



**ELT**  
Together We Can

# Communications Policy

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Version	Author	Date	Changes
1.0	Lucy Owen, Trust Manager	Jan.22	New policy
2.0	Lucy Owen, Trust Manager	Mar.25	Inclusion of trust aims definition of communication, principles and appendix for Priory (internal policy only). Part A&B rewritten using AI to make more accessible and tweaks to Appendix on How to communicate, when

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### 1. Aims

The purpose of this policy is to ensure effective communication and consultation between our schools, parents, carers, pupils, and other stakeholders, with robust processes to facilitate this.

### 2. Definition of communication

Every member of staff has a responsibility to support effective communications, recognizing that the quality of their communication is fundamental to enabling this and contributes to our schools' reputation. Parents, carers, trustees, and pupils also play a part. We strive to ensure that communications are clear, professional, timely, and effective.

### 3. Principles

Our communication will be clear and succinct, avoiding education-specific jargon where possible, and considering the understanding of our audience. ELT Schools use various methods to maintain effective communication with parents, carers, other schools, the wider community, and outside agencies.

ELT Schools use a variety of different methods to maintain effective communication with parents and carers, other schools, the wider community and outside agencies. Depending on the nature of the communication, the school will use the most practicable means to contact the recipient.

Communication on issues that affect the safety and wellbeing of a pupil will be treated as a priority. The school holds emergency contact details for all pupils and families are asked to alert the school immediately if contact information needs to be revised.

Staff will always seek to establish purposeful relationships with parents and carers and will ensure relationships are professional. Staff are to avoid developing close relationships with parents and carers.

The Communications Policy embraces the principles of our schools' Equality Statement and Online Safety Policy (copies available on the [policy page](#) of the Trust website).

#### **4. Introduction**

ELT recognises the importance of clear and effective communications with pupils, parents and carers, staff, governors and trustees as well as the wider community, outside agencies etc, and is committed to being open and accessible for all who have an interest in our school.

The key stakeholders for our schools are parents, carers, pupils, staff and governors and this policy addresses the main ways in which the school will ensure there is effective 2-way communication between home and school.

#### **5. The Purpose of the policy**

Our schools recognise that engaging and working with parents and carers is key in providing their child with an excellent education. Parents and carers are offered opportunities throughout the year to convey to us what they expect from and think of the school. Our wish is to involve as many parents and carers in their child's education as possible.

We will do this by;

- Ensuring communication to the whole parent community will be clear and accessible to all.
- Making our schools as welcoming and inclusive as possible.
- All signage will be clear, informative and positive.
- Written and telephone enquiries will be dealt with promptly and parents and carers can expect an acknowledgement within 2 working days.
- Using a variety of forms of communication with parents and carers are used for example, telephone contact, e-mail, messages via School Apps, post and text.
- Contacting parents and carers for both positive as well as negative reasons.
- Giving information to parents and carers on what pupils will be taught and tips for helping their child will be provided.
- Encouraging parents and carers to help or support their child's learning at school and at home. Information will be provided in a timely way to enable this support to be effective.

## 6. Communication with parents and carers

### i. Choosing the correct member of staff to address a query

Please see individual School Appendices which details who to contact and how to progress any query that is not successfully resolved.

### ii. E-mail (and other written communication)

E-mail is the school's preferred method of communication. Unless specified, emails received will be acknowledged within 2 working days and responded to within 5 working days. Emails should be short and clear and the same care and consideration should be given as when sending a letter.

Parents and carers may wish to contact the school via email for a general enquiry as an alternative to telephone or letter. The school email addresses for each school can be found in the Appendices and school reception will provide this via phone when required.

Under no circumstances should staff contact pupils or parents and carers using their own personal email address.

### iii. Letters home

Group or whole school letters/emails must be processed through the school administration team and approved by a member of the Senior Leadership Team before posting/emailing. Copies will be kept by the school administration team.

### iv. Telephone Calls

In a non-emergency, a return call will be made within 2 working days, with follow-up action within 5 working days. Staff will make a record of telephone conversations with parents/carers on the school's MIS system.

### v. Texts

Automated texts from School Apps are sometimes sent to parents/carers but are not used for general communications from staff. Staff should respond using alternative means such as email or telephone if appropriate.

## 7. Absence

Parents and carers are asked to contact the school as soon as possible on the morning of their child's absence. Refer to the Attendance Policy for full details.

## 8. Meeting with Parents and Carers

Parents and carers wishing to meet a member of staff must make an appointment with the school. This request should be responded to within 2 working days. Staff should call a meeting to a close if parents or carers become angry or abusive and report it immediately to a member of the Senior Leadership Team.

## 9. Reports and Progress

Parents and carers receive progress reports and a full annual report each academic year. Additionally, they have the opportunity to meet their child's teachers during parents' evenings.

**10. Accessibility**

We will make reasonable adjustments to enable parents or carers with disabilities to participate fully in meetings or receive and understand communications. Documents can be provided in larger fonts upon request.

**11. School Website**

The school website provides a range of information about the school, including curriculum information, pupil premium information, homework, uniform list, school events, holiday dates, and the school prospectus.

**12. Educational Apps**

Our schools use various apps to support teaching and learning, all cleared for GDPR compliance. Parents may also access data about their child’s attendance and progress via online apps.

**13. Severe weather and emergency closure**

In the event of emergency closure, communication will be made via school app/email/SMS. Parents and carers should also tune in to local radio and check the school website and social media channels.

**14. Prospective parents/carers**

Prospective parents and carers are invited to an Open Event in the Autumn Term and an induction event in the Summer Term. The school prospectus provides comprehensive information about the school.

**15. Supporting parents and carers of pupils with Special Educational Needs and Disabilities (SEND)**

Our schools recognize the importance of positive relationships with parents and carers of pupils with additional needs. All staff will make every effort to ensure effective communication and help parents understand how to contribute to their child’s education.

**16. Investigating incidents**

When investigating incidents involving pupils, staff will interview all involved and ask for written accounts. Information identifying pupils will be shared in accordance with data protection regulations.

**17. Monitoring, evaluation and review**

A member of the senior leadership team and the ELT will review this policy at least every three years to assess its implementation and effectiveness. Next review is due March 2028