

CG/AttendanceRewards/LH
September 2018

Dear Parent/Carer

We have been very impressed with the sensible and focused manner in which the overwhelming majority of students have returned to us from the summer break. Senior staff have conducted daily uniform checks of all year groups. Thank you so much to parents/carers for your efforts to ensure that your children are in full and correct Academy uniform. We have identified very few uniform issues and we are working with these students and families to correct them. We are delighted with the improvement in the overall standard of our uniform and many teaching staff have already commented that this is having a calming effect in corridors and leading to an even more focused attitude in lessons.

As well as having high expectations of uniform, we have also impressed on students the need for high levels of attendance. Educational research, supported by our own internal analysis of the highest performing Longsands students in the 2018 GCSE exams, demonstrates that, in general, students who have high levels of attendance make more progress and achieve better examination results. The poster on the reverse of this letter highlights our approach to attendance issues across the Academy. Therefore, we would encourage all students to make every effort to be present and punctual on a daily basis and to only stay at home when it is absolutely necessary. We would also like to remind you that, in line with government guidance, we are not able to authorise family holidays during term time and request that all holidays are booked in school holiday time only.

Our values ask students to aspire for academic excellence and to challenge themselves to have excellent levels of attitude to learning. We recognise the progress of each and every student and seek to celebrate all kinds of successes, be they academic, extracurricular or contributions to the Longsands community. Our formal rewards programme includes the distribution of Achievement Points, which are totalled each half term. This affords us the chance to publicly praise those students who have the most achievement points and highest available attendance through the awarding of our Gold, Silver and Bronze achievement badges. We look forward to presenting these to students in each year group. In addition, parents/carers are encouraged to let their child's tutor or Head of Year know of any successes out of school, so these too can be celebrated. Our top achieving students will also be recognised in our Annual Awards Evening in the summer term.

Finally, please can we remind you to contact your child's Tutor or Head of Year if there is anything the Academy can do to further support the academic progress and personal development of your child. We will endeavour to respond to any phone messages or emails within 48 hours of receipt.

We look forward to a very successful and rewarding academic year ahead.

Yours sincerely



Mrs H Breakspear
Senior Assistant Principal KS3



Mr N Owen
Senior Assistant Principal KS4

WHAT'S YOUR ATTENDANCE?

The more school you miss, the harder it is for you to make good progress and achieve your potential.
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%	Level	Impact	Action
99+	Excellent	Up to 2 days/ 10 lessons missed. Best chance of making good progress	Catch up on any work you missed.
97-99	Really Good	Up to 5 days / 25 lessons missed. Really good chance of making good progress.	Catch up on any work you missed.
95-97	Good	Up to 10 days/50 lessons missed. Decent chance of making good progress.	Catch up on any work you missed.
90-95	Not Good	Up to 20 days/100 lessons missed. To make good progress you'll have to work hard to catch up	Monitored by Form Tutors and the Attendance team
85-90	Worry	Up to 30 days/150 lessons missed. To make good progress you'll have to work really hard to catch up	HOY/Attendance Manager Involvement
0-85	Real Concern	More than 30 days/150 lessons missed. Missing this much school will make it very difficult to make good progress.	Educational Welfare Officer action.