



Kings
Academy

Believe and Succeed

Online Parent Information Evening

**Supporting your Child -
Attendance and Getting Ready for Work**

Thursday 4 December 2025



This evening will cover:

- Attendance
 - Supporting Your Child
- Getting Ready for Work
 - Employability and Careers at Kings
 - Unifrog
 - Work Experience



Attendance

- Supporting Your Child

Attendance



Attendance is the most important factor in progress made regardless of ability on entry

At KS4, pupils not achieving grade 9 to 4 in English and maths had an overall absence rate of 8.8%, compared to 5.2% among those achieving grade 4+ ((WTTISA) March 2024).

NEWS

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Family & Education | Young Reporter

Top stories

© LIVE More than Afghanistan's interior ministry
6.3k viewing

NEWS

Home | InDepth | Israel-Gaza war | War in Ukraine | Climate | UK | World | Business | Politics | Culture

Wales | Wales Politics | Wales Business | North West | North East | Mid | South West | South East | Cymru

Minister warns parents on school attendance ahead of new term

Fears school attendance won't recover until 2034

tes magazine
since 1970

Categories News Analysis Teaching & Learning Scotland Leadership Newsletters Jobs and more

School attendance improves but 'still a long way to go'

Official figures show a year-on-year rise in pupil attendance, but severe absence remains on an 'alarmingly upward trajectory', warns the Centre for Social Justice

7th August 2025, 1:38pm



Attendance

Good Attendance Matters

Regular attendance at school helps students to:

- Achieve academically – students who attend consistently are more likely to stay on track with their studies and achieve strong results
- Develop social skills – being in school daily builds friendships and strengthens communication skills
- Build routine and structure – consistent attendance supports wellbeing and prepares students for the demands of further education, training, or employment
- Rewards for positive attendance trends and regular high attendance

Vision

Being present keeps your goals vivid and achievable

Regular lessons reinforce why you're A Levels (or equivalent) matter

Effort

Students with strong attendance show higher daily effort

Consistency prevents work build-up and increases productivity

Systems

Attendance supports strong routines and organisation

Less catching-up = more efficient study habits

Practice

Being in class maximises opportunities for retrieval practice, feedback and exam-style tasks

Improves long-term memory and confidence

Attitude

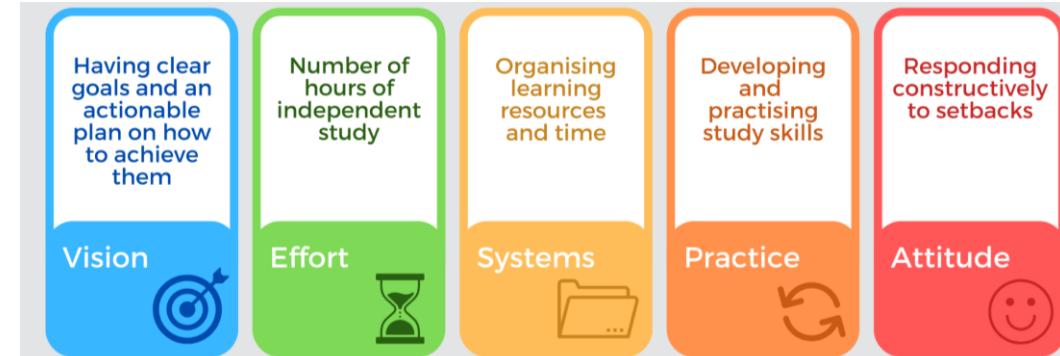
Good attendance reflects a positive mindset towards learning

Builds resilience and strengthens commitment to success



Kings
Sixth Form
Believe and Succeed

Why good attendance matters in the VESPA model





Attendance

Together, we can ensure every student has the best chance of success.

Our Expectations:

- Students must be on site by 8:40am and in their tutor room by 8:45am
- Arrivals after 9:05am will be marked with an unauthorised late code (U). This affects overall attendance and may trigger further action
- Students arriving late must report to the Main Office to sign in
- Unauthorised lateness will result in sanctions. Persistent lateness will lead to further interventions



Attendance

Even a small amount of absence adds up quickly:

- 95% attendance = 10 days of learning missed per year
- 90% attendance = 19 days missed (almost 4 weeks)
- 85% attendance = 29 days missed (almost 6 weeks)
- 80% attendance = 38 days missed (over 7 weeks)

The Department for Education defines students with attendance below 90% as *persistently absent*.

This level of absence has a serious impact on academic progress and wellbeing.

Attendance is the most important factor in progress made regardless of ability on entry

17 days a year is thought to equate to approximately one GCSE grade lower

Attendance



90% - how good is that?

- A 90% attendance record, means that you are absent for the equivalent of one half-day every week.
- 90% attendance means that you will miss the equivalent of four whole weeks of lessons in a school year.
- If your attendance rate is at 90% throughout KS3 and KS4 (5 years), you will have missed the equivalent of about one-half of a whole school year.

Sept	July
Y7	
Y8	
Y9	Half a year absent from school
Y10	
Y11	

Attendance



- Unwell
- Fever/cough
- Mental Health
- Illness
- Migraine
- Fever and unwell
- Sore throat
- Bad rash
- Bad night
- Cold
- Period pains
- Anxiety
- Sore neck
- Headache coughing
- Chicken pox
- Not very well
- Painful foot
- Cold/block sinuses
- Extremely tired
- Tired
- Exhausted after exam and Open Evening
- Sore throat/exhausted from rehearsing

When is a reason valid?

Consider if this is a minor ailment – maximise attendance

Attendance



Key Elements of Attendance Strategy

- Prevention of poor attendance by explaining and communicating the importance and impact
- Using attendance and absence data rigorously to support pupils with increasing levels of absence, arriving at school late or taking leave in term time without permission before it becomes a regular pattern
- Early intervention - agreeing an action plan for pupils with high levels of absence and those demonstrating growing disengagement
- Targeted reengagement of persistent and severely absent pupils

This will be achieved by using a **graduated response to absence** with a menu of interventions which are reviewed and inform further steps.

Attendance



Working Together to Improve School Attendance [Working together to improve school attendance – GOV.UK](#)

How to support your child?

- Encourage them to maximise their attendance
- Rather than a taking a whole day miss only part for appointments
- Lookout for patterns
- Phone in everyday your child is absent
- Ask for support if required: Tutor, Teacher, Head of House
- Stay engaged in your child's progress





Getting Ready for Work

- Employability and Careers at Kings

Getting Ready for Work



- At Kings Academy, our (CEIAG) programme is designed to **inspire ambition, broaden horizons, and support every student to make well-informed decisions** about their future.
- Students experience a mix of classroom learning, employer encounters, work experience, digital tools, and personalised guidance tailored to their stage, helping them **explore careers, develop skills, and prepare for life beyond school**.
- Labour market information is integrated throughout the programme, so students understand **current employment trends, in-demand skills, and future opportunities**.

