

Last Updated | 03/07/2022



July 2022 – July 2025

Communication Policy



WATERTON
ACADEMY TRUST®

Contents

1. Our School 4

1.1 Our Vision4

1.2 Our Values4

1.3 Our Golden Rule.....4

1.4 Our School Aims5

1.5 Our Community.....5

1.6 Our Academy Trust5

2. Policy Summary 6

2.1 Policy Introduction & Rationale6

2.2 Policy Aims6

2.3 Inclusivity Statement.....6

3. Legalities & Linked Documents 6

3.1 Linked School & Trust Policies6

3.2 Linked National & Local Documents6

4. Email Paperless Communication 6

5. Parent Contact Details7

6. Methods of Communication7

6.1 Whole School Newsletter7

6.2 Class Newsletters7

6.3 Twitter.....7

6.4 School Website7

6.5 School App & Messaging.....7

6.6 SeeSaw.....8

6.7 Written Reports8

6.8 Parents’ Meetings.....8

6.9 Additional meetings for SEND Pupils8

6.9.1 The Claret & Amber Pupil Newspaper8

6.9.2 Home School Agreement.....8

7. Telephone Calls 8

7.1 Inbound Calls.....8

7.2 Outbound Calls8

8. Events 9

9. Complaints..... 9

10. Requests for Paper Copies 9

11. Inappropriate Communication 9

12. Twitter Additional Information..... 9

12.1 Twitter Introduction.....9



12.2 Expectations for Staff.....	9
12.3 Expectations for Parents.....	10
12.4 How to Follow Us On Twitter	10



1. Our School

1.1 Our Vision

Grow. Achieve. Shine – These are much more than words or a motto. At Churchfield Primary School we enable all children to **grow** as independent learners, **achieve** more than they ever believe they could and **shine** as unique individuals. Our school is a very special place, having been the beating heart of our community for over 120 years, we respect the lessons of the past whilst looking to the difference we can make in the future. Preparing our pupils for life in an ever-changing world, developing curious, well-rounded individuals who are determined to succeed.

1.2 Our Values



We are proud, and work hard to be the best that we can be



We are determined and resilient, embracing all challenges



We collaborate well, treating everyone as equals



We are honest, kind and show integrity



We respect all people, property and the environment



We believe in ourselves and strive for our goals

1.3 Our Golden Rule

Our Golden Rule

We keep ourselves, and each other, safe.



1.4 Our School Aims

Our school aims are underpinned by our values. Through our school values, we aim to:

1. Promote high standards of academic and vocational achievement for every child, every time, through a highly-inclusive approach.
2. Promote a holistic view of the whole child, supporting them to become well-rounded individuals and members of society.
3. Encourage all children to develop positive relationships with, and respect for, themselves, each other, our local community and the wider world.
4. Provide a safe, welcoming and positive environment for our children and families; acting as a hub at the heart of our community.

1.5 Our Community

Bricks and mortar do not make a school, people do. We can achieve great things when we work together, and our community is at the heart of what we do. We are a hub of support for our families, and provide a safe and loving environment for our children to shine.

1.6 Our Academy Trust

Since December 2019 we have been a proud member of Waterton Academy Trust, providing even more opportunities for our pupils to shine. As part of the Waterton family, we ensure that success for all is not a goal, but an expectation.



2. Policy Summary

2.1 Policy Introduction & Rationale

Positive communication is an essential element of the aims and vision of Churchfield Primary School. This enables our children and families to feel valued and listened to. We value various forms of communication, and understand that different parents have different preferred methods.

2.2 Policy Aims

This policy is underpinned by the central aims of Churchfield Primary School and the values held by the school community. This policy aims to:

- Provide information for all stakeholders on how effective communication is facilitated
- Provide information for all stakeholders on how we ensure that communications between all members of the school community are open, honest, respectful, ethical and professional

2.3 Inclusivity Statement

At Churchfield Primary School we use an inclusive approach to all aspects of education. Our aim is to always involve all children and stakeholders in all areas of the curriculum and school life. In accordance with the SEND Code of Practice, we recognise that this may mean making special adaptations or arrangements from time to time for children with specific disabilities. We welcome the involvement of disabled adults in all areas of school life.

