

Communication Strategy

Rationale

In meetings with parents and other stakeholders, the root of many concerns is the quality and reliability of communication between parents, our community and school staff. This can mean that concerns or issues that could easily be resolved, escalate and present significant challenges for pupils, parents and staff alike. This communication strategy is intended to provide clear guidance to all stakeholders, to ensure we have a shared understanding of the importance of communication, and also to ensure we all have reasonable expectations of each other in order to achieve a culture of mutual respect and accountability.

Our vision:

We will build a school where everyone unites, We will build a community empowered to make a difference for generations to come, Together we will build a future beyond our imagination.

For our vision to be realised, we need to ensure that communication is central to school life and learning. Through good communication we embed our values: building trust and empowerment, nurturing relationships and building a strong community central to learning.

Based upon our vision and values, we aim:

- To raise standards for the benefit of all children by putting highly effective school systems in place
- To build a well-informed, collaborative and empowered community

Principles of communication

A strong communication strategy ensures that every member of our community feels valued and in turn values the aims and vision of the school. Therefore, our guiding principles for all school communication must be:

- Clear, accurate and precise
- Inclusive to the whole school community
- Improving our school by listening to each other
- Creating effective systems for feedback.

Rollo May said: *Communication leads to community, that is, to understanding, intimacy and mutual valuing.*

Monitoring quality

To achieve the best communication:

- We will ensure messaging is consistent through all forms of school communication (emails, boards, briefings, conversations, meetings, newsletters, Facebook, etc.).
- We will monitor the quality of information going from the school with the phase leaders or senior leadership team approving all letters and other messages to parents (including via Facebook, website)

Collective responsibility

Parents/carers are responsible for accessing this information and gathering opportunities (newsletters, coffee morning etc.) provided and if they require further information or detail parents/carers are expected to communicate with teachers, the office team or the school's senior 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. Repeating misinformation can be damaging.

Primary means of communication:

The strategy details the ways in which Wordsworth Primary School and Nursery will communicate with our parents and stakeholders. Our primary means of communication (this is not an exhaustive list, but most often used) are as follows:

- Email: This is the primary method of communication. Whole school communication such as Newsletters, the weekly pinboard and letters to parents/carers are sent through email.
- The Wordsworth Primary School and Nursery Website: Newsletters, the weekly pinboard, all key policies and procedures, the school Calendar and up-to-date news items are communicated through the website.
- Social Media: Facebook is used to communicate celebratory aspects of the school community and to signpost our families to community support and events.
- All other means of communication are detailed in the table below, along with guidance for parents, pupils, staff and other stakeholders.








Strand	Strategy		Staff		Parents
			All Staff	Middle/Senior Leaders	
1	Email via Bromcom	<p>The primary means of communication to and from school.</p> <ul style="list-style-type: none"> • Letters are attached to emails where a parent response is not required. • After any change to staffing, the website will be updated within two weeks of the staff member's start date. 	<ul style="list-style-type: none"> • All events/trips/items worthy of special mention should be submitted to Mrs Evans by Wednesday afternoon to be placed into the weekly pinboard. • Photos of some special learning or something to be celebrated along with a short blurb to be submitted to the DHTs two weeks before the end of term. These should be directly linked to our values or school priorities. 	<ul style="list-style-type: none"> • Daily updates communicated by whole school virtual noticeboard outside the headteacher's office. • SLT to distribute weekly update emails to staff communicating key messages. • Deputy Headteacher to distribute half-termly Newsletters to parents and staff. • Phase leaders to allocate team members to create termly curriculum newsletters. 	<ul style="list-style-type: none"> • All emails should come via the school office address: info@wordsworthprimary.co.uk. Please ensure you put the name of the member of staff you wish the email to go to in the email subject bar so that this can be passed on quickly. You will receive an auto-response that your email has been received and passed on. • Please ensure we have an up-to-date email address for the most effective communication with the school. These are collected through a termly 'contact detail update' link on the Pinboard. • Abusive emails, or those that are judged to be offensive or aggressive in tone will be referred to the Headteacher to consider further action. • If you send an email to a school contact, you should expect a response within 3 working days. If the email is

