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# **Online Parent Information Evening**

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

**Thursday 4 December 2025**



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This evening will cover:

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



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# Attendance

## - Supporting Your Child

# Attendance



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**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).

The screenshot shows the BBC News website. The main headline is "Minister warns parents on school attendance ahead of new term". To the right, there is a "Top stories" section with a "LIVE" update: "More than 100 Afghan children qualify for asylum in UK". Below this, another headline reads "Fears school attendance won't recover until 2034". At the bottom, there is a section for "tes magazine" with a headline "School attendance improves but 'still a long way to go'". The article text below this headline states: "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". The date and time at the bottom of the page are "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

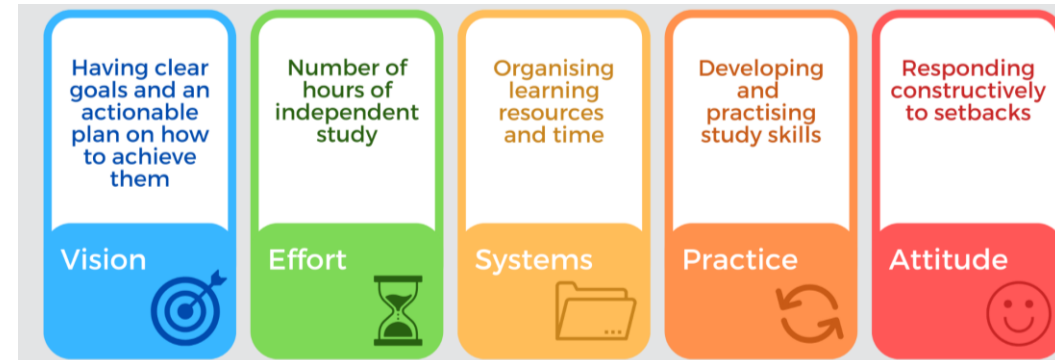
## **Attitude**

Good attendance reflects a positive mindset towards learning

Builds resilience and strengthens commitment to success



# **Why good attendance matters in the VESPA model**



# Attendance



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**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.



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**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**





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- 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.

[illegible]

# Attendance



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- 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



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*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



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# Getting Ready for Work - Employability and Careers at Kings

# Getting Ready for Work



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- 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




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

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**Kings Academy**

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Home

About Us

Key Information


Dates and News

Curriculum

**Employability and Careers**

Employability at Kings

# Newsletters

**KINGS 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

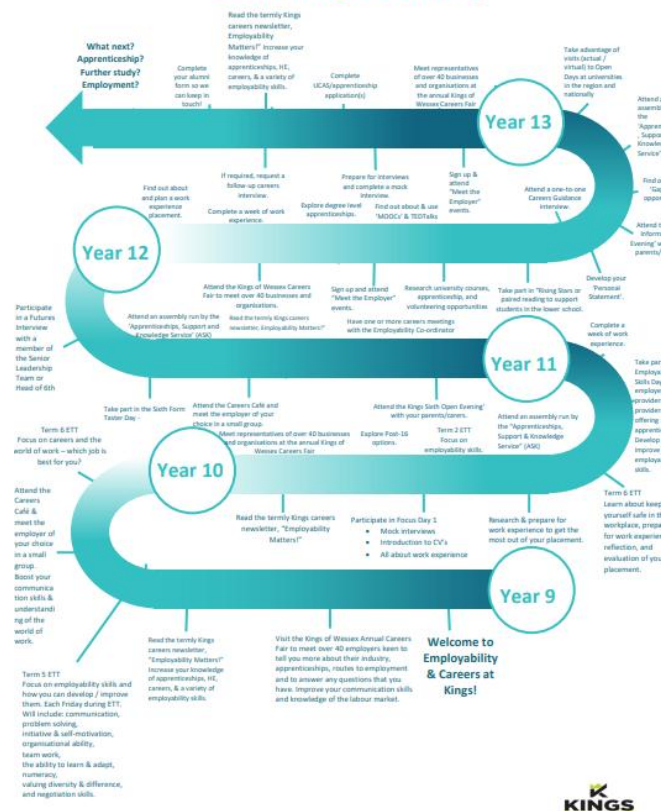
## - Employability and Careers at Kings



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### 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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# Getting Ready for Work

## - Labour Market Information



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Somerset and North Somerset  
- published November 2025

Most people work in:



Health



Manufacturing



Accommodation  
and food services



Retail



Business admin  
and support  
services

Examples of  
workplaces

Hospitals

Factories

Hotels

Shops

Small businesses

Medical centres

Industrial plants

Restaurants

Supermarkets

Large businesses

Care homes

Research centres

Cafés

Online

Councils

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



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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:



Find a job

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...



## 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



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# 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.



