



# Ferndale Primary School and Nursery

Headteacher: Miss Liz Horrobin  
Ferndale Primary School and Nursery - Wiltshire Avenue  
Swindon - Wilts - SN2 1NX

Dear Parents and Carers,

Friday 12<sup>th</sup> September 2025

Now that we have settled back into the school year, I am delighted to share that we have had a fantastic start to attendance. Thank you for supporting your child to be in school every day and on time — it makes a real difference. We want this strong start to continue, as regular attendance is vital for your child's learning, progress and wellbeing. Missing even a small number of days quickly adds up:

🌍 Just **1 day off every 2 weeks** adds up to nearly **4 weeks of lost learning across a year**.

🌍 Missing **10 days in a year** is the equivalent of almost **50 hours of lessons missed**.

Research shows that children with good attendance achieve better results and build stronger friendships.

## Routine and Expectations

A consistent routine of attending school every day sets clear expectations for children, helping them to feel secure and prepared to learn. It also builds positive habits that last into secondary school and beyond.

## If You're Unsure – Bring Your Child In

We understand that sometimes you may not be sure if your child is well enough for school. If in doubt, please bring them in — we will always contact you if they need to go home.

## We're Here to Help



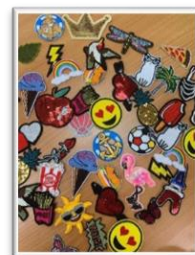
If you are experiencing difficulties that affect your child's attendance, please get in touch with us. We are here to listen, not to judge. Working together, we can find solutions and ensure your child gets the best possible start each day.

A reminder that at Ferndale, we want to both stress the importance of attendance **and celebrate it in fun and supportive ways**. This year we have introduced the following incentives:

🌟 **Monthly Attendance Prize Draw** – Every child with 100% attendance (including punctuality) for the month will be entered into a prize draw. The winner will receive a goody bag and the exciting chance to be **Headteacher for the afternoon!**

🌟 **'Turn Up, Treasure Up' Days** – On random surprise days, children in school will be able to search for a piece of treasure at lunchtime to keep.

🌟 **Year 6 Gardening Leadership** – Year 6 children who attend school every day and on time for the first two weeks will be invited to help me decorate the garden beds on the main playground, leaving a lasting mark for the rest of the school to enjoy.



Thank you for your continued support in helping us give every child the best chance to thrive. Let's keep attendance high and learning strong.

Kind regards

Miss Liz Horrobin  
Headteacher



Headteacher goody bag for the monthly winner of 100% attendance and punctuality. With Miss Horrobin making the tea!