

Promoting strong attendance – messages from the Department for Education and Salford City Council

One of our key focus areas at Bridgewater this year is to improve school attendance as we did not reach our target of 95% across the whole school - average school attendance was 93% for 2022-2023. We also had a number of children who were persistently absent (falling below 90%) missing out on important aspects of their education.

Missing out on school adds up

1. 80% attendance over a school year means your child misses a whole year of education over five years
2. 85% attendance means that 29 school days, nearly six weeks, or 145 lessons are missed over a year
3. 90% attendance means 19 school days, four weeks or 95 lessons are missed over a year

The Chief Medical Officer and other health leaders have just written to schools on this, and have asked me to share this [letter](#) with you.

<https://www.gov.uk/government/publications/letter-to-school-leaders-on-mild-illness-and-school-attendance/letter-to-school-leaders-on-mild-illness-and-school-attendance>

A new school year marks a fresh start for children to reconnect with friends and it's a chance to reset their patterns of behaviour, including attendance. **Every professional adult and parent** that interacts with a child plays an integral part in supporting children back to school.

The Department for Education have asked schools to share the following documents to support parents in understanding and improving attendance -

[Working together to improve school attendance.](#)

[Is my child too ill for school?](#)

Salford Local Authority have also launched a new school attendance marketing campaign to show parents and children if they Miss School, they Miss Out. The aim is to raise awareness with both primary and secondary school children and their parents of the impact of missing school on children's education and later lives, such as finding a job they enjoy and having enough income to thrive. It will also highlight how children can miss out spending time with friends, doing fun activities and learning important life skills such as social development and resilience. There will be a range of different marketing including Snapchat, social media, and outdoor advertising messages about the impact of missing school, the benefits of attending every day, and the range of support available to families in Salford to help pupils and parents deal with any issues related to school attendance.

There is more information about the campaign and sources of help for children and parents at: www.salford.gov.uk/miss-school-miss-out

At Bridgewater, we will continue to monitor every child's attendance each day and ask that parents fully encourage strong school attendance.

Promoting Strong Attendance will be discussed at our first Parent Forum meeting on **Monday 2nd October**. If you have any questions or queries in the meantime, please do contact school and a member of the Senior Leadership will be happy to speak with you.

Mrs E Henderson
Headteacher