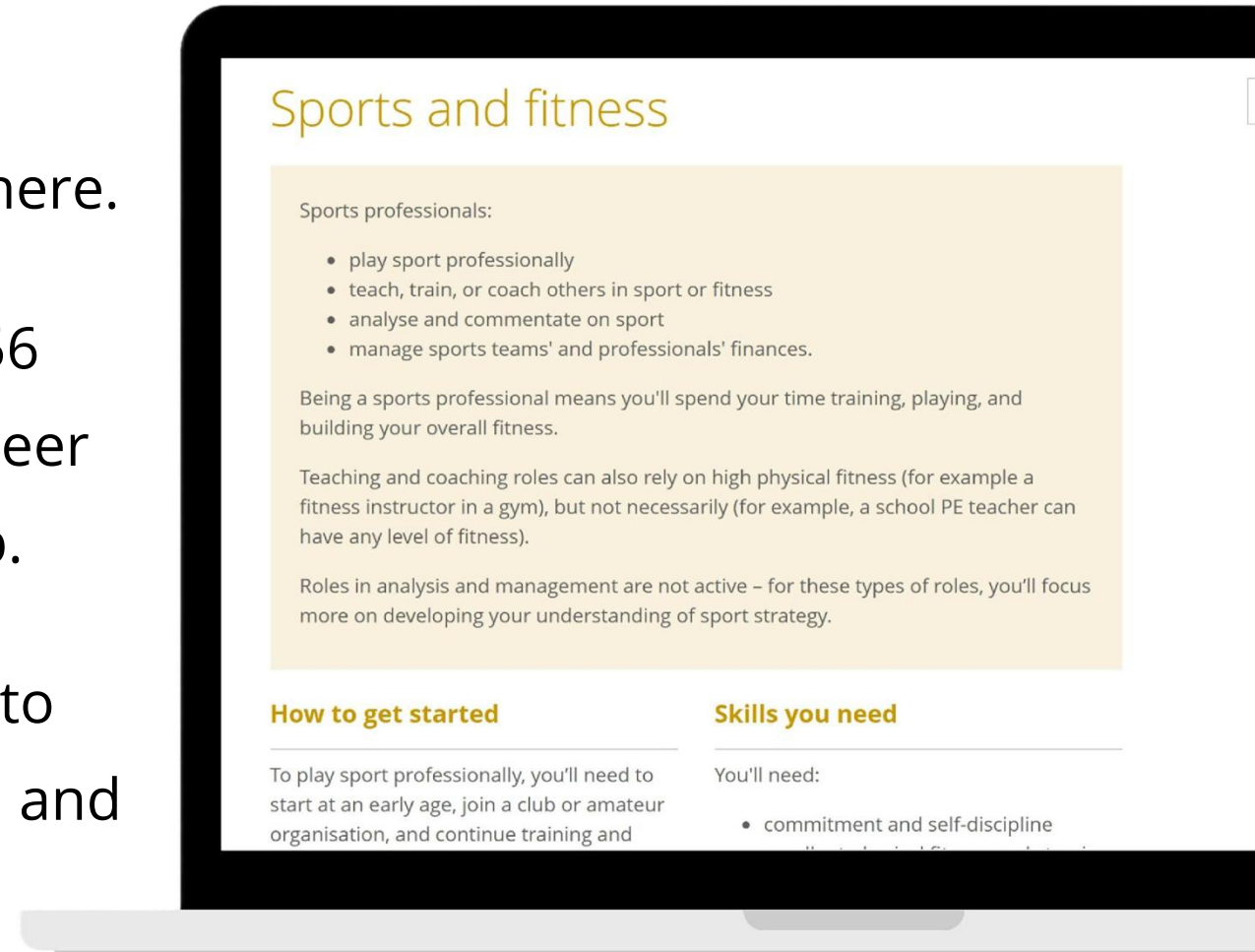


# The Career Sectors library

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.



