



St. John's CE Primary School

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Headteacher: Sarah Stone



Friday 12th September

Dear Parents and Carers

Re: The Importance of School Attendance and the 'Staffordshire's Little Heroes' Campaign

Staff at St. John's are committed to supporting every child to reach their full potential. One of the most important factors that contributes to your child's success - both academically and socially - is regular and punctual attendance.

Why attendance matters:

Regular school attendance is important for children and young people. Research shows there is a clear link between high attendance and educational outcomes, leading to better life opportunities and the best results that an individual can achieve. Even a few days missed here and there can add up quickly. Missing one day a week means a child misses the equivalent of 2 months of school over the year.

There are also other benefits to young people's wellbeing such as nurturing long-lasting friendships, engaging in new activities and enabling young people to be able to develop in a supportive environment. Missing school can be a cause of anxiety for children. Regular routines help children feel secure and engaged in their learning.

To help raise awareness of this, we're proud to be supporting **Staffordshire County Council's 'Little Heroes' campaign**. The Little Heroes campaign 'Here Every day Ready On time' supports children – you will see one of our 'little heroes' by the school entrance.

The campaign provides each child in school with a [Helpful Heroes workbook](#) which supports pupils' emotional health. The workbooks educate children about different feelings and emotions and why their body reacts in certain ways, explaining the feelings they are having are normal.

Through a variety of hero-themed mindfulness activities, designed suitable for their age group, children will also learn how to cope with anxiety in different scenarios to help them in real life situations. Pupils have worked through these in school.

How You Can Help

- Aim for 100% attendance unless your child is genuinely unwell.
- Book medical appointments outside of school hours where possible.
- Take holidays during school holidays - not during term time. All holiday requests are sent to the Education Welfare team and may result in a fixed term penalty notice.
- Arrive in time – being late can affect your child's attendance. KS1 gate: 8:35-8:50am / KS2 gate: 8:45am-9:00am.
- Let us know if you're facing any difficulties getting your child to school - we're here to help.

The school attendance policy can be found on the school website (Parents / Attendance).

Thank you for your ongoing support in making attendance a priority. Together, we can ensure your child has the best chance to learn, grow, and succeed.

Best wishes

Mrs Stone

"SHINE like the star you are."