Getting Ready for Work - Employability and Careers at Kings



https://www.kowessex.co.uk/careers-newsletters/

The screenshot shows a web browser displaying the Kings Academy careers newsletter. The page has a dark header with the Kings Academy logo and navigation links. The main content area features a large image of the Kings Academy logo, the title 'Employability Matters!', and several text blocks about careers and employability. A sidebar on the right provides information for the November 2025 issue, including a welcome message, guidance on careers, and details about drop-in sessions.

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Kings Academy

X f

KING'S ACADEMY

Employability Matters!

The Kings Careers & Employability Bulletin

Kings Sixth Form course of the Term

Kings Sixth is an exciting, vibrant, and successful community that we want you to be part of. Each term we will showcase one of the inspiring courses we have on offer.

Music A Level

A Level Music explores a range of different skills across three units: performing, composing and appraising. Throughout the course, students will explore the key musical elements and composing techniques that they will need to successfully write their own music. Students will also have opportunities to improve their instrumental/vocal skills through regular rehearsals and performances in a variety of settings. A wide variety of different styles and genres of music are studied throughout the course, meaning there is something for everyone plus lots of new types of music to fuel your interest in the subject. Find out more: [Sixth Form Prospectus](#)

November 2025
Issue no. 22.

Welcome back to "Employability Matters!"

Each term we will showcase a variety of employability and careers information to guide and support you on your journey to work. Make sure to follow any links in the document to get complete information about each opportunity.

Careers & Employability Guidance

If you would like a 1:1 careers appointment please contact your tutor – they will refer you to Mrs Devlin, Employability Co-ordinator, as needed.

All-Years Drop-In Sessions

Every Monday, Tuesday, Wednesday & Thursday lunchtime you can call into the Employability Hub (EH) for a quick chat with Mrs Devlin. You can look at

Getting Ready for Work

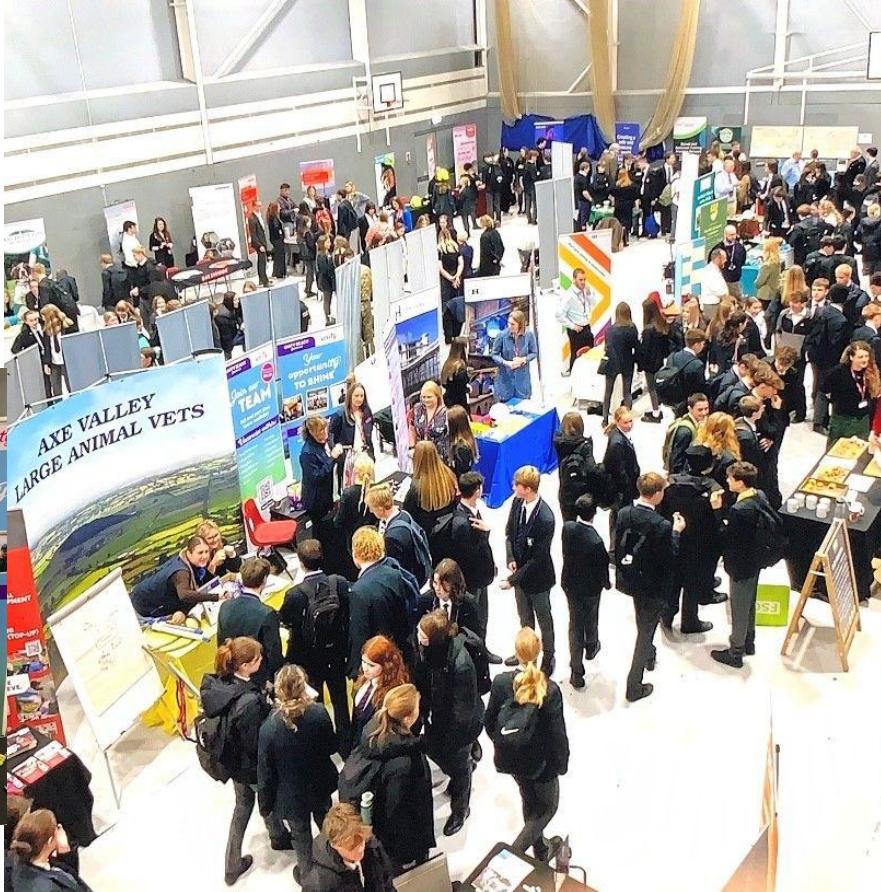
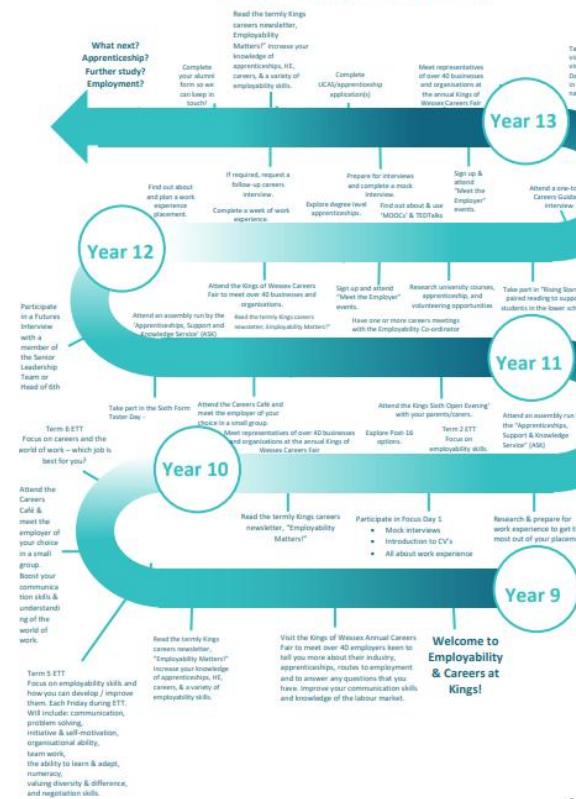
- Employability and Careers at Kings



Kings
Academy

Believe and Succeed

The Employability & Careers Learning Journey



Getting Ready for Work

- Labour Market Information



1. What is the average salary in Somerset and North Somerset?
a. £24, 107 b. £34,871 c. £41, 278

2. The three employers recruited the most people through online applications last year in Somerset and North Somerset?
Wessex Water Tesco North Somerset Council