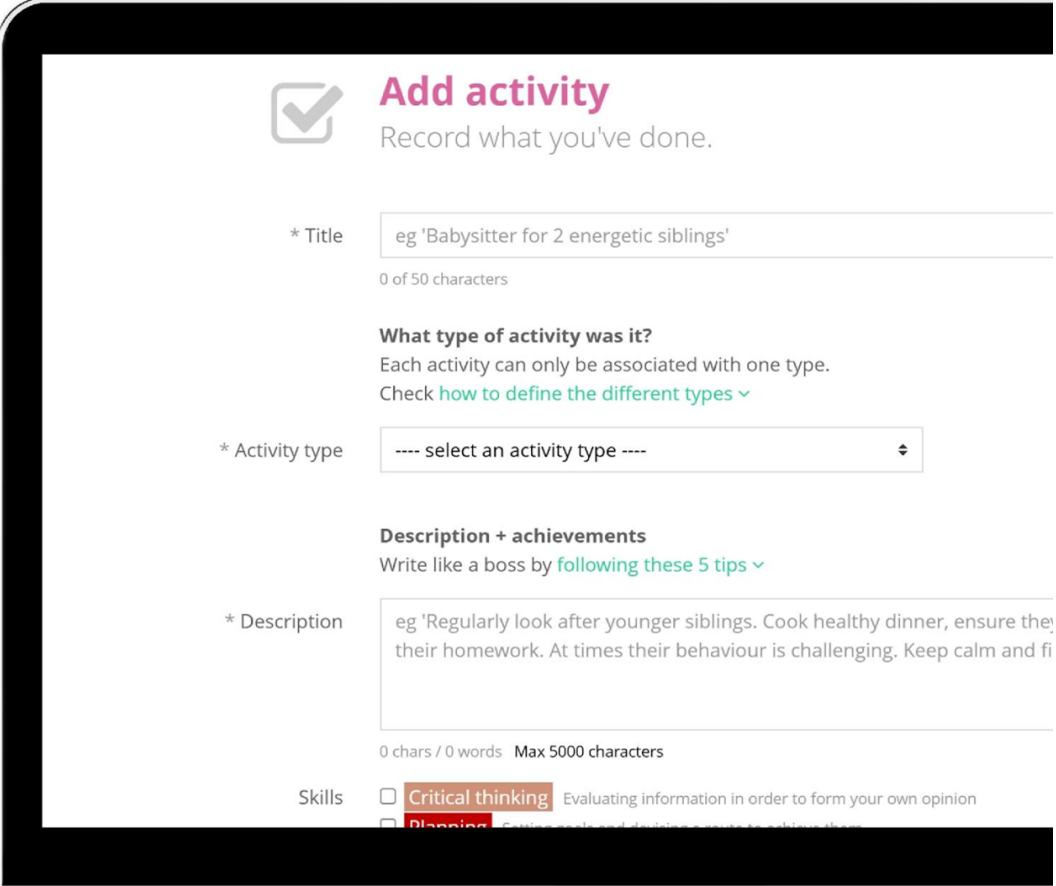


# The Activities tool

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 laptop displaying the 'Add activity' form. At the top left is a checkmark icon. The title 'Add activity' is in pink, followed by the subtitle 'Record what you've done.' Below this is a text input field for the title, containing the example 'eg 'Babysitter for 2 energetic siblings'', with a character count '0 of 50 characters'. A section titled 'What type of activity was it?' explains that each activity can only be associated with one type and provides a link 'Check [how to define the different types](#)'. Below this is a dropdown menu for 'Activity type' with the placeholder text '---- select an activity type ----'. The next section is 'Description + achievements', with a prompt 'Write like a boss by [following these 5 tips](#)'. It features a large text area for the description, containing the example 'eg 'Regularly look after younger siblings. Cook healthy dinner, ensure they do their homework. At times their behaviour is challenging. Keep calm and fi...'. A character count '0 chars / 0 words Max 5000 characters' is shown below the text area. At the bottom, there is a 'Skills' section with two checkboxes: 'Critical thinking' (with a red highlight) and 'Planning' (with a red highlight). Each checkbox has a corresponding description: 'Evaluating information in order to form your own opinion' for Critical thinking and 'Setting goals and devising a route to achieve them' for Planning.

