



Nov Update for Knowsley Schools: Attendance Campaigns for 2015/16

A. The 30 Day Challenge

- The Attendance Campaign group are keen to build on the momentum of the badge/medal scheme and have created The 30 Day Challenge. This is focussing on a period when Knowsley's attendance is historically at its lowest and retains the 100% theme from the ongoing campaign.
- All schools entering the challenge will be judged on the 30 sessions (15 days) leading to their Xmas break and 30 sessions (15 days) from the start of the Spring term. Separating the challenge into two parts aims to give renewed incentive for schools to beat their first % figure in the New Year.
- The challenge will focus on the % of pupils maintaining 100% in the two time periods. In the example we've prepared below, 38% of the school population attended 100% for the 15 days leading up to the Christmas break, an increase of 2% on the previous year. You can see there was a 3% increase in those attending 100% in the first 15 days of 2016. Combining the two periods (period 1 + period 2 divided by 2) gives us an overall % figure for 15/16 and is compared with 14/15.

School	Pre – Xmas : Days 1 to 15		Post-Xmas: Days 16 to 30		Overall Average %	
	2014	2015	2015	2016	2014/15	2015/16
Great Attendance Primary School	36%	38%	38%	41%	37%	39.5%

- Trophies are to be presented to the primary and secondary schools with the highest overall percentage of pupils achieving 100% this year and to the primary and secondary showing the biggest improvement compared to last year. We are hoping the winning schools will agree to host a special assembly w/c 5th February where their trophy will be presented by a VIP/councillor.
- Leisure passes are to be provided for all pupils in all schools who maintain 100% across all 30 days (60 sessions).
- A specific poster has been designed which will be available in the next couple of weeks to raise awareness of the challenge. For the purposes of promoting amongst pupils, primary schools may choose to use numbers rather than % of those maintaining full attendance.

B. Badge/Medal Campaign

- All schools should now have received publicity material for the badge/medal campaign. The authority should be in receipt of the medals in the next few days and the School Attendance Service will provide one set of medals for each educational establishment to display.
- Please could you inform your School Attendance Service contact on Monday 14th December of the likely number of bronze badges required and delivery will then be organised. If you recall, schools are encouraged to award the bronze badge on the last day of this term for all those pupils with 100% school attendance. Pupils will progress to receiving a silver badge at the end of the Spring term if they continue their unbroken record and a Gold medal at the end of the Summer term.
- Please remind unsuccessful pupils that they can still achieve the full set of badges beginning with the bronze which could be awarded at the end of the Spring term. The scheme will not run beyond Autumn 2016.
- Any enquiries and in the first instance, please discuss with your contact in the School Attendance Service.

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