



Dear Parents and Carers,

We are excited to share some important updates regarding our approach to attendance at Kensington Junior Academy. Our commitment to providing the best support for your children and families has led us to collaborate with an organisation known as Inclusive Attendance. Together, we aim to empower children to attend school regularly and overcome any potential barriers they may face in their educational journey.


Our new approach is rooted in an inclusive attendance model designed to ensure that everyone - our staff, families, and children - fully understands their individual roles and collective responsibilities in supporting school attendance, active engagement in learning, and addressing potential barriers.


To achieve this, we are introducing a Multi-Tiered System of Support, a tiered approach that caters to the unique needs of all children. It begins with our universal offer, progresses to Tier 2, which provides additional support for some children through early help services within the school, and finally, Tier 3, where we ensure that certain children and families have access to specialised resources if required.


Effective communication with all our families is central to our values at Kensington Junior Academy. In light of this, we will transition from reporting attendance in percentage form to a focus on the number of days missed. This shift will simplify the process, enhance communication, and help all children and families have a clear understanding of the impact of missed school days on education.


Another significant change we are implementing is moving away from a rewards-based system. Instead, we will adopt a recognition-based approach that allows us to be more inclusive and creative in acknowledging personal achievements and promoting the importance of regular school attendance among both our children and families. This will include:

 **Postcards Home** – Each term, we send a special postcard to parents of children who have made consistent effort with attendance, thanking them for their support with attendance.

 **Spontaneous Recognition** – Teachers have blank certificates in class, ready to award pupils for improved attendance, consistent effort, full weeks in school, or zero lates.

 **Attendance & Core Values** – Our school's values and points system incorporate attendance, reinforcing its importance in our everyday learning culture.

 **Positive Phone Calls Home** – Teachers personally call home to celebrate attendance achievements.

 **Kip the Kensington Kangaroo** – “Hop to It – Every Day Counts!” - Kip, our friendly and energetic school attendance mascot, reminds pupils that showing up every day keeps them on track for success. A physical soft toy kangaroo, working just like our KJA bears and posters around school featuring Kip, inspiring pupils to make every day count!

Our renewed focus on this inclusive attendance approach will ultimately help us create a culture where everyone at Kensington Junior Academy shares the collective responsibility for school attendance.

We invite you to visit our attendance page and review our attendance policy for more information on this new model and how it will enhance the support we provide. If you have any questions or require further clarification, please do not hesitate to contact us.