



September 15 2023

Dear Parents and Carers,

Following Mr Doherty's [recent letter](#) to families introducing the school's attendance strategy for this academic year, we wanted to take the opportunity to share details about the many exciting initiatives we have launched to recognise and reward our students for their commitment to achieving excellent attendance.

Our attendance strategy can be summed up by the motto *every day and minute counts*. It is with this in mind that we want to encourage our students to recognise and value the importance of attending school every day and on time. We know that they can all achieve great things and in recognition of this we are very proud to launch our **Streaks Ahead** campaign. Our students are excited about this and already there is a real buzz around school. Indeed, some of our students may have shown you their **Golden Tickets** or have spoken to you about our **Big Prize Draw**.

#### *What is Streaks Ahead?*

"Keeping your streak" is a concept that our young people are already very familiar with. For us, it represents consistently working to maintain and / or improve their attendance throughout the year. For every six consecutive weeks (30 school days) where a student shows either continuous improvement or maintains a high level of attendance, they will receive a ticket to be entered into our incredible prize draws. The more 'streaks' they achieve, the more tickets they earn and the more chances they have to win!

#### *When are the draws taking place?*

We will have two main draws, the first will take place at the end of the Christmas Term and the second at the end of the Summer Term. In both cases, we will have three prizes available for three randomly selected winners. Prizes include a VR headset, an X-Box Series X, and restaurant and cinema vouchers. In addition, we will also be holding special Twelve Days of Christmas and Easter Eggstravaganza draws.

#### *What if their attendance falls?*

We want our initiative to be completely inclusive therefore, if a student has a dip in their attendance, they can still participate. Their streak will reset and once they have achieved six consecutive weeks of improvement they will earn a ticket.

#### *What if their attendance is 100%?*

We hope that as many students as possible will achieve 100% attendance each week and for those that do, for every six consecutive weeks of attendance, they will receive two tickets in recognition of their achievement.

*Continues...*



*Can students earn additional tickets?*

Yes. At various points throughout the year, we will be running **Power Up** weeks, where all students who attend for 100% during this nominated week will receive an additional ticket entry.

In addition to this, we also have some further incentives and rewards:

- **The 100% Club Golden Ticket** - each week 10 students who have achieved 100% attendance during that week are selected at random to receive a Golden Ticket which enables them and a friend to skip the lunch queue each day for a whole week.
- **Attendance Certificates** - at the end of every term, all students who have achieved over 95% attendance will receive an Attendance Award Certificate to celebrate their achievement.
- **100% Celebration Letters** - for those students who have achieved 100% attendance at the end of every term we will be sending home a personalised congratulations letter.

We hope that you will agree that we have some truly fantastic incentives and rewards. This is thanks to the incredible support we have received from the local community and our PTA who donated so generously. As a school, we are dedicated to supporting our students achieve their full potential and that starts with excellent attendance. We would like to take this opportunity to thank you all for your continued support so that for all our students, every day really does count, and every minute really does matter.

Kind regards

S.L. Whyte

Sharon Whyte  
Attendance Officer

Yvette Armistead  
Deputy Headteacher