NHS Weston College Wainright Aggregates PWC

3. What is the industry with the highest number of apprenticeship starters?
Health Education Engineering Construction

Getting Ready for Work

- Labour Market Information



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Wessex Water

Tesco

North Somerset Council

NHS

Weston College

Wainright Aggregates

PWC

3. What is the industry with the highest number of apprenticeship starters?

Health

Education

Engineering

Construction

Getting Ready for Work

- Labour Market Information



Most people work in:



Health



Manufacturing



Accommodation
and food services



Retail



Business admin
and support
services

Examples of
workplaces

Hospitals

Medical centres

Care homes

Factories

Industrial plants

Research centres

Hotels

Restaurants

Cafés

Shops

Supermarkets

Online

Small businesses

Large businesses

Councils

Somerset and North Somerset
- published November 2025

Average annual salary:

£34,871



National minimum wage:

£12.21

if you are 21 and over
(per hour)

£10

if you are 18 to 20
(per hour)

£7.55

if you are under 18
(per hour)

Getting Ready for Work

- Labour Market Information



Jobs posted online
in the last year:

33,390



Skills in demand:

- 1 Communication
- 2 Customer service
- 3 Management
- 4 Attention to detail
- 5 Teaching

Useful links:



Employers recruiting the most
online in the last year:

Employers that tend to recruit the most are...



NHS



Councils and other
local governments



Colleges and
universities

Other employers include...



THE NEWT IN SOMERSET



Honeywell



COMPASS
GROUP

Welcome Break

wetherspoon

Apprenticeships

Most apprenticeship starts are in the following subject areas:



Health, public
services and care



Business,
administration
and law



Engineering and
manufacturing
technologies



Retail and
commercial
enterprise



Construction,
planning and the
built environment

Examples of
standards

Dental nurse

Adult care worker

Nursing associate

Business
administrator

Assistant
accountant

Team leader

Engineering
technician

Autocare
technician

Machining
technician

Hairdressing
professional

Hospitality
supervisor

Commis chef

Carpentry and
joinery

Large businesses

Councils



Getting Ready for Work

- Unifrog

What is Unifrog?

Unifrog is an online platform designed to support young people to make informed decisions about their futures.

They partner with schools to provide a range of online tools and lessons to help students explore their interests, find their best next step, and apply successfully.

The online platform is suitable for all students from Year 7 all the way up to Year 13 and beyond.



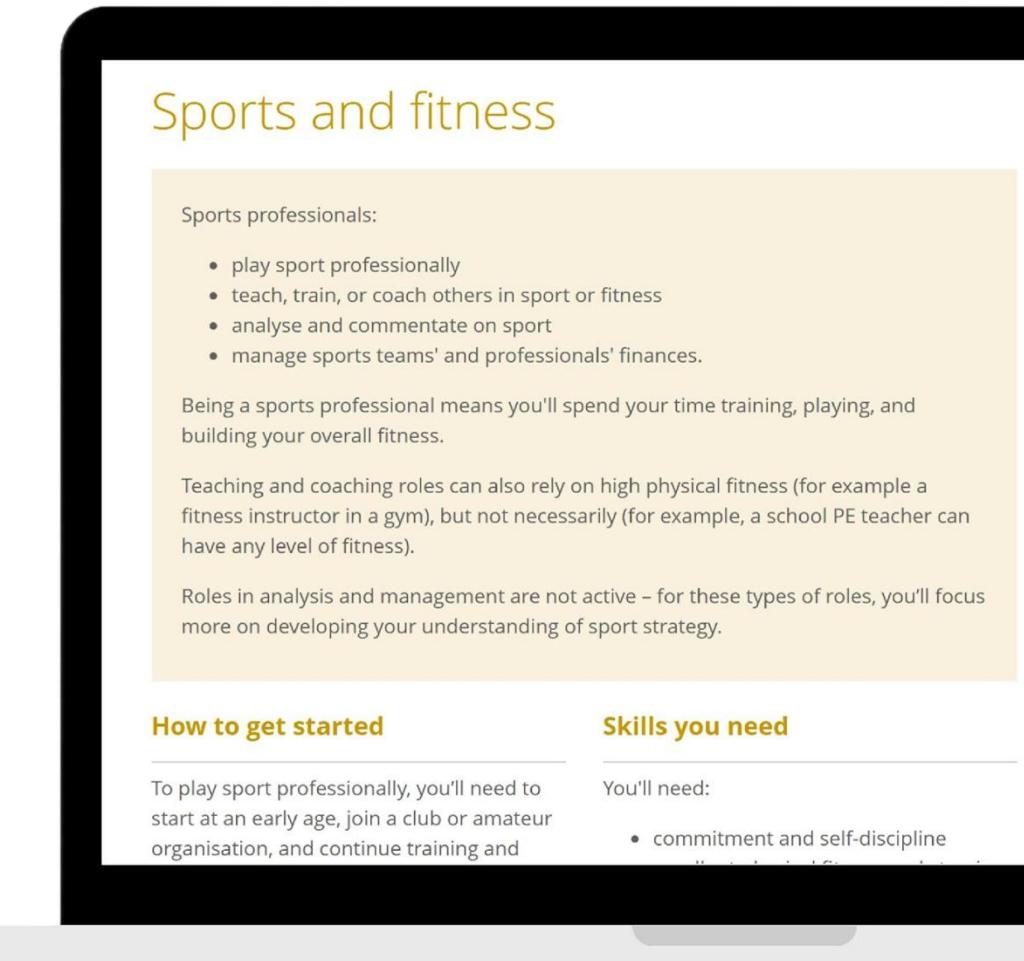


The Career Sectors library

For all students, exploring careers should be about discovering all the opportunities out there.

Unifrog has grouped its career profiles into 56 sector profiles to help students explore a career area without needing to focus on a single job.

Each profile includes a sector overview, how to get started, the skills you'll need, useful links, and up-to-date labour market information.



Sports and fitness

Sports professionals:

- play sport professionally
- teach, train, or coach others in sport or fitness
- analyse and commentate on sport
- manage sports teams' and professionals' finances.

Being a sports professional means you'll spend your time training, playing, and building your overall fitness.

Teaching and coaching roles can also rely on high physical fitness (for example a fitness instructor in a gym), but not necessarily (for example, a school PE teacher can have any level of fitness).

Roles in analysis and management are not active – for these types of roles, you'll focus more on developing your understanding of sport strategy.

How to get started

To play sport professionally, you'll need to start at an early age, join a club or amateur organisation, and continue training and

Skills you need

You'll need:

- commitment and self-discipline



The Activities tool

Students can start building a portfolio of academic and extracurricular activities.

They can use this tool to record and remember all the great work they've been doing, whether in class, on a sports team, in private music lessons, volunteering, or something else.

They can also use their record to reflect on their journey so far to see what they're good at, what they like doing, and what they want to do next.