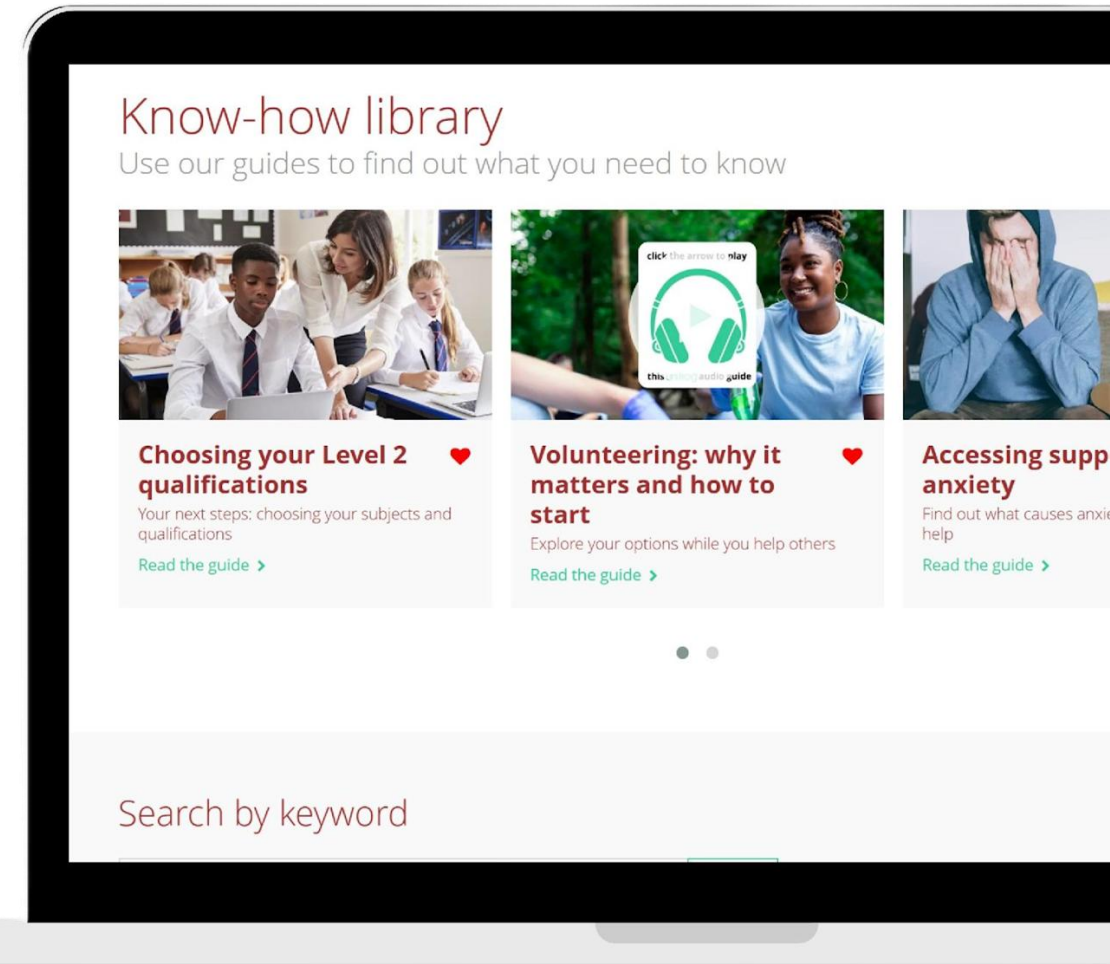


# The Know-how library

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

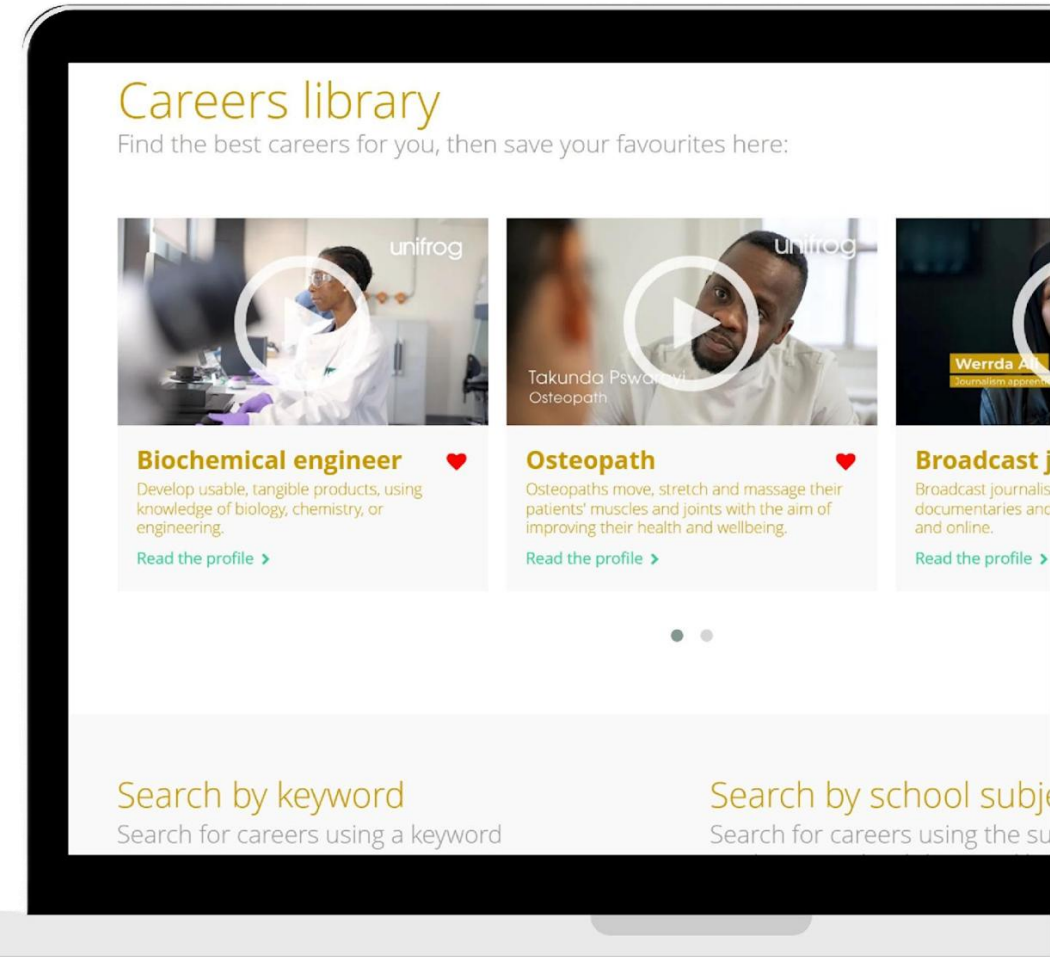


# The Careers library

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.

