

10th September 2025

Dear Parents and Carers,

Re: Working Together for Excellent Attendance at Heath Lane Academy

My name is Mrs Brightwell, and along with Mr Wazir, I will be championing school attendance this academic year. Our mission at Heath Lane Academy is simple but powerful: we want to develop good people.

One of the most important foundations for success is excellent attendance. Every lesson matters because learning is built piece by piece, and gaps can cause stress and anxiety for pupils when they return. Too much time away from school can also make coming back harder.

How We're Supporting and Rewarding Attendance

To help us achieve this goal, we are introducing the following rewards and support measures that your child will have the opportunity to take part in:

- **Weekly Draw:** £10 gift card of the winner's choice for pupils with 100% attendance that week
- **Half-Termly Prize:** A movie and sweets afternoon for the winner and a friend
- **Termly Reward:** An outing for the winner and a friend
- **Streak Cards:** To encourage punctuality and consistent attendance
- **Attendance Badges:**
 - **Bronze:** One term of 100% attendance
 - **Silver:** Two terms of 100% attendance
 - **Gold:** Three terms of 100% attendance

How We Will Support You and Your Child

- **Daily Calls:** Pastoral Leaders and Heads of Year will make morning and/or afternoon calls to check in and offer support
- **Senior Leadership Check-Ins:** Some pupils will have daily phone calls and personal check-ins with our Senior Leadership Team
- **Tutor Contact:** Form Tutors will keep you informed if we have any concerns about attendance
- **Home Visits:** Where needed, we will visit families to provide additional support in getting pupils into school.

Principal: Mr M Trimmingham

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How You Can Help

The first and most important thing you can do is ensure your child leaves home in time to arrive for 8:40am.

- Any student arriving after 8:40am will be marked as late
- If they arrive after 9:10am, they will not receive a morning attendance mark, which will trigger some of the support measures above.

If your child has an appointment, please try to schedule this outside of the school day. If you are unable to do so, please bring them to school first, sign them in, and then sign them out for the appointment. Following their appointment, return them to school so they can attend as many lessons as possible. We understand this can be challenging, but it makes a huge difference to their learning and progress.

Together, we can make everyday count. Thank you for your support in ensuring every pupil at Heath Lane Academy has the best chance to succeed.

If you have any questions or need support, please feel free to contact us.

Yours sincerely,



Mrs. S. Brightwell
Associate Assistant Principal - Attendance

Principal: Mr M Trimingham

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