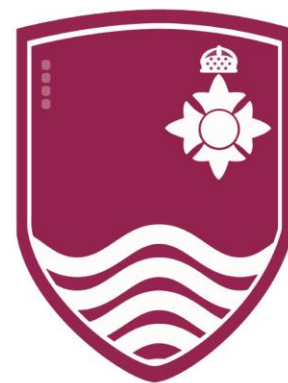


Our Ref: CS/ER/Whole School Attendance Letter

Date: 12<sup>th</sup> January 2026

Dear Parent/Carer,



**Dame Elizabeth  
Cadbury School**  
www.decschool.co.uk

### **Re: The Importance of Regular School Attendance**

At Dame Elizabeth Cadbury School, we are here to **listen, understand, empathize and support our pupils and families**. However, **regular school attendance is not optional**. Consistent attendance is the essential foundation for success and plays a vital role in a child's academic achievement, personal development and future opportunities.

We would like to take this opportunity to **thank all parents and carers who set the right conditions at home**, ensuring that their child attends school consistently and does not miss learning time through unnecessary absence. Your commitment makes a genuine difference and helps your child to thrive both now and in the future.

There is a strong and well-evidenced link between good attendance and positive outcomes. National data shows that:

- **Pupils who attend 95% or more of the time are twice as likely to achieve Grades 9–5 in Maths and English compared to those with attendance between 90–95%.**
- **Only 12% of pupils with attendance below 90% achieve Grades 9–5 in Maths and English.**

Children who are frequently absent not only miss valuable learning but also vital opportunities to build friendships, confidence, and independence — all of which are essential for success in adulthood.

We are proud to say that our school has **everything a child needs to develop academically, socially and emotionally**. We have a wealth of internal support available for pupils and families, including our Attendance Manager, Mental Health Support Worker, School Social Worker and TIGERS Mentor Lead. This dedicated team works closely with families to address any barriers to regular attendance and to provide help where it is needed most.

However, to ensure that every pupil receives the best possible start in life, **we need parents and carers to do all they can to ensure their child attends school every day, on time, and ready to learn**. Working together, we can secure the best outcomes for all our young people.

As part of our statutory duty, we regularly review attendance data. **Parents and carers of pupils whose attendance has fallen below 90% for the Autumn Term will receive a follow-up letter, regardless of the reason for the absences**. We recognise that, for some families, absence may have been due to illness, unauthorized term time leave for a holiday, or other extenuating circumstances. Nonetheless, we have a **duty to inform and support you in improving attendance where needed**.



Dame Elizabeth Cadbury School  
Woodbrooke Road  
Bournville  
Birmingham  
B30 1UL



**Matrix**  
Academy Trust  
EDUCATION WITHOUT EXCEPTION

0121 464 4040



Dame Elizabeth Cadbury School



dameelizabethcadbury



enquiry@decschool.co.uk



If you need assistance or wish to discuss your child's attendance further, please do not hesitate to contact your child's Head of House or Mrs J McManus, our Attendance Officer:

- ✓ **Durham House** – Miss Faulkner [cfaulkner@decschool.co.uk](mailto:cfaulkner@decschool.co.uk), or Phone Line Option 2
- ✓ **Exeter House** – Miss Britt [sbritt@decschool.co.uk](mailto:sbritt@decschool.co.uk), or Phone Line Option 3
- ✓ **Warwick House** – Mr Canning-England [dcanningengland@decschool.co.uk](mailto:dcanningengland@decschool.co.uk), or Phone Line Option 4
- ✓ **York House** – Mr Smith [csmith@decschool.co.uk](mailto:csmith@decschool.co.uk), or Phone Line Option 5
- ✓ **Attendance Officer** – Mrs McManus [jmcmanus@decschool.co.uk](mailto:jmcmanus@decschool.co.uk), or Phone Line Option 1

Thank you for your continued support and attention to this very important matter.

Together, we can ensure every pupil at Dame Elizabeth Cadbury School has the best possible chance of success – both now and in the future.

Yours sincerely



**Mr J Till**  
Headteacher



**Mr C Seager**  
Head of School



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