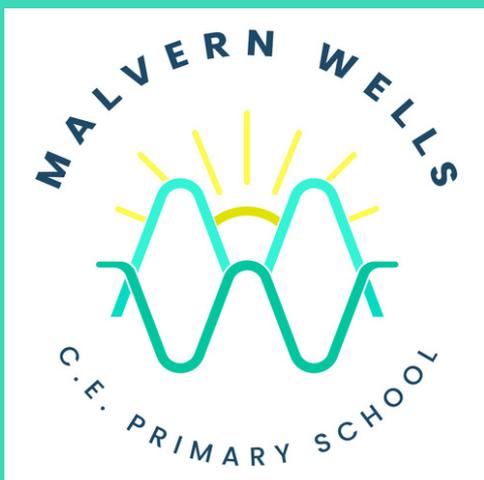


# Strategic Approach to Communication at Malvern Wells CE Primary School

Nurturing Potential  
for an even brighter  
future

"You are the light of the world. A town  
built on a hill cannot be hidden."  
Matthew 5v 11



*Let Your Light Shine*



OUR INTENT IN ALL WE  
DO IS TO

***NURTURE POTENTIAL FOR AN EVEN BRIGHTER FUTURE.***

*Let Your Light Shine!*

# 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.

## **To achieve the best communication:**

- We will endeavour to ensure messages are consistent through all forms of school communication (emails, texts, briefings, conversations, meetings, newsletters, Facebook, etc.).
- We will monitor the quality of information going from the school with a team approving all letters and other messages to parents (including via Facebook, email, googleforms, email)

## **Collective responsibility**

- Parents are responsible for accessing and reading the information provided
- Parents are responsible for asking if they require further information or detail via the staff at the start or end of the day or through the office.
- 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.



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# COMMUNICATION CHANNELS

Channel	Aim	Audience
Email	Information about the school Logistics: Dates/Times/Terms Events/Visits Incidences Safety information Absence (from parents to school office) Collection alterations (from home to school office) Appointments (parents to school office)	Parents and families
Teachers 2 Parents	Imminent events Reminders Invitation to Best Seats Head Bumps Black Pepper challenges Payment reminders Absence Last minute cancellations of clubs/events due to weather/staffing	Parents and families
Newsletter	Information about the school Teacher/Staff information Logistics: Dates/Times/Terms Events/Visits Incidences Safety information Strategic Plans: long term plans of the school Curriculum knowledge / Learning Highlights Attendance	Parents Staff Governors
Facebook	Celebrations Learning information Reminders	Families Public Community
Google forms	Gather parents/pupil/staff opinions Information collection Permissions – reducing paper Visits/Events	Parents Staff
Letters	Information about the school Events/Visits Absence Attendance	Parents and Families
Website	Vision and Values Curriculum Wrap Around Cre Letters Extra-Curricular Provision	Public
Face to Face	Clarification of communication Progress updates Welfare checks Accident reports Check in	Parents Families Children
Marking	Learning Progress Addressing misconceptions Targets and next steps	Children
Home Liaison Books	Notes – lost items, Home learning projects Reading progress at home	Children Parents Families
Tapestry	Informs about learning and content of EYFS curriculum	Parents Families

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# COMMUNICATION CHANNELS

## Processes- Concerns and complaints

<b>1<sup>st</sup> point of call</b>	Talk to your child's teacher after school (teachers cannot discuss issues before the school day as they need to be prepared for the children)	Identify issue, discuss possible solutions, agree how to monitor or what the outcome will be
<b>2<sup>nd</sup> point of call</b>	If not resolved, make an appointment with the Head Teacher	Discuss with Head Teacher, monitor and refer to other services as necessary
<b>3<sup>rd</sup> point of call</b>	If the Head Teacher has not resolved the concern, complaint or issue satisfactorily contact the Chair of Governors	Write a letter/email to the Chair of governors and hand into office in a sealed envelope

## Arranging to meet Staff

<b>Meeting the Class Teacher</b>	Ask the teacher at the end of the day to arrange a meeting	
<b>Meeting the Head Teacher</b>	Arrange an appointment with HT via office@ or head@ email	The HTs diary quickly fills up. Appointments may be made the following week or as soon as possible

## Sharing Ideas

Your ideas for improvement are very valuable.

<b>Friends of Malvern Wells</b>	PTA WhatsApp – meetings to share ideas
<b>Ideas</b>	If you do not want to share ideas face to face, write your ideas on a note in the office area. Alternatively, email the school office@malvern-wells.worcs.sch.uk

*Let Your Light Shine!*