3. Legalities & Linked Documents

3.1 Linked School & Trust Policies

This policy should be read in conjunction with the following policies and other linked policies:

- Safeguarding Policy
- Anti-Bullying Policy
- E-Safety Policy
- Social Media Policy
- Abusive & Threatening Behaviour Policy

3.2 Linked National & Local Documents

The policy has been developed in accordance with the following legislation and guidance:

- [Working together to Safeguard Children \(2018, amended 2020\)](#)
- [Keeping Children Safe in Education \(2022\)](#)
- [The Equality Act \(2010\)](#)
- [Malicious Communications Act \(1988\)](#)

4. Email Paperless Communication

Emailing (letters) is our main method of communication.

As a school, we are committed to reducing our impact on the planet and therefore we are a paperless school and almost all communication will be via digital means. However, in exceptional circumstances, paper copies may be used (e.g a family has no device or internet access). It is the responsibility of parents to ensure that communication channels are checked regularly.



5. Parent Contact Details

School holds emergency contact details for all children on the school MIS (Bromcom) and families are contacted on an annual basis to ensure that these are up to date. We ask that you provide at least two emergency contact names/numbers to go on this system. Families are expected to inform the school immediately in the event that contact information needs to be revised. Depending on the nature of the communication, the school will use the most practicable means to contact families.

6. Methods of Communication

Hereafter the term families will be used to refer to all those individuals who have a role in the up-bringing and care of the child. The following list, whilst not exhaustive, covers the main ways in which we will communicate with families. All response times are indicative and where extensions are needed i.e. for further investigation a holding response will be given to the family along with an updated expected response time.

6.1 Whole School Newsletter

A whole-school newsletter is emailed out to parents every Friday. This includes the latest information from school, dates for diaries and general updates. These are also uploaded to the school website.

6.2 Class Newsletters

Class newsletters are distributed at the start and end of every half-term (roughly every 6 weeks). These are created on Microsoft Sway and emailed out to families. The class newsletter at the start of a half-term contains information on what children will be learning in the upcoming weeks, whereas the end of half-term edition is a summary of what has happened in class.

6.3 Twitter

Please see the additional Twitter section at the end of this policy.

6.4 School Website

The school website contains a wealth of information and can be accessed at www.churchfieldprimary.org or www.churchfieldprimary.co.uk. Our website contains more 'static' information, in that it will not change on a weekly basis.

6.5 School App & Messaging

The school app is called 'My Child at School' and a full guide is provided to all parents on starting school, and is available from the school website. This app allows school to message parents, without the need to pay for text credits (money that is saved can then be spent on children), and parents to reply to or message school. The app is also used for the following:

- Paying for school dinners
- Booking trips
- Making payments
- Booking after-school clubs
- Updating personal details
- Reporting absence
- Viewing your child's attendance
- Viewing your child's dinner choices

When the app has not been downloaded, messages will be sent as texts, at a cost to school.



6.6 SeeSaw

SeeSaw connects the classroom and families through building virtual classroom communities. It enables staff to share photos, videos, announcements and celebrations. Staff are not expected to, and are discouraged from, checking and responding to Dojo messages outside of their working day. Teachers will not respond to SeeSaw before 8:30am or after 3:30pm during work days. Staff do not expect families to read, respond or action SeeSaw posts outside hours that suit them.

6.7 Written Reports

Written reports are provided to parents at the end of each academic year.

6.8 Parents' Meetings

All families are provided with two, 10-minute meetings each academic year. Families are asked to sign up for an allocated date and time. Should an appointment day not be suitable, families are asked to contact their child's class teacher who will make every effort to arrange a more mutually convenient time. Families are encouraged to request additional meetings should they have a concern regarding their child's progress or wellbeing. Likewise, staff will arrange additional meetings if necessary.

6.9 Additional meetings for SEND Pupils

All children with an EHCP will have an Annual Review each academic year to discuss their progress in relation to the aims and objectives of their plan. Termly SEND meetings are held and made available to all families of pupils on the SEND register, these are held with the SENDCO. All parents of pupils on the SEND register will also receive copies of pupils' MyPlan document.

