



June 2022

Dear Parent/Carer

Attend today, Achieve tomorrow – The Appleton Attendance Drive

We know that pupil attendance at school has become a real issue for various reasons, not just locally but nationally too. However, next half term we are determined to have an increased focus on improving the attendance of our pupils and we all have a part to play in making the Appleton Attendance Drive a success.

The following plan will be in place immediately after the half term break to help focus pupils' and parents' attention on the importance of school attendance. Our approach will be to reward improved attendance and will be taken in the following stages:

Stage 1

Encourage your child to attend for five unbroken days/one week. If successful, teachers will phone home with the good news and award achievement points. This stage will be implemented up to week ending Friday 24 June 2022.

Stage 2

Encourage your child to attend five days a week for four weeks. In addition to a phone call home, your child will be rewarded with a bakery product or pizza from the school dining hall at break or lunchtime, as well as receiving achievement points. This stage will be implemented up to week ending Friday 1 July 2022.

Stage 3

Encourage your child to achieve 96% attendance or above. If your child can reach this target, they will be invited to a fun 'Garden Party Afternoon' which we will lay on for them on the field at school. This will include pupils being able to spend additional social time with their friends and order items from an ice cream truck that will be on site as part of the festivities. This target will be in place up to week ending Friday 15 July 2022 with the garden party taking place before the end of the school year.

Good school attendance is absolutely vital for academic success. As an Academy we can't achieve this without your help. If you can, please also help to motivate your child to attend school by providing positive messages, praise and rewards at home too. Please help them to break the habit of poor attendance and reinforce the message: **Attend today, Achieve tomorrow.**

Thank you for your continued support.

Yours faithfully

A handwritten signature in black ink, appearing to read "Mark Ayres".

Mark Ayres
Acting Head of Secondary