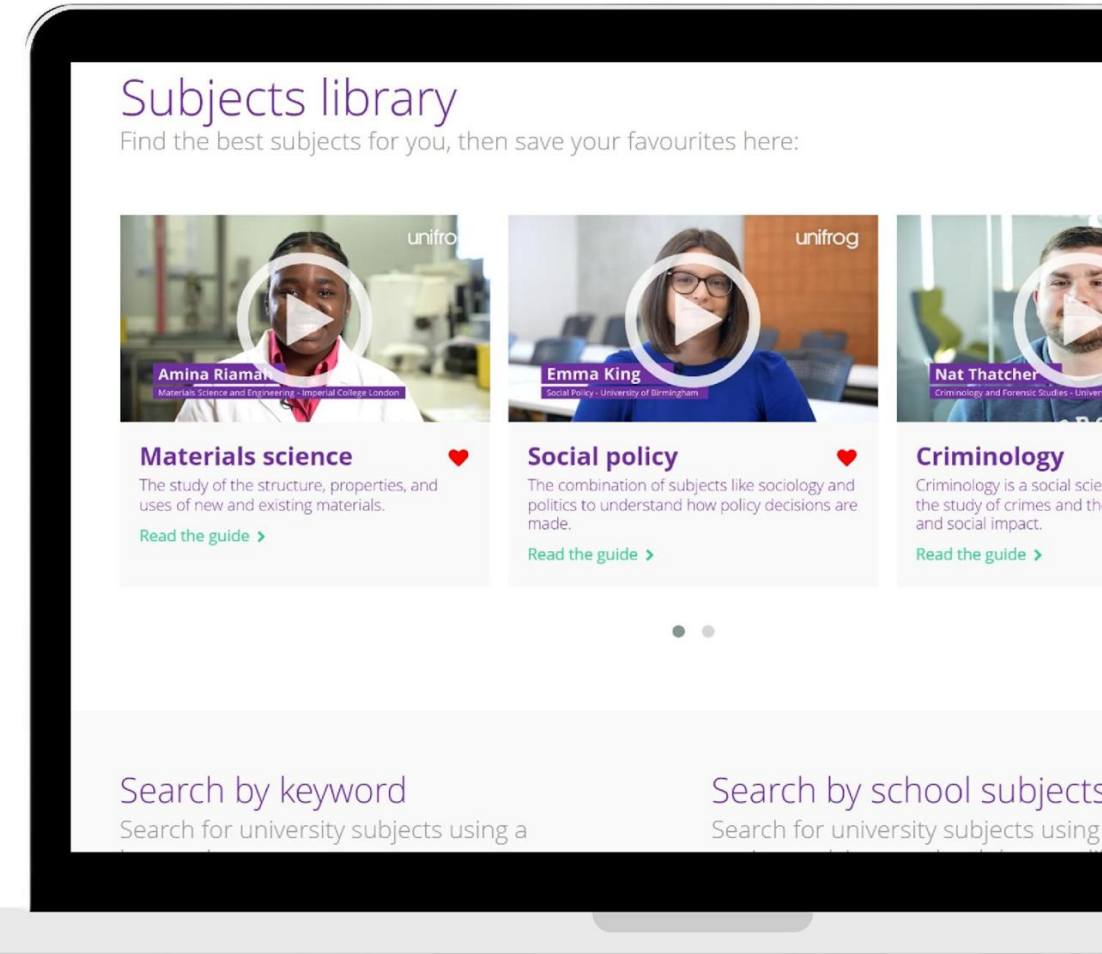


# The Subjects library

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.

Skills you've recorded

Click on the table below to record examples of when you've demonstrated each of the 10 key skills. [Why?](#) ▾

✉ You have no new comments. [Show 2 previous](#) ▾

**8 key skills** where you're missing examples at the appropriate level for your age

[+ Add a skill](#)

	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	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