6.9.1 The Claret & Amber Pupil Newspaper

Our junior journalists in school produce a pupil-made newspaper at the end of every term, and copies are emailed to parents, as well as paper copies being made available in each class.

6.9.2 Home School Agreement

Every child that starts at Churchfield will receive a copy of this agreement as part of the home visit. This will be signed by parents, staff and the child.

7. Telephone Calls

7.1 Inbound Calls

All telephone calls will be answered by staff in the main office. It is our policy that office staff do not interrupt teaching for staff to answer a telephone call unless it is an emergency. Messages are taken and forwarded to the relevant person. If the call requires a response from a member of staff, we aim to do this as soon as possible. The main office phone can receive calls between the hours of 8:00am and 4:30pm. Out of these hours, parents will be diverted direct to voicemail. School phones operation an option system:

1. To report your child absent
2. To speak to a member of the Wellbeing, SEND or Safeguarding Team
3. To speak to the school office

7.2 Outbound Calls

Telephone calls will be made where immediate contact with a family member is required i.e. for injuries or accidents. A member of staff will call the first named emergency contact as listed. Where no contact is made, a call will then be made to the second named contact and so forth. In the event that no live contact can be made, the member of staff will either leave an answer phone message or ensure that repeat calls continue to be made to the contact numbers, where possible.



8. Events

We hold a number of events in school, such as a Saturday Open Morning every Autumn, and other information nights. These will be communicated via the above channels.

9. Complaints

All complaints will be dealt with as per the Waterton Academy Trust Communication Policy

10. Requests for Paper Copies

Paper copies of all documents and communication is available from the office, free or charge.

11. Inappropriate Communication

All members of our school community have a right to be treated in a respectful and appropriate manner. Where this is not the case, the Waterton Academy Trust Abusive & Threatening Behaviour Policy will be followed, and the Code of Conduct referred to.

12. Twitter Additional Information

12.1 Twitter Introduction

At Churchfield Primary School, we believe that engaging with parents and our school community is pivotal. Our Twitter page (@ChurchfieldPrim) allows us to communicate directly and instantly with parents and the wider school community in new and exciting ways. Celebrating pupils' success, and keeping parents informed of key events. Twitter can be an excellent tool for bringing parents closer to our school's ethos, children's learning and achievements. The feed will continue to grow and develop over time and has the capacity, particularly for working parents, to bring their child's learning to life on a daily basis. We share pictures of pupils with their fantastic work, images of children celebrating their achievements, sports team action shots and some streaming of events in school. The opportunities for communication are endless. Twitter is also a great way to build relationships with parents, the local community and raise school's profile. As well as enabling us to provide instant updates on trips/visits etc. Twitter can also be used for almost instantaneous communication – for example, live updates of when a trip will be returning.

12.2 Expectations for Staff

We have a full commitment to e-safety, and setting an example for our children. Twitter must be used responsibly and safely by all for it to be successful and truly effective.

- Images and a child's first name may be used together on Tweets, but surnames will not
- Images and clips sent to us by parents can only be shared with the wider school community if they only include parents' own children
- The Twitter feed does not change the school's stance on sharing images taken at school events
- The account will be password protected, and changed regularly with logged in devices monitored
- Direct messages will only be responded to by the headteacher, deputy headteacher or a designated member of staff, and in many cases responses will be a stock message asking the parent to email or call school
- Login details can be obtained from the Headteacher
- Before posting any photos, staff must check the image to ensure that it is appropriate to be posted



12.3 Expectations for Parents

- Twitter is for positive interaction only. Negative Tweets or raising issues as Twitter messages will not be shared or responded to, and may be deleted. The best way to discuss a concern is to contact school via email/ phone/ in person
- Parents must not share images of their children that school would not have shared – e.g engaging in dangerous activities, not fully dressed
- If parents have given photo consent for their child, but do not wish them to be featured on the feed, they must inform school
- Twitter is best used to ask simple questions, for updates or to share achievements

12.4 How to Follow Us On Twitter

Our Twitter account can be accessed by searching for @ChurchfieldPrim on Twitter, or via our website. Our main website pages houses a live Twitter feed, and there is a dedicated button with a direct link to the feed.

