



ATTENDANCE MATTERS!



February 2026

Promoting **ATTENDANCE**



Heelands' ATTENDANCE is in the bottom 10% of all schools nationally.

Heelands attendance up to 2nd Feb 2026

ASH — 91.1%

MAPLE — 89.1%

OAK—94.7%

WHOLE SCHOOL—91.8%

Heelands attendance is 84th out of 89 schools locally.

Your child, _____ had attendance up to, and including, Friday 6th February of _____%

WHY IS OUR ATTENDANCE SO LOW?

- Holidays during term time
- Time taken off for some illness is excessive (eg a whole week for a cold)
- Medical appointments arranged during the school day (dentist, doctor)

WHAT HAPPENS NOW?

- Even closer scrutiny of Individual absences.
- Evidence of illness more regularly requested.
- Push from all staff to encourage good attendance, not be so quick to send children home, and to find out what can be done to secure better attendance.



FRIDAYS!

Friday is the most common day that children are out of school at Heelands.

After half term there will be a new initiative - **Fun Fridays!**

FUN FRIDAY

For Spring 2, every Friday will be **dress down**

The first half of the summer term:

Special snack

Second half of the summer term:

Special playtime

Individual classes will also be holding occasional '**Attendance Weeks**' where all children who come in everyday, on time, for the identified week will receive a **lolly** on the Friday.

WHY ATTENDANCE MATTERS – THE POSITIVE IMPACT

We understand that getting children to school every day is not always easy, and we really appreciate families' efforts. Coming to school regularly helps children learn more, build confidence and make strong friendships. In infant school, children learn key skills in reading, writing, maths and social development every day. Even a small amount of absence can mean missing important learning.

Research shows that children with **96% attendance or higher** are much more likely to reach expected levels in reading, writing and maths. Missing **10% of school (about one day every two weeks)** can make learning harder and children may need extra support later. Good attendance in primary school is also linked to better GCSE results and more opportunities in further education and future jobs.

Children who attend school regularly are usually happier, more settled and more confident.

They feel secure in routines, build better friendships and develop independence and communication skills. Our goal is not just better numbers, but happy, confident children who enjoy school.

By working together, we can give every child the best chance to succeed and thrive at Heelands.

Every Day Counts

