



Birley Primary Academy

A L.E.A.D Academy

Headteacher: Dawn McAughey

Address: Thornbridge Avenue,
Sheffield, S12 3AB

Telephone: 01142399002

Enquiries@birleyprimaryacademy.co.uk

Wednesday 19th March 2025

Dear Parent/Carer,

We are delighted to announce that Birley Primary Academy will be hosting our annual **'Easter Attendance Eggstravaganza'** competition - starting on Friday 21st March 2025 and concluding on Thursday 17th April 2025 - in order to remind everyone about the importance of being an attendance hero (**Here Everyday Ready On-Time**).

Why is it important for children not to miss school?

Having a good education is important to ensure that children have the best opportunities in their adult life. Children only get one chance at school and your child's future may be affected by not attending school regularly.

If children do not attend school regularly, they can:

- Struggle to keep up with school work. In a busy school day, it is difficult for schools to find the extra time to help a child catch up.
- Miss out on the social side of school life. Poor attendance can affect children's ability to make and keep friendships; a vital part of growing up.

Setting good attendance patterns from an early age, from nursery and throughout their time in primary education, will also help your child later on in their life. According to statistics, children who have a poor school attendance record may have less chance of securing a job when they are adults. Not only is attendance important but being on time is also vital. Arriving late at school can be very disruptive for your child, their teacher and the other children in the class as it causes disruptions to learning. Therefore, the academy try hard to celebrate children with daily attendance and good punctuality throughout selected periods of the academic year and the Easter Eggstravaganza is another example of this.

How does the Easter Attendance Eggstravaganza work?

The competition launches on Friday 21st March 2025 and every child who attends that day will be in the prize draw for one of the ten small prizes on offer that day. Moving forwards, every day they continue to be here throughout the Easter Eggstravaganza, they continue to remain in the prize draw for that day's prize. Keeping your 100% attendance throughout the Easter Attendance Eggstravaganza is the name of the game and the only way to stay in with a chance of winning the fantastic prizes on offer throughout the competition. Here is what our pupils have a chance of winning:

Day 1 – 10x Cadbury's Crème Eggs

Day 2 – 9x Easter Bunny Nets

Day 3 – 8x Easter Mallow Pops

Day 4 – 7x Easter Craft Sets



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Day 5 – 6x Easter Activity Books

Day 6 – 5x Small Easter Eggs

Day 7 – 4x Reading Books with Chocolate Bunny

Day 8 – 3x Medium Easter Egg

Day 9 – 2x Activity Vouchers (Family Swim or Bowling) with Large Easter Egg

Day 10 – 1x Easter Hamper including a Large Easter Chick Teddy, Cinema Vouchers, Large Easter Egg and many more fantastic prizes

We are looking forward to starting our third 'Easter Eggstravaganza' this Friday and cannot wait to give out lots of rewards to celebrate the importance of being an attendance hero at Birley Primary Academy.

Yours sincerely,

Dawn McAughey