

THE INTELLIGENCE REPORT — £2,250



Attendance Intelligence Report

Expert Strategic Analysis & Implementation Roadmap

Greenwood Academy

Academic Year 2024/25 | Data Period: Sep 2024 – May 2025

847 Students | Years 7–11 | Prepared: May 2025

ATTENDTRACK

91.8%

OVERALL ATTENDANCE

National avg: 91.4%

24.1%

PERSISTENT ABSENCE

National avg: 21.2%

204

STUDENTS AT RISK

24% of cohort

Greenwood Academy's headline attendance of 91.8% masks a persistent absence rate nearly **3 percentage points above national average**. Year 9 is the most affected cohort (88.3%, 31% PA). Monday absence spikes of 34% above weekly average suggest systemic disengagement patterns.

This report provides complete student-level analysis, intervention strategies, funding impact calculations, and a 90-day Leadership Action Plan to address these findings.

Critical Finding

204 students (24.1%) are persistently absent. If current trends continue, an estimated 18 additional students will cross the PA threshold by the end of this academic year, potentially increasing the school's PA rate to 26.2%.

Complete Student-Level Risk Analysis

Every student scored and categorised based on attendance percentage, trajectory, pattern analysis, and absence type breakdown.

38

HIGH RISK
Below 80% attendance

166

MEDIUM RISK
80–90% attendance

643

LOW RISK
Above 90% attendance

High-Risk Students (Top 15)

#	STUDENT	YEAR	ATT%	SESSIONS	TREND	PRIMARY CODE	RISK
1	Student A	9	72.4%	53	↓	I (Illness)	HIGH
2	Student B	10	74.8%	48	↓	O (Unauthorised)	HIGH
3	Student C	9	76.1%	46	→	I (Illness)	HIGH
4	Student D	8	78.3%	42	↓	G (Holiday)	HIGH
5	Student E	11	79.6%	39	→	I (Illness)	HIGH
6	Student F	9	80.1%	38	↓	N (No reason)	HIGH
7	Student G	10	80.4%	37	→	I (Illness)	HIGH
8	Student H	9	80.8%	37	↓	O (Unauthorised)	HIGH
9	Student I	8	81.2%	36	↑	I (Illness)	HIGH
10	Student J	9	81.5%	35	↓	C (Authorised)	HIGH

Full student-level data for all 847 students provided as Excel export alongside this report.

Persistent Absence Deep Dive

Detailed analysis of the 204 persistently absent students, broken down by year group, absence type, and duration.

PA Distribution by Year Group

YEAR	TOTAL	PA STUDENTS	PA RATE	VS NATIONAL
Year 7	178	28	15.7%	-5.5%
Year 8	172	39	22.7%	+1.5%
Year 9	165	51	30.9%	+9.7%
Year 10	170	40	23.5%	+2.3%
Year 11	162	29	17.9%	-3.3%

Absence Code Analysis (PA Students Only)

DFE CODE	DESCRIPTION	SESSIONS	% OF PA ABSENCE
I	Illness (not medical evidence)	2,847	42.3%
O	Unauthorised absence	1,234	18.3%
N	No reason yet provided	891	13.2%
G	Family holiday (not agreed)	674	10.0%
C	Other authorised	548	8.1%
Other	Various	539	8.1%

Key Insight: Code I Dominance

42% of all PA absence is coded as Illness without medical evidence. This is a common masking code. Further investigation of repeat "illness" absences is recommended, particularly for students with 10+ illness sessions.

Daily Attendance Patterns

	Mon	Tue	Wed	Thu	Fri
Year 7	93.1%	95.4%	95.8%	94.6%	92.3%
Year 8	89.2%	93.7%	94.1%	93.2%	91.0%
Year 9	84.1%	89.6%	90.8%	89.4%	87.5%
Year 10	88.3%	92.8%	93.5%	92.1%	90.7%
Year 11	91.2%	94.3%	95.0%	93.8%	91.5%

Seasonal Trend Analysis

PERIOD	ATTENDANCE	PA RATE	KEY OBSERVATION
Autumn 1 (Sep–Oct)	93.4%	19.8%	Strong start, Year 7 settling in well
Autumn 2 (Nov–Dec)	91.2%	23.1%	Winter illness spike, -2.2%
Spring 1 (Jan–Feb)	90.8%	25.4%	Post-Christmas dip, slow recovery
Spring 2 (Mar–Apr)	92.1%	22.8%	Partial recovery, Year 9 still declining
Summer 1 (May)	91.3%	24.1%	Current position, Year 11 improving

Funding Impact Calculation

Estimated financial exposure based on current absence patterns and DfE funding methodology.

