

24th January 2024

Subject: Embracing the "Moment's matter, Attendance Counts" campaign

Dear Parents/Carers,

The government have launched a national attendance communications campaign aimed at parents and carers, 'Moments Matter, Attendance Counts' highlighting the importance of regular school attendance in your child's educational journey. The campaign reflects feedback from schools and local authorities. It aims to primarily reach those parents/carers whose children are taking preventable off days off absence – or "Avoidable absence" – rather than those who face greater barriers to attendance such as pupils with long term medical conditions or special educational needs and disabilities.

Here at Ashlawn School, the attendance target for each student is 96% and anything below this requires monitoring. Attendance at 90% or below is classed as persistent absenteeism with attendance at/below 50% being classed as severe Absenteeism. Procedures are followed in line with the [School Policy](#).

Research reliably shows that consistent attendance positively impacts academic performance, social development, and future success. As partners in your child's attendance, we want to work together to ensure they don't miss out on valuable learning experiences.

Attendance: the top facts to know & share



The link between attendance and attainment is clear:

- In 2018/19, **just 40% of persistently absent (PA) children in KS2 achieved expected KS2 standards**, compared with 84% of pupils who were regular attenders.
- And **36% of PA children in KS4 got 9 to 4 in their English and maths GCSEs**, also compared with 84% of regular attenders.¹

And it's never too late to benefit from good attendance:

- **More than half (54%) of pupils who were PA in Year 10 and then rarely absent in Year 11, passed at least 5 GCSEs**, compared to 36% of pupils who were persistently absent in both years.²

But attendance is important for more than just attainment:

- Regular school attendance can facilitate **positive peer relationships**, which is a **protective factor for mental health and wellbeing**.³

**MOMENTS
MATTER,
ATTENDANCE
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**ASHLAWN
SCHOOL**

Here are a few strategies to help improve your child's attendance:

- **Establish a routine:** Set a consistent daily routine that includes ample time for sleep, meals, and preparation for the school day.
- **Open Communication:** Keep the lines of communication open with your child about their experiences at school. Address any concerns or issues they may be facing that could contribute to absenteeism.
- **Highlight the Value of Education:** Reinforce the importance of education and how it shapes their future. Discuss their goals and aspirations, emphasizing how attendance plays a crucial role in achieving them.
- **Celebrate Achievements:** Acknowledge your child's achievements, both big and small. Positive reinforcement can motivate them to attend school regularly.
- **Stay informed:** Be aware of school events, projects, and activities. Engaging with the school community can foster a sense of belonging and enthusiasm for learning.
- **Remember, every day of school missed is a missed opportunity for learning and growth.** We appreciate your commitment to your child's education and look forward to working together to ensure they have the best possible experience.

Yours Sincerely

Zoe Cleaver
Attendance Officer