The Sutton Academy

Together Students Achieve

Principal: Ms L Gobin

16 October 2026

Dear Parents and Carers,

I wanted to personally write to you to offer my sincere apologies for the attendance text message that was sent to all families earlier today.

Unfortunately, an administrative error resulted in a truancy notification being sent to all parents and carers rather than only those for whom it was intended.

I am incredibly sorry for the worry and distress this has caused. I completely understand how upsetting it must have been to receive a message suggesting that your child was not where they should be during the school day. As a parent myself, I fully appreciate the immediate concern that a message of this nature would cause, and I am genuinely sorry that we put families in that position today.

Please be reassured that the message was sent in error and should be disregarded.

I also recognise that parents and carers place their trust in us to communicate accurately and responsibly, particularly when it comes to the safety and whereabouts of their children. On this occasion, we have fallen short of the standards you should rightly expect from us, and for that I take full responsibility.

We are reviewing how this happened and the checks we have in place to ensure that we do everything possible to prevent a similar mistake from happening again.

I know that an apology does not take away the worry that some of you will have experienced today, but I do want you to know how genuinely sorry I am.

Thank you for your patience, understanding and continued support of the academy.

Yours faithfully

Ms L. Gobin
Principal