


Strengthening Attendance Through Structure, Visibility and Partnership

How Macmillan Academy is using Attend to strengthen early intervention, improve visibility across the school and create a more proactive, consistent approach to attendance.

attend  Home Dashboards Stages School Search Logout

Week by Week Comparison

School Overview **Week View** PA & SA Punctuality Holidays Absences Siblings 10 Week Unauthorised Study Leave Barriers & Interventions Ethnicity Day Half Term

Week by Week **Week by Week Comparison** Group Comparison Week by Week Group Comparison Accrual

Date: 2024/2025 Rule: Membership at date period end Cohort: All Students Filter: Select a filter

Week by Week Comparison

Student Name	Name	PF	Year	Tutor	G	P	EA	SEN	YC	CU	Half Term 1								Half Term 2											
											W01	W02	2	W03	3	W04	4	W05	5	W06	6	W07	7	W08	8	W10	10	W11	11	W12
<input type="checkbox"/> Ahmad_Arfa	General		Year 7	7F	F		Y				100	100	↔	100	↔	94.74	↔	95.83	↔	96.55	↔	91.18	↔	87.18	↔	88.37	↔	88.54	↔	89.62
<input type="checkbox"/> Akeman_Rebecca	General		Year 12	K	F						100	100	↔	100	↔	100	↔	100	↔	100	↔	100	↔	100	↔	100	↔	100	↔	100
<input type="checkbox"/> Akeman_Richard	General		Year 9	9A	M						100	100	↔	100	↔	94.74	↔	95.83	↔	96.55	↔	97.06	↔	97.44	↔	97.67	↔	97.92	↔	98.11
<input type="checkbox"/> Akeman_Steven	General	PA	Year 9	9A	M	Y					100	100	↔	100	↔	100	↔	100	↔	100	↔	94.12	↔	94.87	↔	86.05	↔	77.08	↔	79.25
<input type="checkbox"/> Akhtar_Amanat	General		Year 7	7A	M		Y				100	100	↔	100	↔	100	↔	100	↔	100	↔	97.06	↔	97.44	↔	97.67	↔	97.92	↔	98.11
<input type="checkbox"/> Akhtar_Rahana	General		Year 7	7B	F		Y				100	100	↔	96.43	↔	97.37	↔	97.92	↔	98.28	↔	98.53	↔	98.72	↔	98.84	↔	98.96	↔	99.06
<input type="checkbox"/> Akram_Amina	General		Year 7	7C	F		Y				100	100	↔	100	↔	100	↔	100	↔	98.28	↔	98.53	↔	98.72	↔	98.84	↔	98.96	↔	97.17
<input type="checkbox"/> Al Amin_Ranjis	General		Year 7	7D	M		Y				100	100	↔	100	↔	100	↔	100	↔	100	↔	97.06	↔	97.44	↔	97.67	↔	97.92	↔	98.11
<input type="checkbox"/> Alamilla_Sofia	General		Year 9	9B	F		Y				100	100	↔	100	↔	100	↔	100	↔	100	↔	100	↔	100	↔	100	↔	100	↔	100
<input type="checkbox"/> Albanie_David	General		Year 8	8A	M						100	100	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔
<input type="checkbox"/> Albury_Leia	General		Year 10	10E	F						100	100	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔
<input type="checkbox"/> Alean_Mina	General		Year 9	9C	F						100	100	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔
<input type="checkbox"/> Allbright_Frankie	General		Year 8	8A	F						100	100	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔
<input type="checkbox"/> Allcroft_Catherine	General		Year 7	7E	F						100	100	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔
<input type="checkbox"/> Allen_Bathany	General		Year 11	11B	F						100	94.44	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔



Supporting Schools with a Systematic Approach to Attendance

Attend helps schools strengthen attendance through:

- Early identification and intervention
- Automated workflows and communication
- Real-time visibility across attendance trends
- Structured processes that support consistent action
- Flexible, school-led approaches aligned to existing practice.

“Some processes which took hours are now completed in minutes. It just releases so much time.”

Andy Clark, Education Welfare Officer



Case Study Macmillan Academy

- **A Structured Approach to Attendance, Built on Clarity and Care**

Macmillan Academy is a large and vibrant 11–19 academy based in Middlesbrough, serving a diverse community and grounded in a strong belief in the transformative power of education. The school is driven by a clear purpose: to empower young people to meet future challenges with insight, creativity and ingenuity.

Like many schools, attendance has been a sustained focus following the pandemic, particularly within a community where over 60% of students are from disadvantaged backgrounds. At Macmillan, this challenge is met with a clear and consistent approach, where attendance is not seen as a standalone function, but as central to safeguarding, inclusion and student success.

This work is led by Andy Clark, Education Welfare Officer, and Chris Ball, Senior Leader for Attendance, who share a commitment to ensuring that every student is seen, supported and given the best opportunity to attend.

- **A Clear and Consistent Approach**

At Macmillan, attendance is approached with structure and intent.

Daily monitoring, early identification and consistent follow-up form the foundation of the school's strategy. Home visits, often carried out on the second and third day of absence, play an important role, both as a safeguarding measure and as a way to maintain strong relationships with families. Alongside this, parental communication and staged intervention are embedded into practice, ensuring that concerns are addressed early and support is put in place quickly.

- **Supporting the Approach with Attend**

Attend is now a key part of how Macmillan delivers its attendance strategy, providing the structure and visibility needed to act consistently and at pace.

