

October 2025

Dear Parent/Carer

Re: Let's Build Great Habits Together in Year 7!

I hope your child has settled well in school as they begin their exciting journey through the next five years at Appleton Academy. Starting secondary school is a special milestone, and we are just as eager as you are to see your child thrive, both academically and socially.

One of the most important foundations for success in Year 7 is **consistent attendance**. While the occasional day off might seem unimportant in some ways, even small gaps in attendance can quickly add up. Being in school every day helps students build strong routines, form friendships, and stay connected to their learning. We are pleased to note that Year 7 attendance is currently 96.6%, which is amazing. However, we would love to improve that figure and maintain even higher levels of attendance as the year progresses.

Our Attendance Approach

We monitor attendance closely and focus on ensuring that you are informed regularly if we have concerns about your child's attendance or punctuality. This may be through letters, texts, home visits or invitations to meet staff in school. These communications are intended to be supportive and to keep you informed if your child is approaching certain thresholds that may trigger further action to improve attendance.

We understand that, sometimes, it may feel that school is over-communicating about attendance, or that it is the only focus; however, this is simply because we know how crucial it is. Regular attendance is one of the strongest indicators of long-term success and we want every child to have the best possible start to school and then consistent attendance habits.

Please be reassured that we always look at each case individually before deciding on the most appropriate action to address concerns. Our aim is to work with families to support improvements in attendance before considering any formal or punitive steps. If you are invited to school to discuss concerns, it is important that you attend to help avoid further action and to work together in the best interests of your child.

Celebrating Attendance – Small & Big Wins

We believe in recognising and celebrating students who show commitment to attending school every day. This year, we are introducing a simple and motivating reward system that celebrates both short-term wins and longer periods of excellent attendance:

- **Full 5** – If your child attends all 5 days in a week (100% attendance), you will receive a positive message from us to celebrate their achievement.
- **Perfect 10** – Two consecutive weeks of full attendance earns a special recognition message.
- **Ultimate** – Three full weeks in a row will be celebrated with a certificate and entry into a prize draw.
- **Full Half Term** – Students with full attendance for the half term will be entered into a prize draw.

We also organise one-off events, such as our recent FOMO Friday, to encourage students to come to school even on those dark and miserable winter days.

Our next challenge is key and we need the support of parents and carers to make this a success. We would love to have a day where 100% of our Year 7 pupils attend school together. We are working on plans and will provide information about the day on which we aim to achieve this, as well as how we can celebrate this as a milestone to sustaining good attendance.

We know that building good attendance habits takes time, and we want every child to feel proud of their progress, whether it is one great week or a full term of consistent attendance. Every step matters and we will be celebrating those steps along the way.

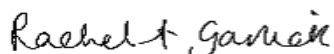
Support Through Challenge 100

If your child experiences a dip in attendance, we may invite them to join **Challenge 100**. This is a 6-week attendance challenge designed to support and motivate them to get back on track. This initiative offers encouragement, structure, and recognition to help students rebuild positive routines and feel proud of their progress each week.

Thank you to all families who have already made attendance a priority. Your support truly makes a difference and is deeply appreciated. By ensuring your child is at school regularly, you are giving them the best chance to succeed – now and in the future.

Should you wish to discuss attendance further, please contact the Attendance Team by emailing attendanceteam@appletonacademy.co.uk in the first instance.

Yours faithfully

A handwritten signature in black ink that reads "Rachel Garlick".

Rachel Garlick
Head of Secondary