



Fir Vale Academy

The best in everyone™

Part of United Learning

Fir Vale Academy Attendance Strategy

Guidance Document

Fir Vale Academy Attendance Framework: An Evidence-Driven Approach

Bringing Out the Best in Everyone Through Excellence in Attendance

Summary

Good Attendance is fundamental to bringing out the best in everyone across United Learning academies. This framework aligns evidence-based attendance strategies with the United Learning Way, ensuring that every pupil experiences our ambitious curriculum whilst developing a strong sense of belonging. Our approach recognises that excellent attendance is both a foundation for academic achievement and a manifestation of our commitment to education with character.

Key Principles

- **Ambition:** No excuses approach with belief that all students want to attend school
- **Equity:** Ensuring pupils in all our schools receive the same opportunities and support
- **Belonging:** Creating environments where pupils feel personally accepted, respected, and included

Section 1: United Learning Approach to Attendance

1.1 Attendance as Part of Our Mission

Our attendance framework recognises that:

- Regular attendance enables access to our powerful knowledge curriculum
- Strong attendance supports the development of cultural capital
- Attendance patterns reflect and reinforce our values of hard work and kindness
- Every day missed day represents lost opportunities for character development and academic growth

1.2 Alignment with United Learning Priorities

This framework directly supports our Secondary Strategic Priorities:

Academic Achievement for All: Attendance is the foundation that enables all pupils, particularly those from disadvantaged backgrounds and those identified as SEND, to access our ambitious curriculum consistently.

Attendance, Behaviour, Belonging: Our systematic approach to character development creates the sense of belonging that underpins attendance improvements, whilst supporting our expectation of disruption-free learning.

Literacy & Oracy: Regular attendance ensures pupils experience the rich diet of reading, writing, and spoken language evident in all our classrooms

1.3 Evidence-Based Foundation

Drawing on the Education Endowment Foundation's Supporting School Attendance Framework, our approach incorporates six evidence-informed themes whilst maintaining the United Learning emphasis on subject specialism and instructional excellence.

Section 2: The United Learning Attendance Curriculum

2.1 Core Components

Our "Attendance Curriculum" reflects the United Learning principle that good attendance is a learned behaviour, woven through our school's vision, values, ethos, and day-to-day life.

Component	United Learning Approach	Expected Outcomes
Leadership and Vision	Senior Attendance Lead as member of SLT, with attendance afforded same status as safeguarding	Clear accountability and strategic focus
Cultural Integration	Attendance embedded in curriculum delivery, character education, and co-curricular provision	School becomes irresistible to pupils
Data Excellence	United Analytics Dashboard utilised for informed decision-making	Proactive identification and intervention
Responsive Teaching	Attendance support adapted to individual needs, reflecting our SEND and differentiation approaches	All pupils supported to achieve excellent attendance

2.2 Making School Irresistible

Reflecting United Learning's emphasis on powerful knowledge and education with character, schools must ensure:

- **Curriculum Excellence:** Our common curriculum provides consistency and high expectations
- **Instructional Quality:** Use of Rosenshine Principles and TLAC techniques creates engaging learning experiences
- **Character Development:** Systematic approach to character creates sense of belonging
- **Cultural Capital:** All pupils see themselves in our curriculum whilst being taken beyond their immediate experience

Section 3: Implementation Framework

3.1 Data Driven Improvement

Consistent with United Learning's commitment to continuous improvement, attendance data should be:

- **Analysed regularly:** By vulnerable groups, using United Analytics Dashboard
- **Reviewed Daily:** For persistently absent students, with targeted intervention
- **Evaluated Termly:** Strategy effectiveness assessed and adapted
- **Benchmarked:** Against other United Learning schools for collaborative improvement

Section 4: Communication Excellence

4.1 Evidence-Based Communication Principles

Building on EEF research and United Learning's parental engagement framework:

- **Behavioural Insights:** Discuss days missed as well as percentages
- **Comparative Data:** Show attendance compared to peers
- **Support Signposting:** Provide clear pathways to assistance
- **Scripted Consistency:** Ensure all staff use consistent, positive messaging

4.2 Role-Specific Communication Strategies

Assistant Principal Responsible for Attendance

Strategic Communications:

- Lead whole-school attendance
- Chair attendance steering groups with scripted key messages
- Communicate with the senior leadership team

Key Messages:

"Attendance is everyone's responsibility at Fir Vale Academy. We believe every student wants to be here, and when they're not, we work together to understand why and remove barriers. Our role is to make school irresistible while supporting families to overcome challenges."