"It's powerful, but really straightforward to use"

Even within a short period, the school has gained greater clarity and seen attendance improve mid-year. Some processes which previously took hours are now completed in minutes, reducing administrative burden and allowing more time to focus on students and families.

For Andy, that time is critical. Despite being feature rich, the system is intuitive and easy to use, and flexible enough to adapt to the school's own processes and approach, allowing the team to engage with it confidently from day one. Without Attend, delivering this level of consistency and responsiveness would be significantly more difficult.

- **Early Impact and Emerging Trends**

Even within a short period of implementation, Macmillan is already seeing clear signs that their structured approach is delivering measurable impact.

Improved visibility of attendance data, combined with earlier intervention and stronger communication, is helping to build momentum. This has also enabled the school to apply behavioural strategies more effectively, particularly focusing on the "movable middle", those small, often repeated absences that can significantly impact overall attendance over time.

"Attendance has always gone down from September to July, this is the first year it's gone up."

- **Strengthening Engagement with Families**

One of the most noticeable changes has been in communication with parents.

With clearer, more timely information, families are becoming more aware of attendance and its impact, leading to more informed conversations and greater engagement.

"There's been a noticeable increase in parental engagement and awareness around attendance"

- **From Strategy to Daily Practice**

For Andy and Chris, the introduction of Attend has not changed their ambition, it has strengthened their ability to deliver it consistently.

Processes that were once time-consuming and manual are now streamlined, allowing the team to act more quickly and with greater confidence. Tasks such as identifying students who need follow-up, preparing communications or organising home visits are now surfaced clearly, ensuring nothing is missed and enabling earlier, more effective intervention.

• What Has Made the Biggest Difference

For Andy, the impact of Attend is most evident in the areas he relies on every day, particularly the way Absence Watch brings structure, visibility and consistency to attendance.

By automatically identifying changes in attendance and surfacing students who need attention, Absence Watch ensures that nothing is missed and action is taken at the right time. What was once a manual, time-consuming process is now continuous and reliable in the background.

This is most visible in areas such as Stage 1 communication, now generated in minutes, ensuring parents are informed earlier and more consistently. The automatic identification of students requiring home visits has also removed a layer of manual work, allowing for a faster, more proactive response.

Structured stages and task-based workflows, driven by these signals, have brought greater clarity across the school. Tutors, Heads of Year and senior leaders can clearly see what is required and when, reinforcing a shared responsibility for attendance and ensuring actions are followed through.

Andy also highlights the importance of being able to de-escalate students when attendance improves, recognising progress as well as concern. He notes that managing this consistently, and in real time, was previously difficult using their MIS alone. With Attend,

this is now handled more easily, allowing the team to respond dynamically as attendance improves.

Alongside this, the student view has strengthened conversations with families by making attendance patterns clearer and more tangible.

• A Partnership That Supports the Work

Alongside the system itself, Andy highlights the strength of the relationship with Attend, not just in terms of support, but in how the Attend team works alongside the school.

From the outset, onboarding has focused on more than simply using the system. Time has been spent understanding Macmillan's approach, shaping workflows and supporting the wider attendance strategy to ensure everything is aligned and effective.

This ongoing relationship continues beyond implementation. Whether refining processes, responding to questions or supporting new ideas, the team is accessible, responsive and engaged.

"With Attend, any query is usually picked up within 30 minutes."

• Looking Ahead

Although still early in their Attend journey, Macmillan Academy is building strong foundations. The focus now is on sustaining momentum, continuing to strengthen processes, deepen engagement with families and embed a consistent, whole-school approach to attendance.

For Andy and Chris, Attend is not just supporting their work, it is enabling it, giving them the time, clarity and structure needed to make a sustained difference to attendance.



Affordable Pricing, Outstanding Service

Attend was built to help schools strengthen attendance through practical, structured and sustainable approaches.

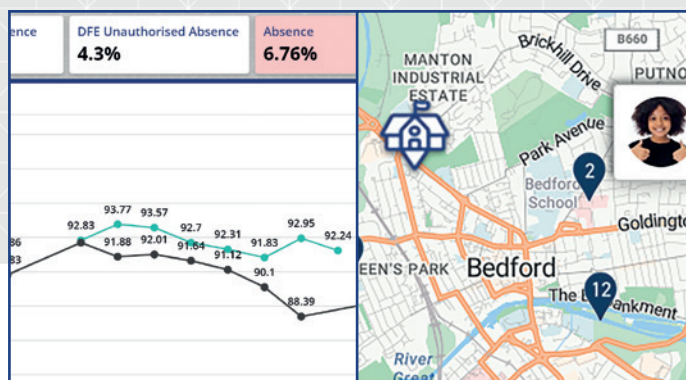
Our focus is simple, providing schools with powerful tools, responsive support and flexible workflows that make a genuine difference to day-to-day attendance practice.

From onboarding through to ongoing development, we work alongside schools to ensure Attend fits their processes, priorities and community.



How Attend Supports Schools

- Clear dashboards and actionable attendance insight
- Communication and staged intervention
- Home visit workflows and attendance chronologies
- Flexible tasks, appointments and action tracking
- Absence Watch, intelligent identification of attendance concerns
- Near real-time attendance visibility
- DfE comparative and strategic attendance data
- Structured workflows aligned to school practice



Continue the Conversation

To find out how Attend could support your school's attendance strategy, contact the team for a demonstration or discussion.

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www.attending.school

"It's powerful, but really straightforward to use."

Andy Clark, Education Welfare Officer

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Integrator
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