

October 2022

Dear Parents/Carers

At Up Holland High School, one of our key priorities this year is attendance. Our school target for attendance is 96% and we are striving for your child to have an attendance of 96% or higher so that they can, achieve their potential in school, to ensure they leave with the results they deserve in Year 11 and have as many choices open to them in an ever competitive world.

We have a strong attendance team who are working to support attendance improvement and in rewarding positive attendance, through weekly form group reward and certificate, fortnightly form group reward and certificate, fortnightly 100% attendance draw reward, Termly 100% attendance draw for gift vouchers, Termly attendance draw, reward for Most Improved individuals in each year group. Individual half termly, termly and annual 100% Attendance Certificate and reward.

As we approach winter your child may catch various common illnesses for this time of year. Your child may wake up in the morning feeling that they can't attend school and ask you for the day off. Please still encourage them to attend school as they are likely to feel better as the days goes on. It is important that they don't stay off unless it is absolutely necessary. Even 3% of the year off will have a negative impact on progress and success.

If your child needs support when in school then please let us know by calling school reception and the relevant Personal Development Manager will be informed. We will support your child in being in school and if appropriate, we can make suitable adaptations to their day. We understand some children will become ill over winter but more often than not, taking the day off school isn't necessary as we can support them in school.

Please be aware that attendance is monitored and attendance below 96% will mean your child may not be able to attend rewards trips and other events within the school academic year. This will be judged on an individual basis but unauthorised absences are a concern. As a school we want to work with you to improve your child's attendance so that they are succeeding in school. Every child matters and we want to help everyone to succeed by supporting excellent attendance. If they aren't in school then they are missing valuable work. Attendance every day is crucial.

If you have any queries please contact school on 01695 625191 and ask for a member of the Attendance or Personal Development Team.

Ms Rachel Bond	Director of Standards – Senior Leader Attendance/Behaviour & Safeguarding
Mrs L Lowery	Attendance Manager
Miss R Baldwin	Attendance Admin Assistant
Mrs S Moncrieff	Attendance Improvement Worker

Mrs R Carty	Senior Personal Development Manager – Y7
Mrs M Davidson	Senior Personal Development Manager – Y8
Mr J Whittle	Senior Personal Development Manager – Y9
Mr D Wise	Senior Personal Development Manager – Y10
Mr D Hurst (DHU)	Senior Personal Development Manager – Y11
Mr S Priestley	Lead for Behaviour & Attitudes
Mr J Callaghan	Assistant Lead for Behaviour & Attitudes
Mr D Hurst (DHT)	Assistant Lead for Behaviour & Attitudes

Yours sincerely

**Ms Rachel Bond**  
**Director of Standards**