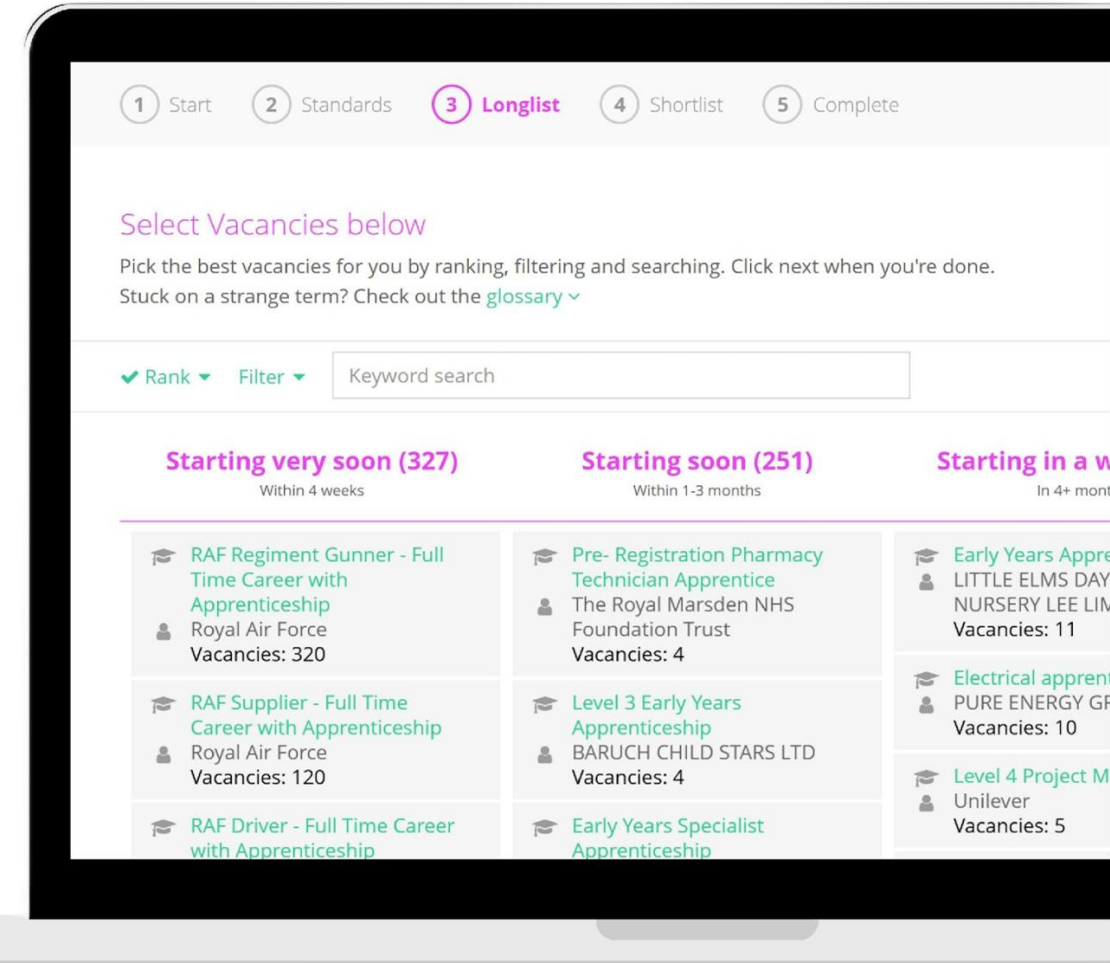


# The search tools

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.





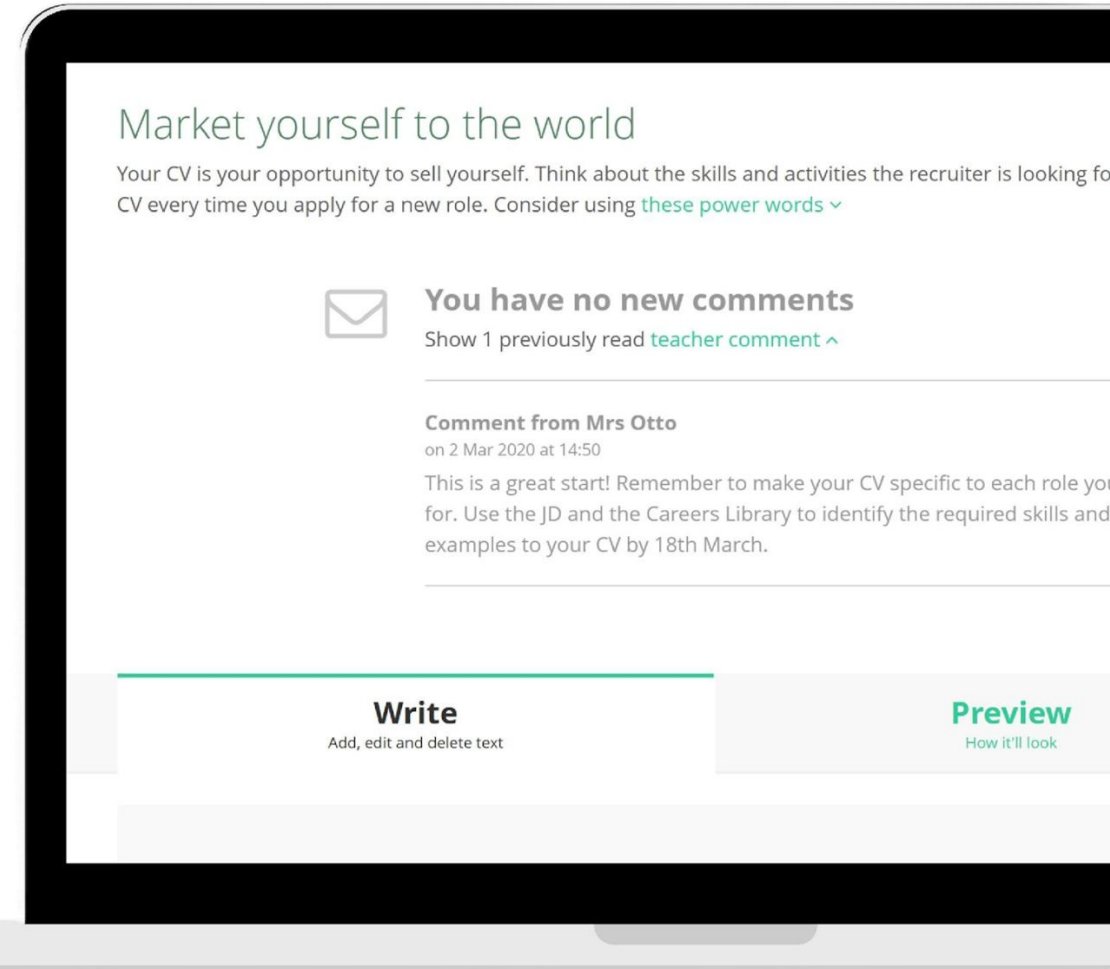
# The writing tools

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!