The screenshot shows a 'Add activity' form with the following fields:

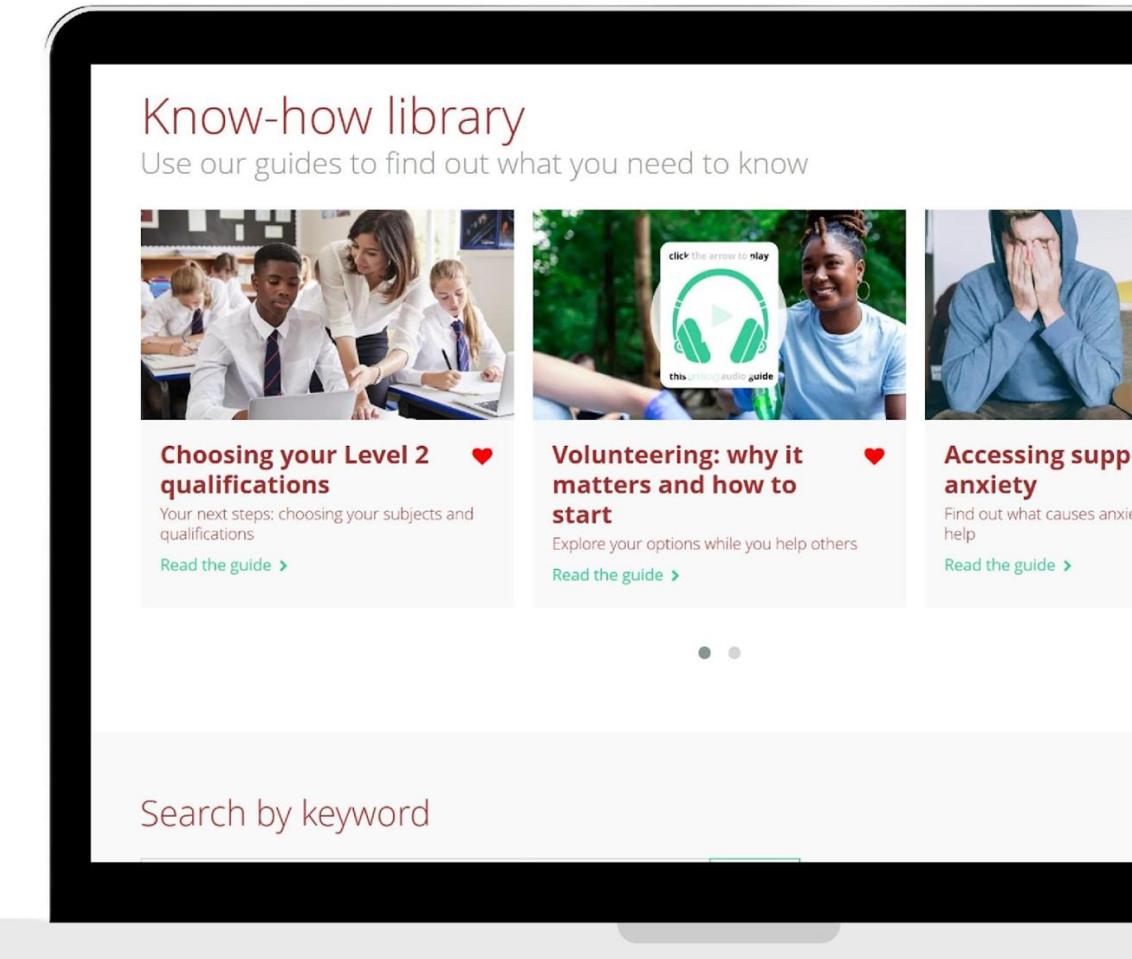
- Title:** A text input field with placeholder text 'eg 'Babysitter for 2 energetic siblings''. It shows '0 of 50 characters'.
- Activity type:** A dropdown menu with the placeholder '---- select an activity type ----'.
- Description + achievements:** A text input field with placeholder text 'eg 'Regularly look after younger siblings. Cook healthy dinner, ensure they...''. It shows '0 chars / 0 words' and 'Max 5000 characters'.
- Skills:** A section with checkboxes for 'Critical thinking' (Evaluating information in order to form your own opinion) and 'Planning' (Setting goals and deciding a route to achieve them).

The Know-how library

Sometimes, students need a little bit of guidance. The Know-how library is full of expert advice and guidance tackling a range of topics from mental health, to academic support, to industry insights.

Some of Unifrog's popular guides include:

- Get on the ladder: sport and fitness
- Skills: what are they and why do they matter?
- Understanding autism



Know-how library

Use our guides to find out what you need to know

Choosing your Level 2 qualifications 
Your next steps: choosing your subjects and qualifications
[Read the guide >](#)

Volunteering: why it matters and how to start 
Explore your options while you help others
[Read the guide >](#)

Accessing support for anxiety 
Find out what causes anxiety and how to get help
[Read the guide >](#)

