

CROFTON INFANT SCHOOL

November 2008

Spike - Every Schoolday Counts Project



This week the Bromley Every Schoolday Counts mascot, SPIKE, visited the school and met your child in an assembly.

The Every Schoolday Counts Project is committed to promoting the positive aspects of school attendance to children, their families and the wider community. The Project offers a service to support primary schools to improve attendance levels in line with Government targets.

Background

The Every Schoolday Counts Project (ESC) is a proactive and upbeat initiative that promotes the benefits of primary school attendance to children and families. The Project aims to increase and promote the benefits of school attendance by working with schools, children, families and partner organisations.

Early intervention by ESC will:

- increase attendance
- raise achievement
- reduce school exclusion
- improve transition between key stages
- reduce youth crime and the potential for social exclusion.

About Spike

Spike, the Project's friendly attendance mascot, plays a huge role in the identity of this project. He is a regular visitor and a very welcome character in and around schools.

Why?

Here are just a few of the reasons why such a project is worthwhile:

- There is a direct link between school absence and future unemployment.
- 50,000 children skip school each day in England and most of this absence is parentally condoned.
- Children who miss a lot of primary schooling with their parents' permission are more likely to be absent or truant during their secondary school education.
- The effects of regular absence can be detrimental to a child's educational achievement.
- Regular and punctual attendance helps a child to increase their academic levels of achievement, make new friends and feel good about themselves!

How?

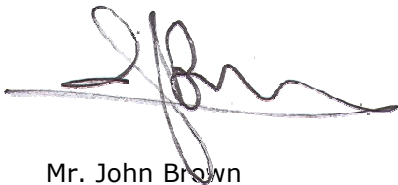
The Every Schoolday Counts Team works in many different positive ways to encourage excellent attendance and punctuality. The team of staff offer innovative and positive approaches to working, such as:

- Using rewards and incentives to promote attendance
- Rewarding good and improved attendance
- Hosting an Annual Celebration Event for 100% attendance
- Using credit, merit and distinction certificates to increase and acknowledge good attendance patterns
- Using creative ideas to help improve attendance
- Offering a half day targeted support to schools
- Communicating the need for good attendance through school newsletters, websites, letters to parents etc.
- Negotiating discounts on behalf of families, to encourage better attendance during term time
- Using school notice boards to display Project literature, news and school attendance achievements
- Re-launching an interactive website for kids, parents and professionals, to share good practice, and downloadable materials/tools.

AT CROFTON

At Crofton we are embracing this initiative through a rewards and incentive scheme. If your child came home with a bookmark this week it is because they achieved 100% attendance in the first half of term. There will be another prize for each half term where they achieve 100% attendance. There are also certificates awarded at the end of term for 100% attendance. Every Monday the class with the best attendance for the previous week will win a Spike trophy to keep until the following Monday. Every class will have a Spike doll that children will be allowed to take home for the weekend if lateness or attendance are improving. In addition children who attend school on their birthday can win special prizes by entering into a prize draw.

Many thanks for your support.

A handwritten signature in black ink, appearing to read 'John Brown', written over a horizontal line.

Mr. John Brown
Headteacher