unifrog

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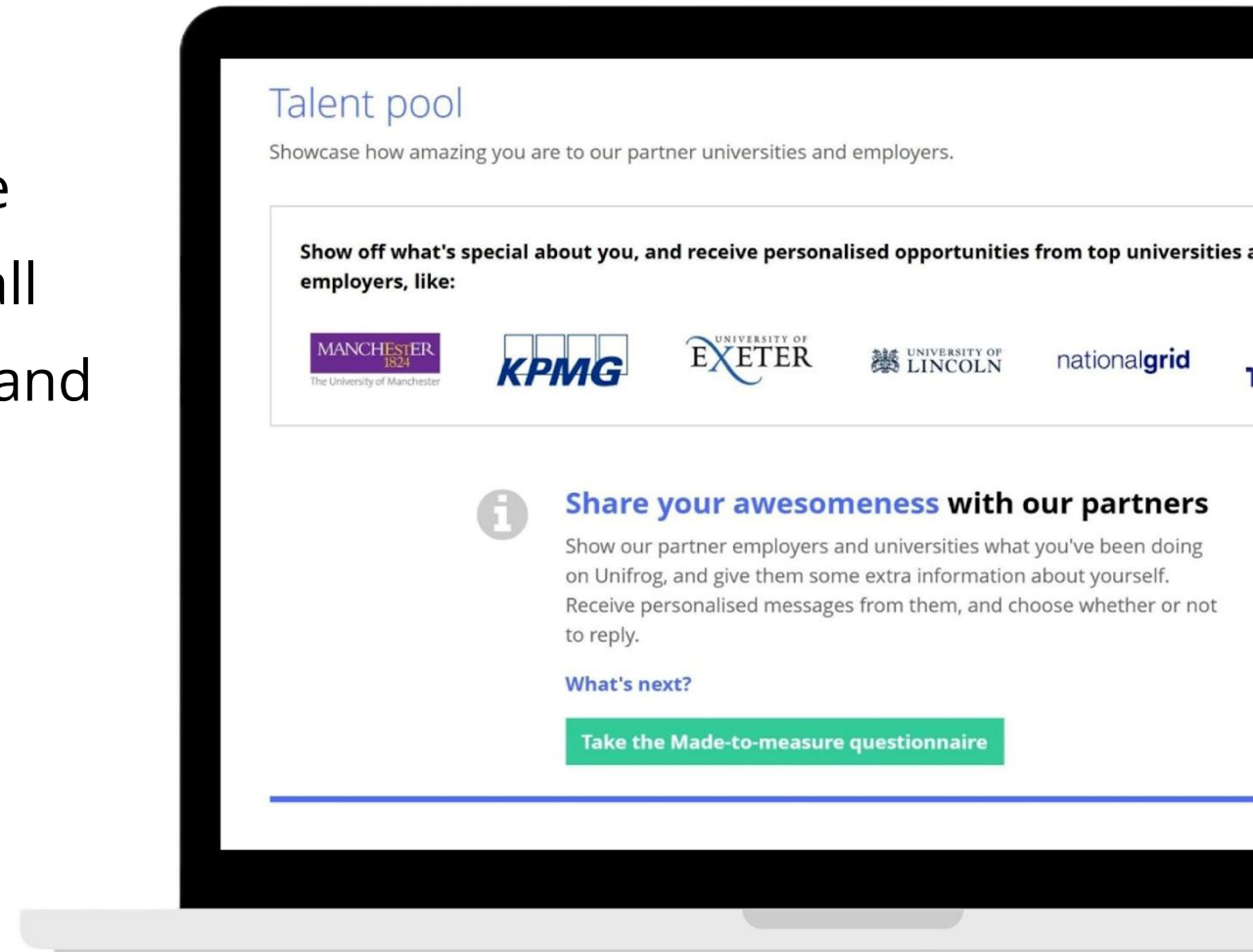
Important information