Search by keyword

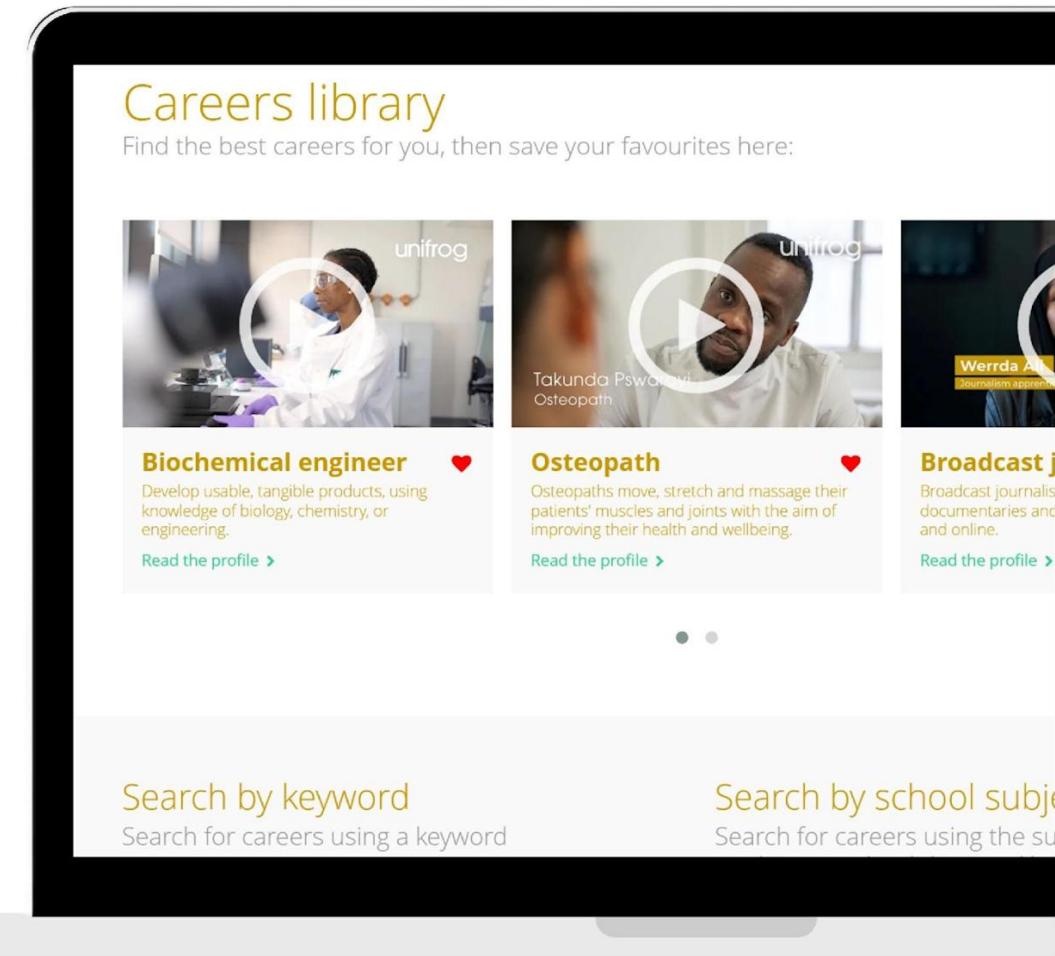


The Careers library

Students can explore over 600 careers and read up on key details like:

- typical duties
- necessary skills and qualifications
- local and national labour market information

They can also watch videos with industry experts who share their own journeys and some of their favourite and least favourite parts of their jobs.

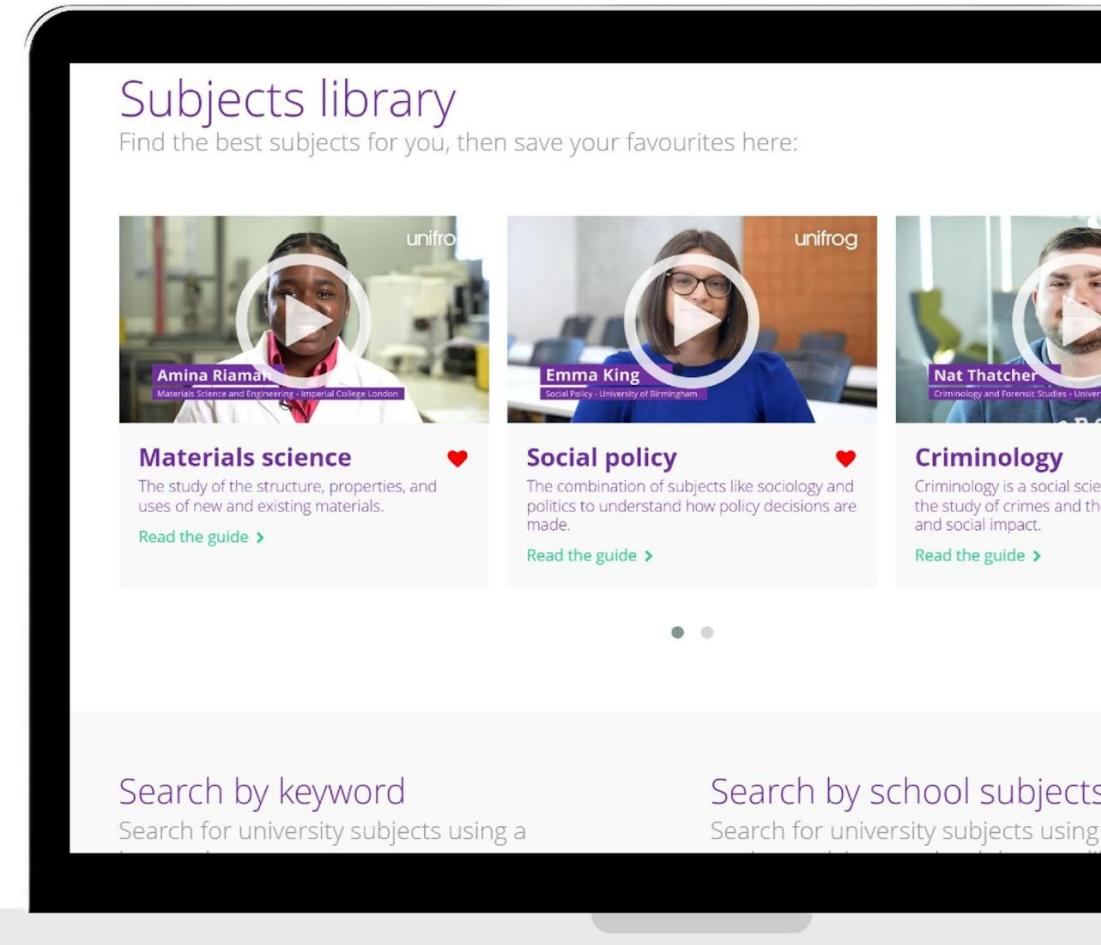


The Subjects library

Students can explore over 100 university-level subjects and read up on key details like:

- the top 10 related school subjects (to help them choose their level 3 subjects)
- recommendations for wider reading to develop their interest in the subject
- interesting facts, including cross-curricular topics

They can also watch videos with real students to find out what it means to study the subject.



The Skills tool

Students can start building a portfolio of academic and extracurricular skills.

They can use this tool to help them record and remember all the great work they've been doing, whether in class, on a sports team, in private music lessons, volunteering, or something else.

They can use the related resources to learn how to build on their skills, and pull them straight through to their CV when they're ready to start applying.

	6	7	8	9	10	11	12	13
Critical thinking	1	0	0	0	0	0	0	0
Planning	1	1	0	0	0	0	0	0
Speaking	1	1	1	1	1	1	1	1
Teamwork	1	1	0	0	0	0	0	0
Leadership	1	1	1	1	1	1	0	0
Problem solving	1	1	1	1	1	1	1	1
Working under pressure	1	1	0	0	0	0	0	0
Creativity	1	1	1	1	0	0	0	0
Independence	1	1	0	0	0	0	0	0
Resilience	1	1	1	1	1	0	0	0



The search tools

Students can search for live apprenticeships and FE courses, using the filter and rank options that are important to them, like:

- Ofsted rating
- weekly salary
- duration
- % in work or education following completion

They can save their favourites on a shortlist to come back to when they're ready to apply.

1 Start 2 Standards 3 Longlist 4 Shortlist 5 Complete

Select Vacancies below

Pick the best vacancies for you by ranking, filtering and searching. Click next when you're done.

