

3<sup>rd</sup> November 2023

Dear Parent/Carer,

**Re: The Four Week Family Focus**

At Birchwood, we know the importance of education, not just academically but socially too – that is why we are so focused on ensuring all our students are in school every day (and on time), and we will never make any apologies for that.

We also understand that getting students into school every day is a family effort and is not just down to the individual child. That is why we are launching our Four Week Family Focus throughout November, to encourage and reward families whose child is in school every day. We do understand that illnesses happen, which is why we are rewarding on a weekly basis for the four weeks, with each week being a fresh start for each child. Students who are late to school on any day within a week, will not be eligible for the draw even if they have been in every day. Our gates shut at 08.40am each day and students must be in school by then.

**Week 1** (week beginning 6 November) - every child with 100% attendance this week will be put into a draw for a £50 Asda shopping voucher for the family.

**Week 2** (week beginning 13 November) - every child with 100% attendance this week will be put into a draw for a £50 Cineworld Warrington voucher for the family to enjoy a night out together.

**Week 3** (week beginning 20 November) - every child with 100% attendance this week will be put into a draw for a £50 voucher for Pizza Hut for the family to enjoy a meal out together.

**Week 4** (week beginning 27 November) - every child with 100% attendance this week will be put into a draw for 5 days' worth of Hello Fresh meals for 4 people to help feed your family for a week with a choice of meals to choose.

At the end of the 4 weeks, every child who has had 100% attendance for every one of those weeks, will go into a draw for a £100 voucher for the family for the Trafford Centre.

It would be amazing to see how close we can get to 100% in each year group and each form too, with prizes for students in school as well as for families.

Thank you in advance for getting involved in this with us, and we will be sending updates daily on how many students are in the draw for that week so far!

Best wishes and take care,



Emma Mills  
Headteacher