

Communications Strategy



Aim

Communication is key to school life. Through good communication we build relationships and share information within and beyond our school community. We will succeed by working closely together.

Rationale

A strong communication strategy ensures that every member of our community feels valued and in turn values the information being shared. Therefore, our communication must be:

- Clear, accurate, precise and timely.
- Inclusive to the whole school community.
- Offer an effective system for comments, questions and feedback.

Partnership

Parents are responsible for accessing this information and actioning, where possible, the opportunities provided. If they require further information or detail they are expected to communicate with teachers, office team or the school leadership team. Any misinformation heard in the playground or among other parents must be questioned and / or verified before it is repeated so that the correct details can be given.

Outward communication

All our outbound communication will be sent using the My Child At School (MCAS) app.

Messages, celebrations, key dates and events	Weekly newsletter via MCAS
Term dates and yearly calendar of school events	Website & MCAS
Nursery billing	Family app
Lunch menu, posters, events	Front notice board
Reminders	Playground notice board
Teaching & Learning	Half termly learning maps through MCAS
Homework	Reading record & Home Learning book
Trips and clubs	MCAS
Parents evening appointments	MCAS
Regular photos from within school	Facebook & Twitter
Nursery observations	Family
Regular photos of classroom work	SeeSaw
Progress reports (Spring term)	Paper copy in bookbag
Curriculum information	Website
Praise	Verbally, stickers, newsletter
Behaviour / Safeguarding incidents	Verbally, face to face or via telephone
First Aid incidents	Verbally, MCAS message, sticker
Further information about the school	Website
Policies, procedures, practice	Website

Inbound communication

For any comments, questions, queries or complaints the first point of call is your class teacher and the school office. The second point of contact is the Headteacher. The third point of call is the Chair of Governors and the fourth point of call is the Trust directors. Meetings with any member of staff must be arranged through the office by either phone call or email.