

Letter 1 – 100% - 90% Attendance Congratulations

Dear Parent/Carer,

We are very pleased to inform you that [Pupil Name] has achieved an excellent attendance level of [*****%]. This is a significant accomplishment, and we would like to congratulate both them and you for the commitment, consistency, and effort shown throughout the term/year.

Attendance of 90% or above is considered *strong* and is linked directly to improved progress, confidence, and overall achievement in school. Your child's reliability and determination have made a positive impact on their learning and their future opportunities.

By attending school regularly, your child has:

- Accessed the vast majority of lessons and learning opportunities
- Avoided the learning gaps that build up when days are missed
- Shown resilience and a positive attitude towards school routines
- Demonstrated improved engagement, participation, and confidence
- Increased their chances of meeting or exceeding academic targets

Research shows that pupils with attendance of 96% or above make the strongest progress, develop better long-term learning habits, and have more choices in their post-16 pathways, including college courses and apprenticeships. Your child is giving themselves a strong foundation for future success.

At The Rowans AP Academy, we believe that excellent attendance should be celebrated. To recognise [Pupil Name]'s achievement of [*****%] attendance, they will receive:

- A postcard of excellent attendance
- Recognition in our celebration assembly
- Entry into our attendance hamper reward draws
- Opportunities for further rewards if they continue to sustain or improve their attendance

We want pupils to feel proud of their commitment and motivated to keep aiming high.

We also want to extend our appreciation to you. Supporting a child to maintain high attendance requires consistency, encouragement, and strong home school partnership. We value the effort you have made to help your child attend regularly and arrive on time.

If you have any questions or wish to discuss further support, please feel free to contact myself via email on katie.martin@therowansap.co.uk

Yours sincerely,
Mrs Katie Martin

Vice Principle and Attendance Champion
The Rowans AP Academy