
Maximise our potential, to be the best we can be, every day.

September 2025

Dear Parents/Carers,

RE: Attendance Matters

A very warm welcome back to a brand-new school year. We hope you and your family enjoyed a restful summer break. The start of a new academic year always brings a sense of excitement and opportunity, and we are so looking forward to working with you and your children to make this year a truly successful one, with positive experiences and outcomes for all.

One of the most important ways you can help your child succeed is by ensuring they attend school every day. It is proven that attendance makes a huge difference to academic outcomes, but we also believe that poor attendance can have a significant impact on a child's wellbeing, confidence, and access to the enriching opportunities available at The Heys School. We strive for all children to feel that they are a valued part of our community, and regular attendance plays a key role in achieving this.

Recent government analysis has found that over half of pupils who missed even part of the first week of school went on to become "persistently absent" (being absent for more than 10% of the academic year). This is compared with only 14% of pupils who attended every day during the first week.

At The Heys School, we see first-hand how pupils thrive when they are in class consistently. Daily attendance allows our teachers to build learning step by step, notice effort and achievements, foster positive relationships, and give children the best chance to maximise their potential.

We know there are sometimes genuine reasons why a child cannot be in school, and we are here to support families where difficulties arise. But we kindly ask all parents to:

- Ensure your child is in school every day and on time.
- Avoid taking holidays or unnecessary time off during term time.
- Contact us promptly if challenges make attendance difficult, so we can help.

Together, let's give our children a strong, positive start to the year. Every day really does count — not just for learning, but for building a strong sense of community and happy, confident futures.

Thank you for your partnership and support. We are excited for all that this academic year will bring.

Kind regards,



Mr M Kerr

Deputy Headteacher

Respect | Kindness | Determination