# 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.



# 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.

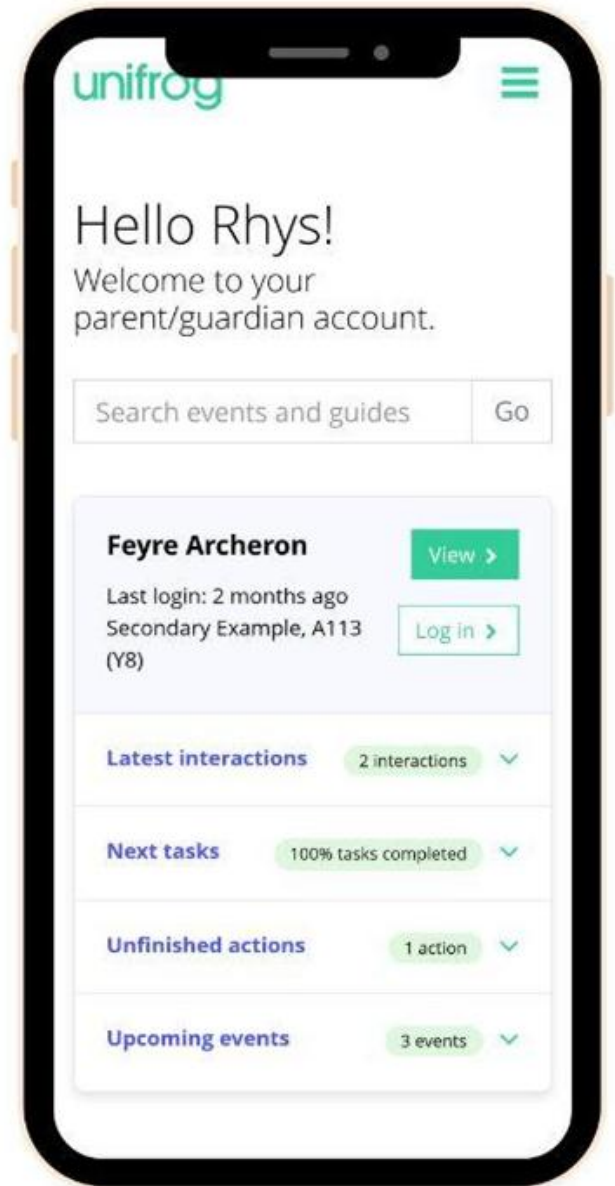
They only use EU data centres, have multiple firewalls, layered-access security, and more. Information on this can be found at [unifrog.org/about#security](https://unifrog.org/about#security).



# 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](https://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.

address d's  
school as a parent / guardian on the  
child's Unifrog profile.

Platform emails

☐ Send me daily summary emails  
Email me one summary the day after my child has been active on Unifrog

Newsletter

☐ Send me the Next Steps Newsletter  
Email me Unifrog's awesome newsletter for parents

\* Password

\*\*\*\*\* (change?)

Update or cancel changes



# 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.

address school as a parent / guardian on the child's Unifrog profile.

Platform emails

☐ Send me daily summary emails  
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Newsletter

☐ Send me the Next Steps Newsletter  
Email me Unifrog's awesome newsletter for parents

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Update or cancel changes



# Getting Ready for Work



## Career Websites:

- o <https://careerpilot.org.uk>
- o <https://nationalcareers.service.gov.uk>
- o [www.healthcareers.nhs.uk](http://www.healthcareers.nhs.uk)
- o [www.tomorrowseengineers.org.uk](http://www.tomorrowseengineers.org.uk)
- o <https://www.amazingapprenticeships.com>
  
- UCAS university course search [www.ucas.com](http://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](http://www.thestudentroom.co.uk)

# Work Experience



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**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.

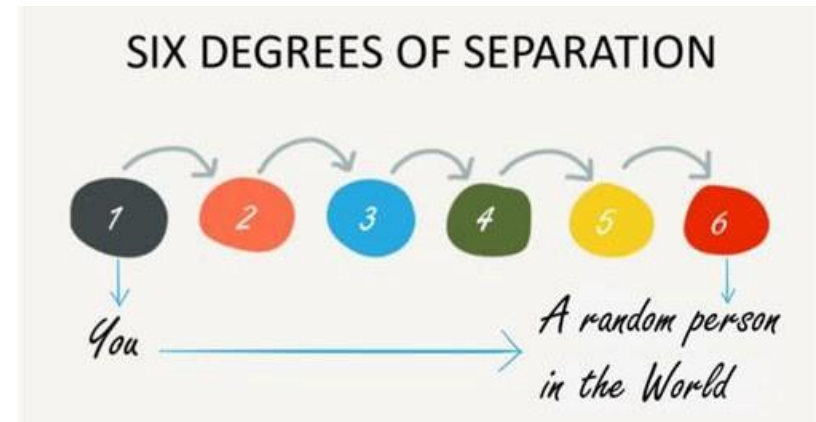
## Finding a placement

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



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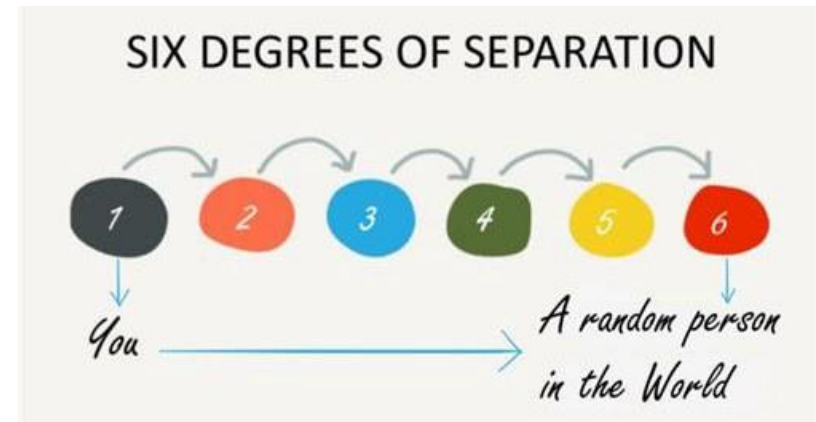
Students in Year 10 and Year 12 should log their work experience placements on **Unifrog – The Universal Destinations Platform**.

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







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# **Online Parent Information Evening**

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**Thursday 4 December 2025**