

15 January 2026

Dear Parent or Carer,

RE: Attendance

We hope you and your families all had a wonderful break over the Christmas holiday. It was lovely to have the students back in school last week and we hope that they have settled back in during their first week of this term.

As we begin a new school term I wanted to highlight the importance of school attendance, not only in terms of academic attainment but crucially the nurturing of friendships and general well-being. A core principle of our One Driffield ethos is 'Be Here': we truly believe that good attendance to school is vital for students' development and fulfilling their potential.

We had a really positive start to the New Year with attendance rates for all years high last week. To celebrate these efforts and keep the momentum going, we are launching a series of rewards to maintain high levels of attendance through this half term:

- **Certificates:** we will be giving out certificates to celebrate those that have 100% attendance, improved attendance or have met attendance targets last term.
- **Daily recognitions:** for 2 weeks, from Monday 19 January, each day a student attends, they will be entered into a prize draw for canteen vouchers, for things like free puddings, free chips, free wraps and much more. 3 prizes per year group are available each day.
- **Weekly prizes:** students who attend a full week on weeks commencing 19 and 26 January will be entered into our draw to win a £10 gift voucher. We have two for each year group, each week.

Whilst rewards can be motivating and add a fun element to good attendance, they can also highlight something even more valuable: the power of **intrinsic motivation**. This challenge is not just about external rewards; it is about helping students discover the **self-pride** and **determination** that comes from consistent effort and commitment.

By choosing to come to school every day, students are demonstrating two of our Cornerstones:

- **Perseverance:** pushing through when it might be easier to stay home.
- **Responsibility:** understanding the importance of their education and their role in it.



These are not just traits that lead to good attendance, they are qualities that will serve them well throughout their academic journey and into their future lives. The real reward of consistent attendance is the knowledge gained, the friendships made and the confidence built from knowing they are giving their best.

Thank you once again for your continued support. Let's continue 2026 with positivity, pride, and purpose!

Yours faithfully,

A handwritten signature in black ink, appearing to read "Mr M Evans".

Mr M Evans
Assistant Headteacher