to agree on a clear improvement plan. This is about **support, partnership and early intervention**.

You can help support your child(ren) by:

- Establishing clear morning and 'night before' routines
- Avoiding term-time holidays
- Booking medical appointments outside school hours where possible

- Communicating promptly with us if there are concerns
- Reinforcing the expectation that school attendance is non-negotiable

Our target as a school is **93%+**. With your partnership, we can achieve this. When students attend every day, they build confidence, and the foundation for lifelong success. Please contact **your child's tutor** if you need support or advice.

Thank you for your continued support in helping us make every day count for your child.

Yours sincerely,



Mrs Crocker
Assistant Headteacher