



**KING EDWARD VI
SHELDON HEATH
ACADEMY**

Educational excellence for our City

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**KING EDWARD VI
FOUNDATION
BIRMINGHAM**

Educational excellence for our City

Nov 2025

Dear Families,

At KESH Academy we routinely share with students the importance of good attendance and punctuality. We do this through our tutor time programme and also through our assemblies. We regularly reward students who have good attendance with access to trips and prizes.

Research by the Department for Education show that pupils with poor attendance are likely to experience:

- Loss of learning – gaps in knowledge and skills, and sense of ‘not understanding’
- Academic underachievement
- Difficulty making friends
- Loss of confidence and self-esteem
- Impaired socialisation for work

We have also been teaching students that every day counts as you will see from the table below.

If your child misses	This equals	Which is	Whilst at secondary school they will miss
1 day per fortnight	20 days per year	100 lessons	½ a year
1 day per week	40 days per year	200 lessons	1 school year
2 days per week	80 days per year	400 lessons	2 school years

Next week we are launching our first attendance focus week and have been discussing this with students in form time and assemblies. On Monday (24th Nov) each student will be set the challenge of getting 100% attendance for the week. They will receive a card from their tutor and if they are on time they will receive a stamp each day. If they attend 5 days in a row, on Friday they will put their card in a box in the restaurant.

At the end of the week, we will draw 100 cards from the box at random and these students will receive a £5 voucher. A further 3 students will also receive a £20 meal voucher which can be redeemed by families at a number of restaurants.

We would ask that you support this initiative by encouraging your child to come to school every day next week giving them the best chance of winning a voucher.

Kind regards,

KESH Academy

Principal: Ms R. Elcocks

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