MAIDEN ERLEGH
SCHOOL
Co-Headteachers: Alison Morgan & Ceri Burns
BA (Hons) PGCE | BA (Hons) PGCE, Ma (Education) & NPQH

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6 November 2026

Dear Parent/Guardian

Years 7 – 11 "Winter Wins" Attendance Initiative

I am writing to share an update on our school's attendance and to introduce an exciting new initiative as we head into the winter months.

We are pleased to report that our overall attendance currently stands at 94.9% This is higher than the national average, which is 93.5 %. While this performance is certainly pleasing, we are always striving to raise the bar and ensure every student gets the absolute most out of their education.

To help us build on this momentum, we are launching our new **"Winter Wins"** attendance initiative for all students in Years 7 to 11.

We know that the winter season can bring unique challenges with darker mornings and colder weather. Through "Winter Wins," we want to encourage resilience and celebrate consistency over the coming weeks

Students whose overall attendance remains above 96% on every Monday from now until Monday 14 December will be automatically entered into a prize draw to win cookies, pizzas and shopping vouchers. Prizes will be awarded in every year group.

While these rewards serve as a fun incentive, the primary goal remains supporting our students' long-term development. Strong, regular attendance directly improves academic achievement, helps students build and secure positive relationships with peers and staff, and sets them up for success in the next phase of their learning journey.

As we move through the season, we would also like to remind you that minor winter illnesses such as mild coughs and colds do not necessarily mean a child needs to stay home. In line with official NHS guidance students can usually attend school with common seasonal symptoms unless they have a high temperature or are too unwell to carry out normal activities. Full advice on when to keep your child off school can be found directly on the NHS website https://www.nhs.uk/live-well/is-my-child-too-ill-for-school/

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We greatly appreciate your support in encouraging your child to achieve their "Winter Wins" this term. We would also advise you to regularly check your child's attendance on your class charts app.

If you have any questions or require support regarding your child's attendance, please do not hesitate to reach out to their Head of Year or our Attendance Team.

Yours sincerely



Miss A Cheshire
Assistant Headteacher - Attendance Champion

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