

MOMENTS MATTER, ATTENDANCE COUNTS.

That moment they found a new best friend queuing up for lunch. That time fractions suddenly clicked. That day cavemen came to life in the playground. That science lesson when a cola and Mentos 'rocket' sprayed everywhere. Breaking a school record on sports day. Helping catch the escaped rabbit. Building props for the academy play. Baking cupcakes that were actually edible (just). Performing that encore at the concert.

From the first day of term to the last, each moment—big or small—makes a real difference to your child's wellbeing. These are the positive, real, life-changing moments. And across a school year, there are hundreds of them.

WHAT A DIFFERENCE A SCHOOL DAY MAKES!



KEY STAGE 2

Pupils with 100% attendance are the most likely to succeed, with 71% reaching the expected standard in reading, writing, and maths. This drops to 50% for pupils with 90% attendance and falls even further to just 42% for those with 85% attendance.



WHY DOES ATTENDANCE MATTER?

Every day in school helps your child build knowledge, confidence, and friendships. Children who attend regularly are more likely to:



Keep up with their learning and make excellent academic progress.



Feel settled, confident, and connected with their classmates.



Develop positive habits that set them up for success later in life.

Even a few days off here and there can quickly add up. A pupil with 90% attendance misses nearly four weeks of academy each year—that's a lot of lost learning time.

WHAT IMPACT DOES ATTENDANCE HAVE ON PUPIL ATTAINMENT?

KEY STAGE 4

Pupils with 100% attendance are twice as likely to achieve five GCSEs at grades 5–9 compared to those who have an attendance of 90%. Worryingly, 90% of pupils with attendance below 85% fail to achieve five strong GCSE passes—and one in three leave with no GCSEs at all.

ATTENDANCE MATTERS



WHAT CAN PARENTS DO TO SUPPORT ATTENDANCE?



Establish a consistent routine: Help your child succeed by setting regular bedtimes and morning routines. A well-rested start helps them arrive on time, ready to learn, and prepared for the day ahead.



Communicate the importance of school: Talk openly about the value of education and how attending regularly helps your child to learn, grow, and thrive.



Book appointments outside academy hours: Whenever possible, arrange medical or other appointments before or after the academy day to minimise disruption to learning.



Avoid term-time holidays: Time off during term has a significant impact on learning. Holidays will not be authorised unless there are exceptional circumstances. Unauthorised leave may result in a penalty notice.



Create a positive learning environment: Encourage a love of learning by creating a supportive and uplifting atmosphere at home. Celebrate your child's achievements and praise their efforts.



Stay involved in academy life: Attend parent evenings, events, and extracurricular activities to stay connected and show that you value your child's progress.



Address any challenges early: If your child is facing bullying, anxiety, or academic difficulties, raise these issues promptly. The academy and other professionals can help.



Set attendance goals: Encourage your child to aim for 100%. Our target is 97%, which means no more than six days off across the year. Celebrate their efforts at home. The academy also rewards excellent attendance with a wide range of incentives.



Lead by example: Show the importance of commitment by being punctual and consistent yourself. Children learn from what they see.



Promote healthy habits: Support routines that help your child stay well nutritious meals, regular exercise, and good hygiene reduce illness-related absences.

We know that children may sometimes feel unwell or face challenges that make attending academy difficult. While it's right to keep them home when truly necessary, minor illnesses like colds or sore throats don't usually require time off. Attending with mild symptoms can build resilience, routine, and confidence. If your child is facing ongoing medical or emotional difficulties, please talk to us.

We're here to work with you, offer support, and find solutions together.

HOW DO WE ENCOURAGE EXCELLENT ATTENDANCE?

At Castleford Trust, we are committed to helping every pupil attend regularly and reach their full potential. We promote a strong culture of attendance through early intervention, consistent communication with families, and Trust-wide tracking systems that help us respond quickly to concerns.

We expect all pupils to maintain a minimum of 97% attendance, which means no more than six days off across the whole academy year, with 100% as the ideal goal.

This gives pupils the best possible chance to succeed—academically, socially, and emotionally.

AND REMEMBER... MOMENTS MATTER

From rocket launches in science to first performances on stage, every day your child spends in academy is full of moments that shape their confidence, friendships, and future. Every day counts because every moment builds something bigger.

Let's make sure your child is part of it all.

WHAT ARE YOUR RESPONSIBILITIES AS A PARENT?

As a parent, you have a legal responsibility to ensure your child attends school regularly and on time. This means making sure your child comes to school every day unless they are too unwell to attend or have been granted authorised leave in exceptional circumstances.

You are also expected to:



Avoid taking holidays during term time.



Contact the academy on the first day of any absence.



Work with us if attendance becomes a concern.

By prioritising attendance, you're giving your child the best chance to succeed—both now and in the future.

If you're ever unsure or need support, we're here to help.

