



Monday 20 September 2021

Dear Parent/Carer

RE: 100% Attendance Club



I hope that this letter finds you and your family safe and well.

I am writing to you today to introduce myself as the member of the Senior Leadership Team with responsibility for attendance, and to outline for you the exciting rewards that students will be able to access as part of the 100% Attendance Club this academic year.

As you will be aware, there has always been a clear correlation between excellent attendance and outcomes at the end of year 11, but this has never been more prevalent than it is today. The average student at John Smeaton Academy has missed 205 days of in school teaching over the last two years because of lockdowns and periods of self-isolation. Whilst this is not their fault, it is, nevertheless, a reality that they now face.

At John Smeaton Academy, we believe that student attendance is a necessary foundation to secure the gift of choice. The opportunities of academic success and securing post-16 choices are significantly increased by maintaining 100% attendance. Maintaining 100% attendance means that students do not miss any learning which they would later need to catch up on and are well placed to overcome any of the obstacles presented by unavoidable absence from school over the last two years.

The 100% Attendance Club is our way of letting students know how important their attendance at school is and our primary mechanism for rewarding them for achieving this exceptional goal. The 100% Attendance Club Student Assembly was very successful last week. Students were informed that the 100% Attendance monitoring for the club started the very next day on Friday 17 September.

Students who achieve 100% attendance from Friday 17 September until the end of October Half Term will be invited to celebrate at the 100% Attendance Launch Event on Thursday 21 October. They will also be given a much-deserved place in the 100% Attendance Club. Membership of the club entitles students to a range of rewards, including celebration activities, trips and pop-up events throughout the year.

After October half term, we will welcome to the club every student that has achieved 100% attendance since the Student Launch Assembly (17.09.21). Students stay in the club and experience all the perks that go alongside this for as long as they maintain 100% attendance. A 100% Attendance Club pin badge will be presented to students when they enter the club. It is expected that this badge is worn with pride, on the school blazer, at all times around the Academy. This is a student's pass to a raft of rewards and treats including a specially allocated queue in the dining room, ensuring priority and speedy serving at lunch and break times. If any student is found to be abusing the badge, for example by loaning it to another student, the privilege of being in the 100% Attendance Club will be removed. This will be reviewed weekly by the Attendance Team and form tutor and any student who drops below 100% will hand their pin badge back to school.

Throughout the academic year, we will host several large-scale events to reward our students for their fantastic attendance; they are a way of recognising the incredible achievement in maintaining 100% attendance. Students who are part of the 100% Attendance Club can look forward to a rewards calendar that will see them take part in four celebration events including '100% Launch Event', 'Winter Wonderland', 'Easter Eggstravaganza' and our huge end of year event, 'John Smeaton Summer Festival'. Alongside this, our rewards calendar includes spontaneous pop-up events this academic year including favourites such as 'Spin the Wheel', 'Play Your Cards

Right', 'The 12 Days of Christmas', 'Family Rewards' and 'I'm a Celebrity Get Me Out of Here Jungle Challenge'. These will be on the main corridor during break/lunch time and exclusively for those with outstanding attendance. It really is going to be a year to remember, and I am confident that no students will want to miss these amazing rewards!

To be eligible for all these rewards, students simply need to maintain 100% attendance for the duration of the academic year. Importantly, after joining the club, if a student has a day off school, they will unfortunately lose their place in the club. It is, therefore, important to maintain resilience even in the colder months to access all the rewards.

We are of course aware that in some cases, absence from school is unavoidable. As a result, we operate an 'Exceptional Circumstances' procedure that allows parents / carers to let us know the reason for absence and request that the Principal allows membership of the 100% Attendance Club to remain in spite of the absence. There are a number of different times where 'Exceptional Circumstances' will be granted, including:

- To attend a specialist medical appointment linked to life-long medical condition
- To grieve for and attend the funeral of an immediate family member
- To mark a religious observance

To apply for 'Exceptional Circumstances' to be considered, please complete our 'Exceptional Circumstances Form', available from our website. <https://www.johnsmeatonacademy.org.uk/wp-content/uploads/2021/08/jsa-exceptional-circumstances-form.pdf>

In addition to the above, please be aware that in all cases where a student is required to self-isolate, exceptional circumstances will automatically be granted.

I hope, like me, your child is excited to be part of the fantastic rewards offered by the 100% Attendance Club.

Yours faithfully

Miss G Lamble
Assistant Principal