

9 January 2017

Dear Parent/Carer

### **Attendance**

We wish you and your family a Happy New Year, and thank you for your ongoing support in this upcoming academic year.

Attendance continues to be a priority of the academy, and in this season of coughs and colds, we urge you to continue to encourage your child to come into school every day.

As we are sure you are aware, poor attendance can severely restrict your child's progress in school, and result in them achieving far below their potential.

We would like to let you know about some fantastic attendance rewards that are on offer this half term. These incentives are intended to not only be beneficial for your child, but also to reward your support in your child's education.

At the end of this half term, one child in each year group will be awarded the following:

- £10 voucher for the most improved attendance over this half term
- £10 voucher for 100% attendance over this half term (names will be drawn out of a hat)
- £10 voucher for 95.5% or above attendance over this half term (names will be drawn out of a hat)

Most excitingly, we are also offering the following reward:

- £50 supermarket voucher for the family of a student who has 97% or more attendance during this half term

The above categories mean that any child, even if their attendance to date is poor, have a chance to win.

We hope you will support your child in attending school every day this half term in order to be eligible for the above prizes.

We look forward to a productive and well attended half term!

Yours faithfully

Mr B Mallinson  
Vice Principal

Miss L Eyre  
Senior Attendance Lead