

Baskerville School

Headteacher: Allan Lacey M.Ed.



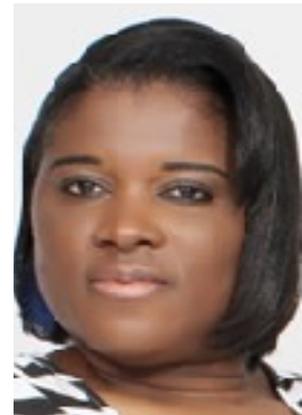
Fellows Lane
Harborne
Birmingham
B17 9TS
Tel: 0121 427 3191

23rd September 2025

Dear Parents and Carers,

Introduction of New Attendance Lead

I am writing to introduce myself as **Areanna Daley**, your new Attendance Lead at Baskerville School. I am delighted to be joining the team and working with you and your children to ensure that every pupil has the best possible opportunity to succeed through excellent attendance.



Why Attendance Matters

As a special school, we understand that some of our pupils face unique challenges that can affect their attendance. However, we know that regular attendance is crucial for all our pupils' academic progress, social development, and overall well-being. Research consistently shows that pupils with good attendance achieve better outcomes and are happier at school.

At Baskerville School, we are committed to supporting every family to overcome barriers to attendance whilst maintaining high expectations for all our pupils.

Our Attendance Approach

My role is to work in partnership with families, not against them. I will:

- **Monitor attendance patterns** to identify any concerns early
- **Work with you** to understand and address any barriers your child may face
- **Provide support** and signpost to services that can help your family
- **Celebrate successes** when attendance improves
- **Ensure fair and consistent** application of our attendance policy

How We Define Good Attendance

- **Excellent attendance:** 97% and above
- **Good attendance:** 95-96%
- **Requires improvement:** 90-94%
- **Persistent absence:** Below 90%
- **Severe absence:** Below 50%

Our target is for every pupil to achieve at least 95% attendance, which means missing no more than 10 days across the school year.

How You Can Support Good Attendance

Establish routines: Regular bedtimes and morning routines help children feel secure and ready for school.

Communicate with us: If your child is unwell or facing difficulties, please contact the school office on the first day of absence before 9:30am.

Plan appointments carefully: Where possible, arrange medical and dental appointments outside school hours or during holidays.

Take holidays during school breaks: Term-time holidays can significantly impact your child's progress and will only be authorised in exceptional circumstances.

Talk positively about school: Help your child understand that education is important and that their presence at school matters.

Address concerns early: If your child is reluctant to attend school, please contact us immediately so we can work together to resolve any issues.

Our Support Promise

If your child's attendance falls below our expectations, I will:

1. **Contact you** to discuss any concerns and understand barriers
2. **Offer support** including referrals to appropriate services
3. **Work with you** to create an attendance improvement plan
4. **Monitor progress** and celebrate improvements
5. **Provide early help** before attendance becomes a more serious concern

When We Might Take Formal Action

We will always try to work with families supportively. However, if attendance does not improve despite our support, or if there is a lack of engagement, we may need to:

- Issue formal warning letters
- Arrange attendance meetings
- Refer to the Local Authority for support
- Consider legal interventions such as penalty notices

Please remember that these steps are always a last resort, and our primary goal is to work with you to ensure your child attends school regularly.

Celebrating Success

We love to celebrate good attendance! We will:

- Award certificates for pupils achieving 95% attendance or above
- Recognise improved attendance in assemblies
- Send positive postcards home for good attendance
- Hold termly celebration events for pupils with excellent attendance

Contact Information

If you have any questions about attendance or need support, please don't hesitate to contact me:

Arena Daily - Attendance Lead

Email: a.daley@baskvill.bham.sch.uk

Phone: 0121 427 3191

Available: Monday to Friday, 8:00am - 4:00pm

For day-to-day attendance matters such as reporting absence, please continue to contact the main school office.

Working Together

I am looking forward to working with all our families to ensure that every pupil at Baskerville School has the opportunity to achieve their full potential through excellent attendance. Together, we can make a real difference to your child's education and future prospects.

Remember, every day counts, and every child matters.

Thank you for your continued support.

Yours sincerely,

Areanna Daley
Attendance Lead
Baskerville School