Stuck on a strange term? Check out the [glossary](#)

Rank Filter Keyword search

Starting very soon (327)
Within 4 weeks

Starting soon (251)
Within 1-3 months

Starting in a w
In 4+ months

RAF Regiment Gunner - Full Time Career with Apprenticeship Royal Air Force Vacancies: 320	Pre- Registration Pharmacy Technician Apprentice The Royal Marsden NHS Foundation Trust Vacancies: 4	Early Years Apprentice LITTLE ELMS DAY NURSERY LEE LIM Vacancies: 11
RAF Supplier - Full Time Career with Apprenticeship Royal Air Force Vacancies: 120	Level 3 Early Years Apprenticeship BARUCH CHILD STARS LTD Vacancies: 4	Electrical apprentice PURE ENERGY G Vacancies: 10
RAF Driver - Full Time Career with Apprenticeship	Early Years Specialist Apprenticeship	Level 4 Project M Unilever Vacancies: 5

The writing tools

Students can write their CV, cover letter, and more using Unifrog's writing tools.

Each type of application has top tips to support students with the writing process.

Teachers can also read students' work and provide feedback on it directly on the platform.

Unifrog automatically saves all students' work, meaning no more losing data and having to start over!

Market yourself to the world

Your CV is your opportunity to sell yourself. Think about the skills and activities the recruiter is looking for every time you apply for a new role. Consider using [these power words](#) ▾

You have no new comments
Show 1 previously read [teacher comment](#) ▾

Comment from Mrs Otto
on 2 Mar 2020 at 14:50

This is a great start! Remember to make your CV specific to each role you apply for. Use the JD and the Careers Library to identify the required skills and examples to your CV by 18th March.

Write
Add, edit and delete text

Preview
How it'll look



unifrog

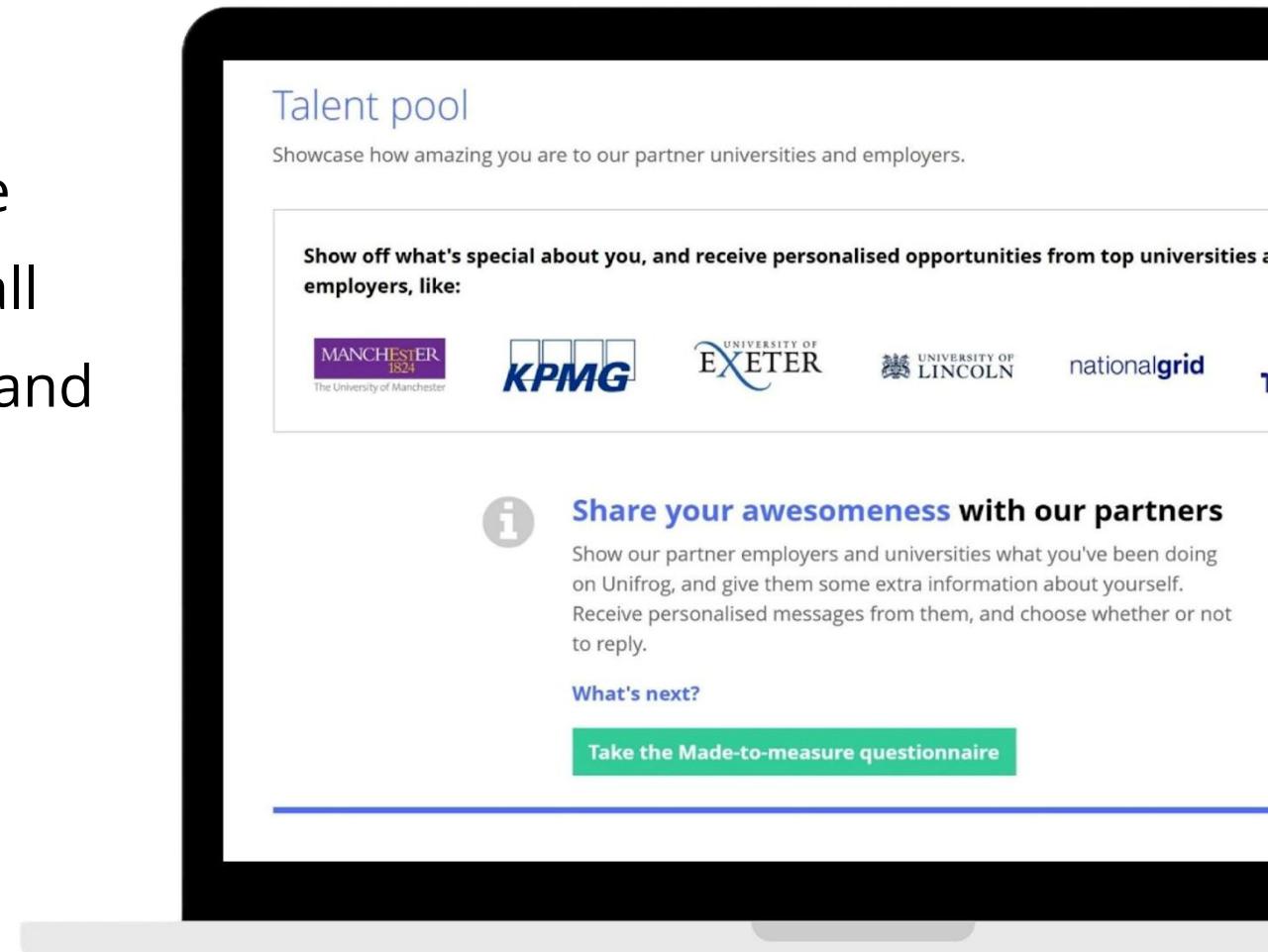


Important information

The Placements tool and Talent pool

Unifrog's Placement tool allows students in Years 10 and 12 to organise work experience and placements directly from the platform, all under the supervision of a parent/caregiver and teacher.

Students in Years 12-13 can join the Talent pool, meaning Unifrog's partner universities and employers can get directly in touch with them with relevant opportunities.



Talent pool

Showcase how amazing you are to our partner universities and employers.

Show off what's special about you, and receive personalised opportunities from top universities and employers, like:

MANCHESTER 1824 The University of Manchester **KPMG** UNIVERSITY OF EXETER UNIVERSITY OF LINCOLN nationalgrid

Share your awesomeness with our partners

Show our partner employers and universities what you've been doing on Unifrog, and give them some extra information about yourself. Receive personalised messages from them, and choose whether or not to reply.

What's next?

Take the Made-to-measure questionnaire

GDPR

GDPR is a regulation in EU law on data protection and privacy for everyone within the European Union and the European Economic Area.

Unifrog takes data security very seriously. They have several features in place to protect school and student data.