			<ul style="list-style-type: none"> • Any weekly reminders or updates to be shared with Mrs Bannister to be placed into the weekly update email by 5pm on Thursday afternoons. • Details of external communication via email/letter must be agreed by your phase leader. • Where possible, staff should not send emails (or texts) to colleagues over the weekend (from 5:30pm on Friday to Sunday) but should schedule these to send at 8am on a Monday morning. 		<p>sent after 5.30pm, the received time will be taken as the start of the next working day.</p> <ul style="list-style-type: none"> • If your email is urgent, please mark the email subject as URGENT. This should be used in the following cases: <ol style="list-style-type: none"> 1. An urgent safeguarding concern which should be emailed directly to Angie.King@wordsworthprimary.co.uk and is monitored daily in and out of term (there is also a Wordsworth Sharing button linked to the Designated Safeguarding Lead's email on the school website. 2. An urgent medical concern • The weekly Pinboard containing whole school weekly notices, event reminders and letter links is emailed out at 2pm each Friday and can later be found under the Information for parents' tab along with past pinboards. • The following half term's diary dates are communicated in the half-termly Whole School Newsletters sent out by the deputy headteachers at the end of each half term. • Curriculum newsletters are sent out by individual year groups at the end of each half term and contain learning-specific information.
2	Website	<ul style="list-style-type: none"> • All key policies, news items and whole school communications are posted to the Wordsworth Primary School website. This will include the school calendar, with key dates such as parents' evenings, notice regarding emergency closures and the contact details for the school office. 	<ul style="list-style-type: none"> • All events/trips/items worthy of special mention should be submitted to Mrs Evans to be placed onto the website. • All whole school/year group-specific letters must be placed onto the school website, via Mrs Evans. • Where possible, teachers should endeavour to take photographs that ensure our pupils are not identifiable by unknown adults. • Teachers must ensure that parent/carer consent 	<ul style="list-style-type: none"> • Specific staff have responsibility for the content in specific areas of the school website. • Ensure aspects of the website that communicate information relative to your area of responsibility are checked every half term and updated as required. • Please notify Mrs Evans regarding any updated content. 	<ul style="list-style-type: none"> • Parents/carers are encouraged to regularly check updates to the Wordsworth Primary School website (www.wordsworthprimary.co.uk) • You may quickly find the answer to your question by checking our website. This will be quicker than phoning or emailing the school. There is a search and translation function on the website to support this. • In the 'Updates' section of the website, you will find the termly Deputy Headteacher Newsletters and the Letters Home sections, providing you with an overview of the school for the last term and copies of letters, and Curriculum Newsletters that have been sent home throughout the year. • It is the responsibility of the parent/carer to update the school if wishes over photograph consent change.

			has been given prior to putting an identifiable picture of a pupil onto the website/Facebook/in whole school communication.	
3	Google and/or Microsoft Forms	To be more environmentally friendly, we send out permission slips and parent surveys through electronic links which are emailed directly and also in the weekly Pinboard.	Mrs Evans will create Google forms for trips. Any other forms sent to parents should be checked by phase leaders prior to being shared with the community.	<ul style="list-style-type: none"> • Please ensure that only one parent completes Google forms for trips. • For any parents who would prefer a paper copy, please drop into the office to request one, or speak to your child's class teacher, who will be able to provide you with a copy. • The office is happy to support any parents who may be struggling to access the form for whatever reason.
4	Printed Letters	On occasion. letters requiring a parental response will be sent home. These are printed for you to save on home-printing costs.	<ul style="list-style-type: none"> • Staff receiving communication by letter from a parent should respond formally by letter within 5 working days. This letter will need to be approved by your line manager and/or the Headteacher. • See also email guidance. 	<ul style="list-style-type: none"> • Should you wish to communicate by letter, the envelope should be clearly labelled with the member of staff's name and left at the school office. A response letter will be drafted and returned within 5 working days.
5	Social Media	Facebook is used as a celebratory tool in order that our community can see the fantastic learning our pupils are accomplishing and also to re-share information and/or reminders.	<ul style="list-style-type: none"> • Inappropriate or offensive posts/comments from staff, parents/carers or pupils must be reported to the school office and brought to the attention of the Headteacher. • Where possible, teachers will endeavour to take photographs that ensure our pupils are not identifiable by unknown adults. • Teachers must ensure that parent/carer consent has been given prior to putting an identifiable picture of a pupil onto social media. • Staff are strongly advised to ensure their personal social media accounts are private. • No member of staff should accept friend requests from pupils or parents. • Staff members should not post photos or videos of other members of staff without their express permission. 	<ul style="list-style-type: none"> • Parents/carers are invited to follow Wordsworth Primary on Facebook. • It is the responsibility of the parent/carer to update the school if wishes over photograph consent change. • Please do not friend request members of staff whilst your children are pupils are at the school.

