



Kind

Ambitious

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Headteacher: Mr G Green

September 2026

Dear Parent/Carer

As we welcome students back for the exciting year ahead, we would like to take this opportunity to highlight the importance of good school attendance.

At Fakenham Academy, we are committed to supporting every student to achieve their full potential - academically, personally, and culturally. We know that regular attendance is key to success, and there is a clear link between attendance and achievement.

Promoting excellent attendance and punctuality helps ensure our students are well-prepared for life beyond school.

The Government and BBC recently highlighted the importance of school attendance. If you missed it, you can read the article here: [Minister warns parents on school attendance ahead of new term - BBC News](#)

Our academy attendance target is **97% or above**. Please take a moment to review the summary below with your child and discuss the importance of good attendance and punctuality, as well as any improvements that can be made.

Attendance below 96.9%	Your child has missed at least 1 week of school - equivalent to 25+ lessons. This is a concern. Support First interventions will be introduced, including check-ins from your child's form tutor and meetings with the attendance team.
Attendance at 97.0%	This is the minimum expected standard of attendance, but your child has still missed approximately 8-11 sessions of school (around 20+ lessons). There is room for improvement, and a reminder letter will be sent.
Attendance at 100%	Congratulations! Your child's attendance is excellent.

If your child's attendance drops below 90% this is a serious concern, and you should expect further interventions to be put in place. These will initially continue with supportive measures to identify barriers. However, in the event of no improvement, Attendance Contracts will be issued and ultimately a referral to the local Authority will need to be made which may result in a Fixed Penalty Notice or Legal Intervention.

Where a student's attendance drops below expectations, any further absences will be recorded as unauthorised until sufficient reason and evidence has been provided. 10 unauthorised absences in a 10-week period will result in an FPN.



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Please take note of some ways that parents and carers can help their children to achieve excellent attendance below.

How Parents/Carers Can Support High Attendance

- Check the school website for term dates and INSET days.
- Do not take holidays during term time—there are 175 non-school days available. In line with DfE guidelines, holiday days will not be authorised during term time.
- Ensure your child arrives on time. Gates close at 8.45am.
- Do not keep your child off school for minor illnesses that wouldn't prevent an adult from going to work. **We do not authorise absences for minor ailments such as coughs, colds, sore throats, stomach aches, headaches, period pains, minor injuries, tiredness etc please see attached sheet**
- If your child is too unwell to come to school, report absences via **Class Charts** by **8am** each morning with a reason. The school must be contacted by 8am on **each morning** of your child's absence. We may ask for more information if the reason given is vague.
- Help your child monitor their attendance and catch up on missed work. You could ask your child: 'what's your attendance streak?'
- Inform the school of medical appointments—where possible, all appointments should be scheduled outside of school hours. We will monitor these.
- If your child is taking part in approved sporting activities, please be aware that we will not authorise for travel time to and from the activity.
- Ask your child about their schoolwork and encourage them to get involved in school activities.
- Discuss any problems they may have at school – inform their form tutor or Progress Leader about anything serious.
- If your child is trying to avoid coming to school, get in touch with their Form Tutor or Pastoral and Progress Leader. It is important that we identify the reason and tackle the issue together.
- Make sure your child gets enough sleep as well as a healthy diet and exercise and is up in plenty of time each morning. Set good routines in the morning and evening.
- Ensure that your child has full uniform, equipment and is prepared the night before school.

Further details about our attendance expectations and policy can be found on our website. [Attendance - Fakenham Academy](#)

Thank you for your continued support. We look forward to working together to ensure the very best education for our students this year.

Yours sincerely

G Green

Headteacher