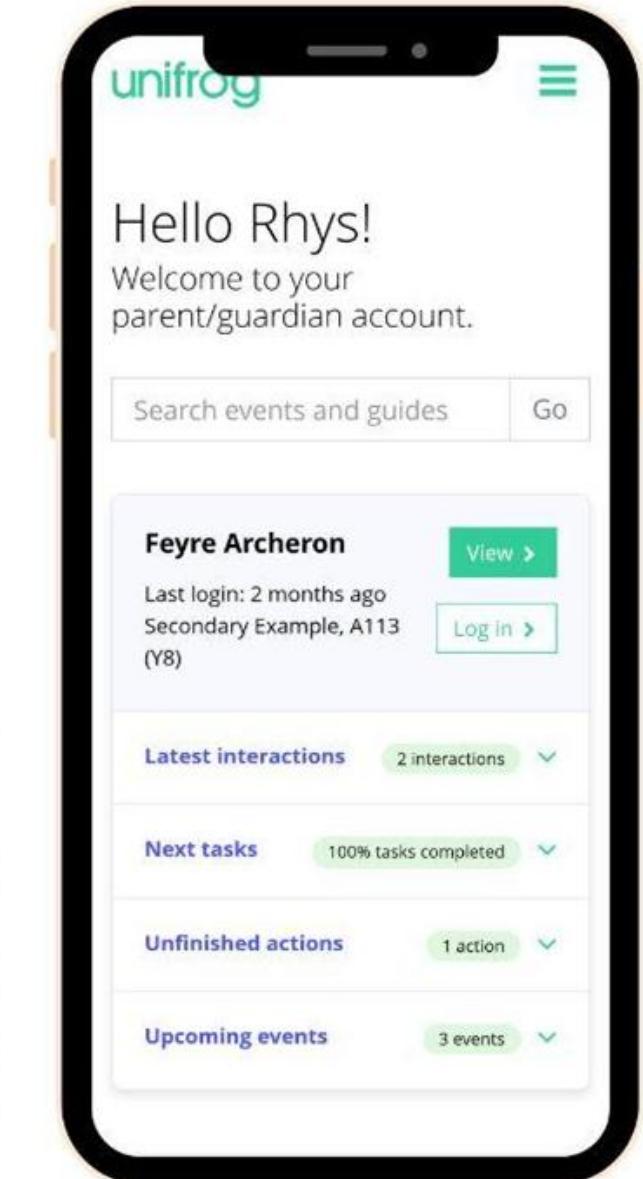
They only use EU data centres, have multiple firewalls, layered-access security, and more. Information on this can be found at unifrog.org/about#security.



Parents and caregivers: get signed up!

Why should students have all the fun?! You can create your own account to see key details about your child's Unifrog journey, and to access the tools in the same way students do!

Scan this QR code or go to www.unifrog.org/parent and create an account using your email address or single-sign on (i.e. signing in with Google or Microsoft).

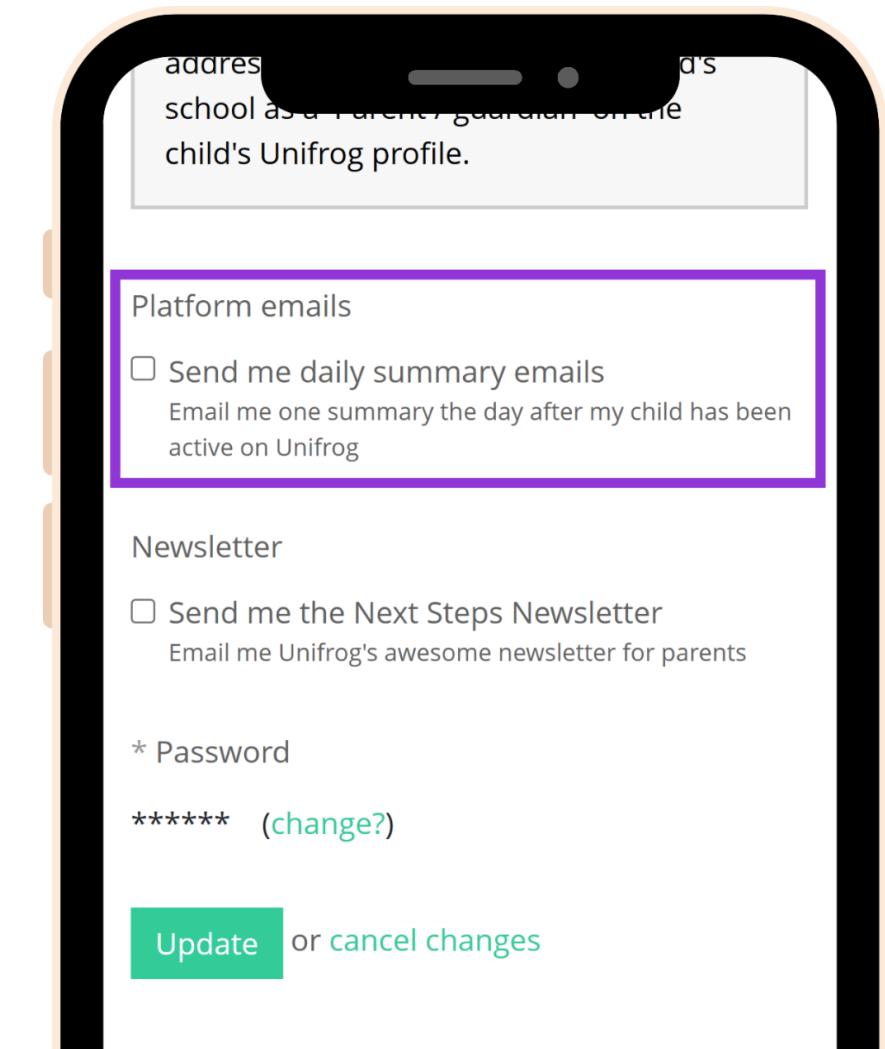


Weekly summary emails

Sign up to receive weekly summary emails of your child's progress on Unifrog.

You'll find out about any shortlists they've made and any interactions logged against them (i.e. upcoming careers fairs, one-to-ones, and so on).