6	Mobile phones/ Text Messages	<ul style="list-style-type: none"> • We may send out a text message in an emergency situation and for last minute important reminders. • Truancy messages are sent via text. 	<ul style="list-style-type: none"> • Staff must not send text messages from their personal mobile devices to parents/carers or pupils. They must use the official systems. • Mobile phones must be kept in staff cupboards on high shelves and only used in the staffroom. If they are used to call parents, then the caller ID function on your mobile must be switched off. 	<ul style="list-style-type: none"> • Please ensure we have your most up-to-date mobile phone number. Ensure this phone is switched on in case of an emergency during school hours. If you are uncontactable, it is essential that the child's second contact is reachable in case of an emergency. • Up-to-date telephone contact details are collected through termly contact detail updates. 	
7	MCAS Mobile App	MyChildAtSchool (MCAS) is for parental convenience to enable payment for items such as water bottles in the school shop, to pay for trips or instrumental music lessons, and also to make bookings for parents' evenings.		<ul style="list-style-type: none"> • We are a cashless school. Please ensure that you have access to the school app so that you can access your child/ren's attendance data on the dashboard, book parent's evenings, trips and music lessons, and order items from the school shop. • Mrs Evans is available in the office from 10 -1, Monday-Friday if you require any support with the App. Please contact Mrs Evans to receive a log in if you do not already have one. 	
8	School Grid	School Grid is an online menu and lunch ordering system which also takes payments if you are not eligible for Free School Meals (Years 3-6)	<ul style="list-style-type: none"> • Staff who would like to order and pay for a school lunch should see Mrs Evans who will help in setting up your account. Should you require a lunch, you must log onto School Grid and order this before 9:45am. 	<ul style="list-style-type: none"> • If you are in receipt of Universal Credit, or other benefits, you may be eligible for Free School meals. The address to check your eligibility can be found here: https://apply.cloudforedu.org.uk/ofsm/southampton • We would encourage parents to pre-order lunches. This can be done up to three weeks in advance. This saves time in the classrooms in the morning and ensures that your child has an option that they like to eat! • Please ensure that any arrears are cleared by the end of each half term. 	
8	Google Classroom/ Tapestry	<ul style="list-style-type: none"> • Tapestry (R-Y1) • For Y2-6, homework information is shared, with parents/carers, via Google accounts. • See the homework policy for specific details regarding the setting and submission of homework. 	<ul style="list-style-type: none"> • Staff will ensure that all homework is entered onto Google Classroom is in line with the school homework policy. 	<ul style="list-style-type: none"> • Phase Leaders will ensure that all homework in their phase is monitored and discussed at phase meetings and line management meetings. • SLT will follow up any concerns regarding homework with phase leaders. 	<ul style="list-style-type: none"> • Both of these platforms are used for information sharing and reminders to parents from phase leaders and class teachers. • Parents/carers are expected to use Google Classroom to view all homework. • Should you have any log in difficulties, please see the class teacher in the first instance. • Parents/carers are expected to hold their children to account for any failed homework submission.

9	Telephone (school)	<p>The school will contact home to:</p> <ul style="list-style-type: none"> • Share/celebrate success • Inform you that your child is absent from school • To raise concerns about attendance and/or standards of behaviour/uniform • To discuss your child's progress • If your child is injured or has become unwell. • Arrange a meeting 	<ul style="list-style-type: none"> • Leave a message if your call to a parent is unanswered, explaining who you are, your role and a means for parents/carers to contact you (a telephone number and/or email address). • Never leave detailed messages about a child. • Ensure telephone communication from parents/carers is copied into CPOMs under the 'communication' tab. 	<ul style="list-style-type: none"> • It is essential that you ensure the school has an up-to-date emergency contact telephone number and that you are contactable in case of emergency. Wherever possible, parent/carer first contact phones should be on during the school day. If you are uncontactable, it is essential that the child's second contact is reachable in case of an emergency.
10	Telephone (parents/carers)	<p>Parents/carers should phone the school to:</p> <ul style="list-style-type: none"> • Report a child's absence. • Raise concerns. • Ask for advice or information 	<ul style="list-style-type: none"> • If a telephone message is received, ensure the call is returned within 3 working days, unless it is stated as URGENT within the message. If urgent, please return the call within 1 working day. • If during a telephone call, the caller becomes aggressive or abusive, please remain calm and polite. Explain that you intend to terminate the call if the aggression/abuse continues. • Inform the Headteacher of the incident to consider action required. • Ensure telephone communication from parents/carers is put into CPOMs under the 'communication' tab. 	<ul style="list-style-type: none"> • To report your child as absent, please call: 023 8077 6397. Out of school hours, a voicemail can be left which the office will then pick up. Please ensure that you call the office before 8:50 to report your child/s absence. • Up-to-date telephone contact details are collected through termly contact detail updates. • Please contact the school by phone if you wish to raise a concern and would prefer to speak to a member of staff. We cannot guarantee the member of staff will be available to talk at that time. Please leave a message with a brief description of the nature of your concern. You should expect a call back within 3 working days. If your concern is urgent, please state this in the message. Urgent messages might include: <ol style="list-style-type: none"> 1. An urgent safeguarding concern (see above) 2. An urgent medical concern

Type of Information	 Email	 Website	 Social Media	 Mobile App (Push notifications)	 Text notifications	 Video	 Internet browser
Emergency alerts	✓	✓	✓		✓		
Public relations	✓	✓	✓			✓	
Event promotion	✓	✓	✓			✓	
Special announcement	✓	✓	✓			✓	
Important reminders	✓	✓			✓		
Letters/Forms/Documents/Links	✓	✓					
Campaigns	✓	✓	✓			✓	
PTA information	✓	✓					
Payments (School trips and music)	✓			✓			
School Shop	✓			✓			
Parents' Evening Bookings	✓			✓			
School Dinner payments and menus							
Individual Reminders	✓						✓
Homework (Reception - Tapestry)							✓
Homework (Y1-6 – Google Classroom)							✓

The impact and effectiveness of this Communication Strategy will be reviewed termly, with any amendment communicated to parents and stakeholders.