

**Letter 3 Formal Attendance letter for anyone 69 % attendance or under not already on an attendance contract.**

Dear Parent/Carer,

We are writing because your child's attendance has fallen to a level that is now causing serious concern and requires urgent attention. At The Rowans AP Academy, we recognise that families often face challenges that can impact school attendance, and we are committed to working collaboratively with you to ensure your child is supported. However, it is essential that we also make clear the educational implications of continued low attendance

Your child's current attendance means they have already missed a significant amount of learning time. For context:

- 60% attendance = 76 days missed during an academic year - This equals over two terms absent out of 6 terms a year.
- 50% and below attendance = 95 days missed in an academic year – This equals over three terms absent out of 6 terms a year.

This level of lost learning severely limits progress. The more time away from lessons, the more difficult it becomes to keep up with classwork, understand new concepts, and achieve academic targets.

Long-term patterns of absence also:

- reduce confidence and engagement
- Increase in mental health issues and increasing social isolation
- create gaps in knowledge that become difficult to close
- affect exam outcomes
- limit post-16 choices, including colleges and apprenticeships
- reduce future employment opportunities
- Reduce future potential earnings

Attendance is therefore a key factor not only in academic success but also in long-term life chances.

Alongside absence, punctuality is also affecting progress. For example:

- Being 10 minutes late each day results in over 33 hours of missed learning annually
- Being 30 minutes late each day = 19 days of schooling lost

This lost time often includes key instructions or explanations that set pupils up for the rest of the lesson.

We want to reassure you that our intention is to support not penalise families. We can offer:

- Attendance support meetings
- Pastoral and intervention support
- Strategies for morning routines
- Emotional wellbeing support
- Referral to wider services where appropriate

We ask that you work with us to ensure your child attends school every day unless there is an authorised reason for absence.

To motivate and encourage pupils, The Rowans AP Academy operates a comprehensive rewards system that includes:

- 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 want all pupils to experience success and feel proud of their attendance achievements.

We invite you to attend a meeting on: [Date] at [Time] to discuss how we can work together to improve your child's attendance and remove any barriers you may be facing. If this date and time is not suitable for you, please email myself on [katie.martin@therowansap.co.uk](mailto:katie.martin@therowansap.co.uk) offering dates and times that would be better for you.

Thank you for your attention and cooperation. Regular attendance is essential to your child's success, wellbeing, and future opportunities, and we look forward to working together to support them.

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