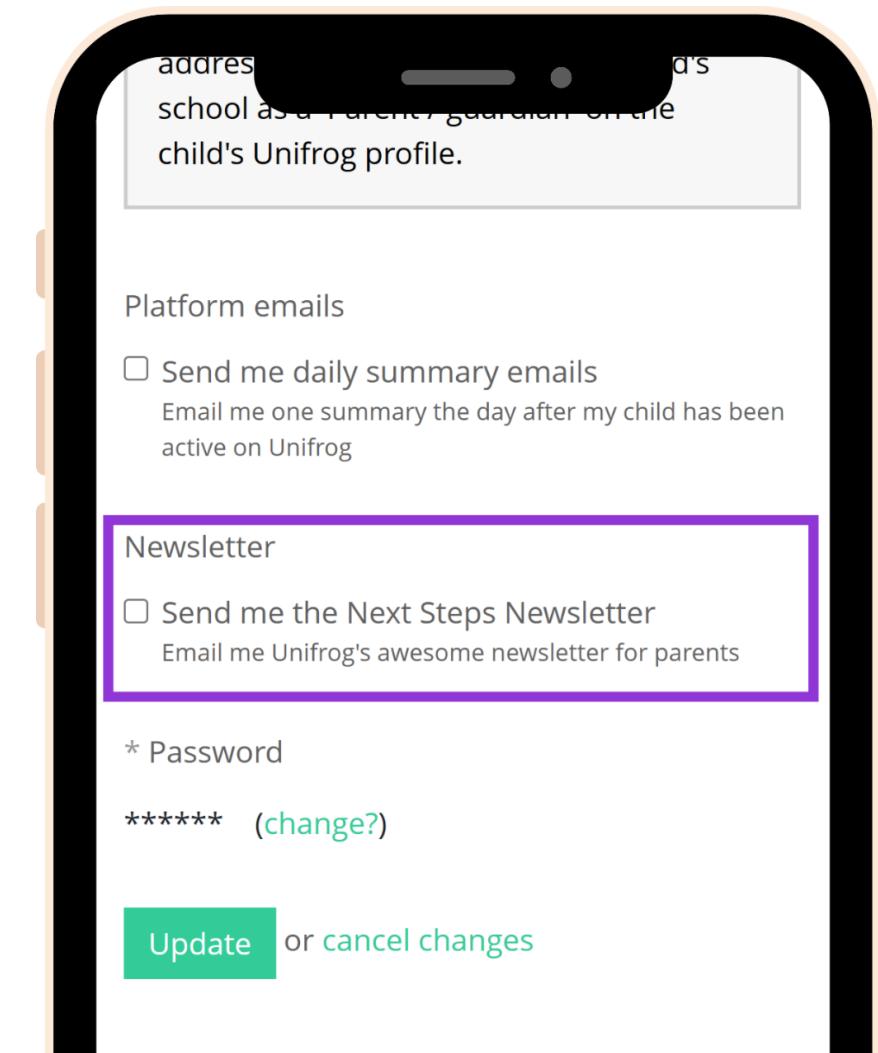
You can sign up when you first create your account or at any time on the Settings menu.



One last thing...

You can keep up to date with the latest news and opportunities, along with Unifrog content just for parents, by signing up to the Next Steps Newsletter!

Once you create an account, you'll be asked to fill in your information and you'll have the chance to sign up by ticking the box next to 'Send me the Next Steps Newsletter'. You can also sign up anytime from your settings page.



Getting Ready for Work



Career Websites:

- o <https://careerpilot.org.uk>
- o <https://nationalcareers.service.gov.uk>
- o www.healthcareers.nhs.uk
- o www.tomorrowsengineers.org.uk
- o <https://www.amazingapprenticeships.com>

- UCAS university course search www.ucas.com

- To compare universities use:

<https://www.hesa.ac.uk/support/tools-and-downloads/unistats>

<https://www.push.co.uk/>

- For student opinion search www.thestudentroom.co.uk

Work Experience



Work experience gives you a firsthand look at the world of work. It's a chance for students to see how their knowledge and skills can be applied in real-life situations. This experience can be **exciting, eye-opening**, and a valuable step in helping them to explore future career path.

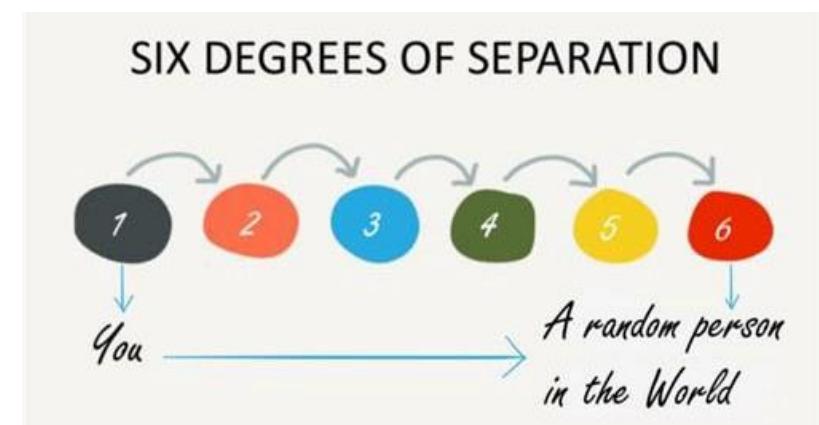
Finding a placement

Tenacity and perseverance. Clarity of requests. Use the telephone or visit in person for best results.

Work Experience Dates

Year 10: 6 – 10 July 2026

Year 12: 29 June – 3 July 2026



Work Experience



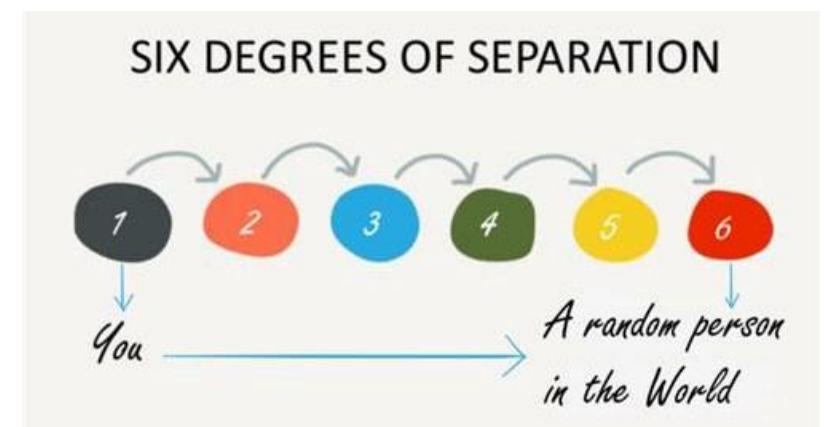
Students in Year 10 and Year 12 should log their work experience placements on **Unifrog – The Universal Destinations Platform**.

For guidance on adding your placement details, watch this walkthrough video: [How to Log Your Work Experience on Unifrog](#).

Work Experience Dates

Year 10: 6 – 10 July 2026

Year 12: 29 June – 3 July 2026





Kings
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Online Parent Information Evening

**Supporting your Child -
Attendance and Getting Ready for Work**

Thursday 4 December 2025