

Letter 2: General Attendance Concern – pupils with between 90% and 70% attendance

Dear Parent/Carer,

We are writing to share our concerns about your child's recent attendance and punctuality. At The Rowans AP Academy, we are fully committed to supporting all pupils and their families to overcome barriers to regular school attendance. We understand that circumstances such as illness, family challenges, or anxiety can sometimes make attending school difficult, and we want to work with you to ensure your child receives the best possible support.

However, it is also important that we share the facts about attendance and how it affects learning, progress, and future opportunities.

Attending school every day is vital. National research is clear: pupils who attend regularly achieve better, make stronger academic progress, and are far better prepared for life beyond school.

- A full school year contains 190 school days.
- Even small drops in attendance have a significant impact:
 - 80% attendance = 38 days missed in an academic year – this equates to almost 8 school weeks
 - 70% attendance = 57 days missed in an academic year – this equates to over 11 weeks

Absence adds up quickly, and these lost learning opportunities directly affect progress. Missing lessons means missing explanations, discussions, practice and feedback things that cannot be fully replaced.

Reduced progress in school can then limit post-16 options, including access to college courses, apprenticeships, and training pathways. Future employability is strongly linked to attendance habits developed in school. Good attendance is therefore not just important now it shapes life chances.

Lateness also significantly affects achievement:

- Arriving 10 minutes late every day adds up to 33 lost learning hours per year.
- Arriving 30 minutes late every day is equivalent to 19 full school days lost annually.

Missing the start of lessons often means pupils lose vital instructions, explanations and settling time, making it harder to engage or succeed.

At The Rowans AP Academy, we want to work in partnership with you. We can offer:

- Attendance mentoring for pupils
- Meetings to explore barriers and agree support strategies
- Pastoral and wellbeing support
- Help with routines, morning organisation or anxiety support

- Signposting to external support services if needed

Please contact myself on katie.martin@therowansap.co.uk so we can discuss how best to support your child in improving their attendance.

At The Rowans we believe strongly in celebrating success. Good attendance is an achievement, and we want to recognise pupils who make a positive effort.

To encourage pupils to attend regularly and on time, we offer:

- Weekly recognition for excellent or improved attendance
- Weekly recognition for attendance that is outstanding and that has overcome challenges
- House group attendance champions
- By-termly hamper prize draws for sustained good attendance

We appreciate your ongoing support in helping your child attend school every day and on time. Please contact us if you would like to meet and discuss how we can work together to improve your child's attendance.

Yours sincerely,
Mrs Katie Martin
Vice Principle and Attendance Champion
The Rowans AP Academy