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Dear Parents/Carers,

For many reasons, during the past few years, our attendance has become a key issue which has had a huge, often negative, impact on a number of children's learning. As a school, we recognise this as well as the challenges you face as parents so we hope that by working together we can improve our attendance! With your help and valued input, we intend to implement a few new, exciting and engaging attendance incentives to reward more of those children **and parents** who attend regularly. We have high expectations in every aspect of our school life and attendance is no different. We want to make sure as many children as possible hit at minimum 95% attendance or above by the end of this year.

Our aim is to get initiatives up and running by the end of September- with a view that rewards will start immediately after. Together, we know that we can achieve this.

We believe that every child should have the best education possible and we can only provide this, if your child/children are coming to school every day. Did you know....

- A yearly attendance of 90% equates to 19 days absent (that's 4 weeks and 100 lessons missed!)
- A yearly attendance of 80% equates to 38 days absent (that's 8 weeks and 200 lessons missed!)
- A yearly attendance of 70% equates to 57 days absent (that's 11.5 weeks and 290 lessons missed!)

It really does all add up and impacts greatly on children's academic success, social skills and mental health.

You, as parents and carers, play an essential role as it is you who are responsible for bringing your children to school on time every day and therefore we are asking for your support in implementing the new system and as always, we will support you in return.

### Rewards and Incentives

We currently offer many different rewards and incentives to our children to improve their attendance and we want to increase these! Here is a list of what we already do and the new, exciting rewards we intend to introduce:

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	Current rewards:	New, additional rewards:
Weekly rewards	<ul style="list-style-type: none"> <li>● Golden £5 – any child with 100% attendance and punctuality is entered into a prize draw to win £5 cash.</li> <li>● Class trophy for the best attending class</li> </ul>	<ul style="list-style-type: none"> <li>● Class points for the best attending class. These will be added up and a prize given at the end of the year to the top 3 classes who have accumulated the most points.</li> </ul>
Half Termly Rewards*	<ul style="list-style-type: none"> <li>● 100% attendance certificates</li> </ul>	<ul style="list-style-type: none"> <li>● Prize draw for a FAMILY reward – any child whose attendance is 100% for <i>that</i> half term will be entered into a prize draw. Prize ideas so far are: tickets to a zoo or an 'Uber Eats' voucher! Whilst these are just ideas, hopefully you'll get a flavour of the kind of fabulous prizes up for grabs!</li> </ul>
Termly Rewards*  <i>*These rewards re-set each half term or term, so if your child has had an unavoidable illness in one half term, they will still be in the running for rewards the following half terms or terms.</i>	<ul style="list-style-type: none"> <li>● 100% attendance certificates</li> <li>● Chocolatey treat</li> </ul>	<ul style="list-style-type: none"> <li>● Prize draw for an essentials parent hamper for any children who have 100% attendance for the term.</li> <li>● All children with at least 100% by the final week of each term will, as a reward, take part in an exciting WOW event. This might be, for example, a cinema afternoon, Inflatables day, a Silent Disco or similar. Please note, children who do not achieve 100% attendance for the term will not take part.</li> </ul>
Yearly Rewards	<ul style="list-style-type: none"> <li>● 100% attendance certificates</li> <li>● Attendance medal or trophy</li> </ul>	<ul style="list-style-type: none"> <li>● As mentioned above, a surprise reward will be given to the 3 classes who have had the best accumulative attendance over the year.</li> </ul>

In order to make this a success, we need your help! We value your ideas and thoughts and will therefore be sending out an electronic questionnaire via a text link very soon. We would appreciate you taking the time to complete the questionnaire, letting us know of any reward ideas you have and also any support you may be able to offer – whether it is by offering a voucher from a local business for a family prize or even just giving us some contacts. Part of the questionnaire will involve your child's views so we'd appreciate you taking some time to ask your children for their views. This will enable us to, hopefully, provide the right incentives to get both children and adults on board with our mission to raise attendance.

### Reporting Absences

We understand that your children can become ill from time to time so below is a reminder of the protocol for our school and reporting an absence.

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## What do I do if my child is feeling unwell?

Send them to school if they...	Keep them at home if...
<ul style="list-style-type: none"><li>- have a headache</li><li>- have a tummy ache</li><li>- have a cough</li><li>- have a cold</li><li>- are tired</li><li>- just seem a 'bit off'</li><li>- have allergies (i.e. hay fever)</li></ul> <p>These are just some examples. If in doubt- send them in! We will always phone you if we don't think they are well enough to be in school.</p>	<ul style="list-style-type: none"><li>- They have actually been sick (home for 48 hours after last vomit)</li><li>- They have diarrhoea (home for 48 hours after last episode)</li><li>- They have been advised to by a medical professional (doctor)</li></ul>

If you feel your child is ill enough to be off school, you should contact the school every day that your child is to be absent, giving us a reasonable explanation for the absence and an estimated date and time of return. If a child is not in school and a message is not left, you may be contacted and asked to give a reason for absence. Please do not be offended if you are challenged about the reason and bear in mind that you may be asked to produce evidence (i.e. a doctor's letter). This is not done to be difficult. We have a duty to ensure children who should and can be in school are here – it is not personal!

## PUNCTUALITY is also crucial! Why?

- Arriving **5 minutes late** every day adds up to **over 3 days lost each year**.
- Arriving **15 minutes late** every day is the same as being **absent for 2 weeks** a year.
- Arriving **30 minutes late every day** is the same as being absent for **19 days** a year.
- Children who arrive late often struggle to come into school – they have to come in through an unfamiliar door, walk into class or even whole school assembly late and will often report that they feel embarrassed or upset about it.
- Vital 'support' interventions start at 9am. Children who are late to school often miss out on these resulting in concerning gaps in their learning and limited progress.

In truth, your child will not have access to the education they deserve if they do not attend on time everyday.

We appreciate the time you have taken to read this important letter along with your your continued support and look forward to implementing a brand new, exciting attendance approach to incentivise and reward everyone!

**YOUR CHANCE TO SHINE**

Thank you,

The Attendance Team & Staff.