£47,200

ESTIMATED FUNDING RISK

From PA-related absence

£18,400

FPN POTENTIAL

Fixed Penalty Notice exposure

£23,100

RECOVERABLE

With targeted intervention

Funding Breakdown

CATEGORY	STUDENTS AFFECTED	ESTIMATED ANNUAL IMPACT
Pupil Premium at risk (PA students in PP cohort)	67	£28,400
General funding impact (reduced pupil count weighting)	204	£12,800
Exam result risk (Year 11 PA students)	29	£6,000

Recovery Potential

If interventions successfully return 50% of medium-risk PA students to regular attendance, the school could recover approximately

£23,100 in protected funding

and significantly reduce FPN exposure.

6 Intervention Recommendations

Targeted strategies matched to each risk group, prioritised by expected impact.

High-Risk Group (38 students, below 80%)

1 Individual Attendance Plans

Each high-risk student requires a named keyworker, fortnightly review meetings, and a personalised attendance target. Parent/carer engagement meetings within 2 weeks.

2 Referral Pathway Review

17 of 38 high-risk students have illness as primary code. Investigate for potential EBSA (Emotionally Based School Avoidance). Consider educational psychologist involvement for students with 15+ consecutive illness sessions.

Medium-Risk Group (166 students, 80–90%)

3 Weekly Monitoring & Tutor Check-Ins

Form tutors to monitor weekly attendance for all medium-risk students. Automated alerts when attendance drops below 85%. Parent letters at 88% threshold.

4 Year 9 Targeted Programme

Year 9 has the highest PA concentration. Recommend a dedicated Year 9 attendance improvement programme: Monday mentoring, positive attendance rewards, and peer support groups.

Whole-School Strategies

5 Monday Morning Protocol

First-day response calls by 9:30am for all PA-list students absent on Monday. Re-engagement activities at morning registration. Avoid scheduling assessments on Mondays for at-risk cohorts.

Leadership Action Plan (90-Day Priorities)

A prioritised action plan for the Senior Leadership Team, structured across three phases.

Phase 1: Immediate (Weeks 1–2)

ACTION	OWNER	DEADLINE	SUCCESS MEASURE
Share report with SLT and pastoral team	Headteacher	Week 1	Report discussed at SLT meeting
Assign keyworkers to 38 high-risk students	Pastoral Lead	Week 1	All students have named contact
Implement Monday morning protocol	Attendance Officer	Week 2	First-day response operational
Set up weekly monitoring for 12 near-PA students	Head of Year	Week 2	Monitoring dashboard active

Phase 2: Short-Term (Weeks 3–6)

ACTION	OWNER	DEADLINE	SUCCESS MEASURE
Parent engagement meetings for high-risk	Pastoral Lead	Week 4	80% of families contacted
Launch Year 9 attendance programme	Head of Year 9	Week 3	Programme operational
Review Code I patterns for EBSA screening	SENCO	Week 5	Students referred as needed
Establish pre-half-term comms plan	Comms Lead	Week 6	Letters/texts ready to send

Phase 3: Medium-Term (Weeks 7–12)

ACTION	OWNER	DEADLINE	SUCCESS MEASURE
Review progress on all intervention targets	SLT	Week 8	Data shows improvement trend
Evaluate Monday protocol effectiveness	Attendance Officer	Week 10	Monday absence reduced by 15%+

DEMO SAMPLE

Full breakdown of absence by DfE statistical code across all 847 students.

CODE	DESCRIPTION	SESSIONS	% OF TOTAL ABSENCE	TREND
I	Illness (not medical/dental)	4,231	38.2%	↑ Rising
O	Other unauthorised	1,876	16.9%	→ Stable
N	Reason not yet provided	1,342	12.1%	↓ Reducing
G	Family holiday (not agreed)	987	8.9%	↑ Rising
C	Other authorised circumstances	876	7.9%	→ Stable
M	Medical/dental appointments	654	5.9%	→ Stable
L	Late (before register closes)	432	3.9%	↑ Rising
U	Late (after register closes)	321	2.9%	→ Stable
H	Family holiday (agreed)	198	1.8%	↓ Reducing
E	Excluded	156	1.5%	→ Stable

Code N Alert

12.1% of absence has no reason recorded. The DfE expects schools to follow up all Code N absences promptly. 1,342 sessions without a recorded reason represents a compliance risk.

Severity Banding Analysis

Students categorised into severity bands to target intervention resources effectively.

