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@YewTreeSandwell



September 2025



Dear Parents/Carers,

Firstly, we would like to welcome back all of our children to Yew Tree after, what we hope has been, an enjoyable break. We are looking forward to seeing the progress everyone is able to make in another year of great success.

You know, from our communication each week, how much emphasis we place on school attendance. Not simply to 'boost our numbers' but because we know that children who attend school regularly tend to do better in their learning than those who have a high percentage of absence. You can read research [HERE](#) about the link between attendance and lifetime earnings.

As I am sure you will be aware, regular school attendance continues to be a national priority as there are simply far too many children missing too much school across the country. Therefore, since last year, the Government changed rules around penalty notices (fines) by increasing the cost and limiting the number of times a penalty notice can be issued before a prosecution takes place. We have communicated about this further but have also added information to the attendance page of our website [HERE](#).

At Yew Tree, our focus is to support first and enforce later wherever we can. We want to support children and families in attending school and avoiding the need for enforcement notices where at all possible.

To support the message of 'Moments Matters, Attendance Counts', this year we are delighted to continue our exciting attendance campaign, which was a great success last year, with our message being simple... **'Be in to win!'**

Our campaign has been shared this week with our children during their assembly. I'm sure will be really excited to tell you all about it. Each child has been given an Attendance Passport for this academic year, where they will receive a stamp for each week that they manage to be in **every day, on time**. This means they need 100% attendance within a week to achieve their stamp and they cannot get a stamp if they are late or they do not attend for any reason (i.e. including authorised absences).

We understand that there are valid reasons why children may be absent from time-to-time but our new campaign still creates opportunities for children to win prizes/gain stamps even if they have had the odd difficult week for attendance.

Our Yew Tree Attendance Shop will open at the end of each half term so that the children will have the opportunity to come along, with their passports, to redeem their stamps for prizes. If they have the willpower they could save their stamps for something they want to save up for. If your child decides to hold out until the end of the year and has had the perfect attendance thus managing to collect the maximum number of stamps (38) = 100% attendance, there will be a 'Mystery Prize' reward. Please see overleaf for what can be purchased with their stamps from our shop.

The Government expectation is that parents/carers ensure that their children attend school regularly. Any attendance below 90% is classed as persistent absence and schools are required to take necessary action where children fall in this category.

At Yew Tree, we pride ourselves in achieving excellent attendance and set clear expectations with our target of 96%. Last year we managed to end the year above both the Local Authority and the National average for attendance with the support of our families.

Good attendance is important to us at Yew Tree. Not only does this impact on any Ofsted inspection in the future (and we want to show that we are a 'Good' school) but it is also imperative to your child's academic achievements.

We ask that you to continue to work with us in 2025/26. We know there are reasons for absence but we also know that, working together, we can support children in attending regularly and doing as well as they can. We trust that we can rely on your support in ensuring your children attend school on time, every day.

Regards

A handwritten signature in black ink, appearing to read 'J Barry', written in a cursive style.

Mr Jamie Barry
Head Teacher



ATTENDANCE SHOP

3 Stamps



SWEETS



STICKERS



RUBBER



PENCIL



STRETCHY CREATURE



BUBBLE WAND



GLIDER

7 Stamps

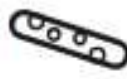
14 Stamps



SCRATCH BOOK MARK



POP BRACELET



SLAP BAND



SLINKY



SQUISHY TOY

20 Stamps



STRESS BALL



BOUNCY BALL



PUTTY



KEY-RING



SCRATCH NOTEBOOK



FOOTBALL SPINNER

27 Stamps



LIGHT-UP SPINNER BRACELET



LIGHT-UP SPINNER



LIGHT-UP YOYO

31 Stamps



LUCKY BAG

38 Stamps



MYSTERY PRIZE