



Scotch Orchard Primary School Communication Strategy

Rationale

In order for our school to be successful, we need to ensure that communication is central to school life and learning. Through good communication we build relationships and knowledge that are cornerstones of our school community. We will succeed by working closely together.

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.

Monitoring quality

To achieve the best communication:

- We will ensure messaging is consistent through all forms of school communication (emails, internal memos, briefings, conversations, meetings, newsletters, twitter, etc.).
- We will monitor the quality of information going from the school with the senior leadership team approving all letters and other messages to parents

Collective responsibility

Parents are responsible for accessing this information and gathering opportunities (newsletters, coffee morning etc.) provided and if they require further information or detail they can contact the school office or speak to staff on the gate at the start or end of the day.



Below are the school's communication channels and processes to:

- 1) raise concerns and complaints,
- 2) wanting to meet staff,
- 3) sharing ideas.

Contacting school

The best way to contact the school is either:

- Speaking to SLT on the gate in the morning
- Teachers can be approached at the end of the school day, after all children have been dismissed, at the location where they are dismissed
- Phone or email to the school office (admin@scotchorchard.staffs.sch.uk)

The school aims to respond within the following timescales:

Phone calls	Within 1 working day of the parent/carers call
Emails to the school office	An email confirming receipt within 1 working day and a response within 2 working days
Complaints	These will be responded to in line with the ATLP Complaints policy, which can be found on our website



Communication channels (this is not an exhaustive list but most commonly used)

Who?	What do we communicate?	How do we communicate this ? When?
Parents	<p>Information about school</p> <p>Teacher information</p> <p>Term dates/timetable/curriculum</p> <p>Events/Ed Visits</p> <p>Safety information and policies</p> <p>Community information</p> <p>Progress updates</p> <p>Attendance</p> <p>Strategic plans: long and short term plans for the school</p>	<p>Newsletters (weekly)</p> <p>Letters from the Head of School (as needed)</p> <p>School Website</p> <p>ATLP Website</p> <p>Emails (as needed)</p> <p>Twitter (daily updates)</p> <p>Showbie</p> <p>MCAS App</p> <p>Face to face (on the gate, coffee mornings)</p> <p>Parents Evenings (termly)</p> <p>Book Look evenings (termly)</p> <p>Notes home</p> <p>Phone calls</p> <p>In school events (see calendar of events)</p>
Children	<p>Information about learning</p> <p>Learning progress</p> <p>Feedback about learning</p> <p>Celebration events</p> <p>Homework</p> <p>Home readers</p>	<p>Face to face (teacher to child) (ongoing)</p> <p>Showbie</p> <p>Parents evenings (termly)</p> <p>Work share evenings (termly)</p> <p>Letters or notes home</p> <p>Certificates</p> <p>Celebration/awards (weekly assemblies, annual awards)</p>
Prospective parents	<p>Information about school</p> <p>Teacher information</p> <p>Timetables and timings of the day</p> <p>Attendance</p> <p>Admissions processes</p>	<p>Website</p> <p>Admissions packs (available from the school office)</p> <p>Prospectus and admission policy</p> <p>Meetings between SLT and families (set up within 3 days of receipt of application)</p> <p>Liaising with the school office (aim to offer place within 10 working days of the application)</p>
Staff	<p>Teaching, progress, standards, professional dialogue and development, trust information and updates, safeguarding</p>	<p>Face to face meetings and teams meetings</p> <p>Briefings (1 x safeguarding, 1 x communication/staffing per week)</p> <p>Continual Professional Development (1 x Phase meeting, 1 x Whole school meeting)</p> <p>Emails</p> <p>Trust Newsletter</p> <p>Documents and policies</p>
Local community	<p>Information about the school</p>	<p>Website, twitter, ATLP website, Trust Newsletter</p>