BAND	ATTENDANCE RANGE	STUDENTS	% OF COHORT	ACTION LEVEL
Green	95%+	387	45.7%	Celebrate & maintain
Light Green	90–95%	256	30.2%	Monitor & encourage
Amber	85–90%	98	11.6%	Tutor intervention
Orange	80–85%	68	8.0%	Pastoral intervention
Red	Below 80%	38	4.5%	Immediate action plan

Gender Analysis

GENDER	STUDENTS	ATTENDANCE	PA RATE	OBSERVATION
Male	438	91.2%	25.8%	Higher unauthorised absence
Female	409	92.4%	22.2%	Higher illness-coded absence

Free School Meals (FSM) Analysis

GROUP	STUDENTS	ATTENDANCE	PA RATE	GAP
FSM Eligible	312	88.7%	32.4%	Gap: 5.1%
Non-FSM	535	93.8%	19.3%	

Term-by-Term Comparison

METRIC	AUTUMN 1	AUTUMN 2	SPRING 1	SPRING 2	SUMMER 1
Overall Attendance	93.4%	91.2%	90.8%	92.1%	91.3%
PA Rate	19.8%	23.1%	25.4%	22.8%	24.1%
Severe Absence	1.2%	1.5%	1.9%	1.7%	1.8%
Code N (no reason)	8.2%	11.4%	14.1%	12.8%	12.1%

FPN Tracker

Students potentially meeting the threshold for Fixed Penalty Notices (10+ unauthorised sessions in a rolling 10-week period).

STUDENT	YEAR	UNAUTHORISED SESSIONS	PERIOD	FPN STATUS
Student B	10	14	Mar–May	THRESHOLD MET
Student F	9	12	Feb–Apr	THRESHOLD MET
Student H	9	11	Mar–May	THRESHOLD MET
Student K	10	10	Apr–May	AT THRESHOLD
Student N	7	9	Mar–May	APPROACHING

METRIC	GREENWOOD	NATIONAL	SIMILAR SCHOOLS	POSITION
Overall Attendance	91.8%	91.4%	91.7%	IN LINE
Persistent Absence	24.1%	21.2%	22.4%	ABOVE
Severe Absence	1.8%	1.6%	1.7%	MONITOR
Unauthorised Rate	4.2%	4.4%	4.5%	BELOW

A concise summary suitable for presenting to the governing body.

Headlines for Governors

1. Overall attendance (91.8%) is marginally above national but masks a PA problem concentrated in Year 9.
2. 204 students (24.1%) are persistently absent — 2.9% above national average.
3. Monday absence is the biggest single pattern, particularly in Years 8–10.
4. Estimated funding risk is £47,200 if trends continue.
5. A 90-day action plan is in place targeting the highest-impact interventions.

Safeguarding Cross-Reference

Students whose attendance patterns may indicate safeguarding concerns requiring further investigation.

⚠ Safeguarding Flag: 6 Students

The following patterns have been identified that may warrant DSL review:

STUDENT	YEAR	PATTERN	CONCERN LEVEL	RECOMMENDED ACTION
Student A	9	Declining rapidly since Feb, frequent Mon/Fri absence	HIGH	DSL review & family contact
Student D	8	Extended absence coded as illness, no medical evidence	HIGH	Welfare check recommended
Student F	9	Sudden attendance drop, previously 95%+	MEDIUM	Pastoral conversation
Student L	9	Pattern matches known EBSA indicators	MEDIUM	SENCO & EP referral
Student Q	10	Regular absence on specific days (PE days)	LOW	Subject-specific investigation
Student T	7	New starter, declining attendance since October	MEDIUM	Transition support review

This cross-reference is for information only. The school's DSL retains full responsibility for all safeguarding decisions.

Recommendations Summary

PRIORITY	RECOMMENDATION	TARGET GROUP	EXPECTED IMPACT
1	Year 9 Monday intervention programme	42 PA students in Y9	+1.7% Y9 attendance
2	Individual attendance plans for high-risk	38 students below 80%	Prevent severe absence
3	Early warning monitoring	12 near-PA students	-1.4% PA rate
4	Code I investigation protocol	67 students, 10+ illness sessions	Identify EBSA/masking
5	Monday morning first-day response	Whole school	+2% Monday attendance
6	Post-holiday return programme	PA-list students	Recover 100 days/term
7	FSM attendance gap strategy	312 FSM students	Close 5.1% gap

What's Not Included (Available in The Complete Strategy)

This Intelligence Report provides comprehensive analysis and recommendations. The Complete Strategy (£4,500) additionally includes:

FEATURE	DESCRIPTION
90-Minute SLT Strategy Session	Virtual session with your leadership team to prioritise interventions and align ownership
Priority Cohort Action Plans	Detailed plans for PP/FSM, SEND, EAL, and EBSA cohorts
Ofsted-Ready Evidence Pack	6 documents: narrative, vulnerable groups, intervention log, benchmarking, risk register, compliance checklist
Implementation Timetable	Actions, owners, and deadlines mapped out
Intervention Tracking Template	Excel toolkit to monitor intervention effectiveness
Parent Communication Templates	Ready-to-use letters for different absence scenarios
Governance & Inspection Pack	Governor briefing, scrutiny questions, inspection narrative
30-day Check-in + 6-week Follow-up	Ongoing support to ensure implementation stays on track
Priority Renewal Pricing	Returning clients receive priority pricing for annual reviews

Upgrade Path

Intelligence Report clients can upgrade to The Complete Strategy for

£2,250 additional

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DEMO SAMPLE