Headteacher:
Steve Wilson

Deputy Headteachers:
Sarah Fitzpatrick
Andrew Sherlaw

Deneholm
Whitley Bay
Tyne & Wear
NE25 9AS
Tel: (0191) 731 7070

info@whitleybayhighschool.org
www.whitleybayhighschool.org

5th November 2026

Dear Parent/Carer,

We know that regular attendance plays a vital role in helping students achieve their best, build confidence, maintain friendships, and make the most of every opportunity available to them. We are incredibly proud of the commitment shown by so many of our students and are excited to launch a range of new initiatives designed to celebrate positive attendance.

Over the coming weeks and months, students will have the opportunity to take part in a variety of rewards and recognition schemes. These will not only celebrate students with excellent attendance but will also recognise students who make meaningful improvements to their attendance over time.

One of the exciting initiatives we will be introducing this year is a festive advent celebration. Students with 100% or improved attendance from half term 1 to half term 2 will be able to opt into one of a series of festive workshops and activities throughout the Christmas period as a special reward for their commitment to attending school regularly. We hope this will be a fun and memorable way of recognising the effort students make attending school each day.

Here is the ticket students with 100% in half term 1 or improved attendance from half term 1 to half term 2 will receive:




Importantly, we want our attendance rewards programme to be inclusive and fair. We recognise that some students may have missed school for genuine, unavoidable reasons, including medical needs or significant personal circumstances that are beyond their control. We will celebrate positive attendance journeys, not just perfect attendance.

For this reason:

- Students will have opportunities throughout the year to reset and work towards attendance improvement rewards.
- Students will also be able to earn rewards through their tutor group. To ensure this is fair and inclusive, we will work closely with tutors to recognise improvement, effort and positive attendance habits, giving all tutor groups the opportunity to achieve success and win prizes.
- Students who have missed out on 100% attendance due to an unavoidable absence may appeal to their Head of Year to be considered for recognition. They can do this by emailing everydaycounts@whitleybayhighschool.org
- Individual circumstances will always be considered with sensitivity, care and understanding. For students who are working with a pastoral team member or key worker and may face genuine barriers to attending school every day, a personalised rewards programme will be put in place. This will be tailored to their individual needs, ensuring they feel included, recognised and supported to make positive progress, no matter how small each step may be.

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Our aim is to create a culture where every student feels encouraged, valued and supported to attend school whenever they are able, while ensuring that those facing genuine challenges are included.
Thank you for your continued support in helping us promote excellent attendance.

Yours faithfully

Sarah Lackenby
Assistant Headteacher

Jill Branch
Assistant Headteacher