



**John  
Cabot  
Academy**

# **Communications Policy**

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Date Adopted: September 2023  
Review Date: Annually

<b>Date</b>	<b>Page</b>	<b>Change</b>	<b>Origin of Change</b>
<b>Date</b>	Pages / Whole document	Description of Change	Origin of change (e.g. routine update, request for review)
<b>Jan 2020</b>	Whole document	Initial policy written following consultation with all stakeholders	
<b>Apr 2021</b>	Whole Document	Detailed information on communication in the event of a behaviour incident	Review of policy following parental complaint
<b>Apr 2022</b>	Whole Document	Update of communication in the event of a behaviour incident and JCA contact details	Annual Review
<b>May 2022</b>	Page 3	Addition of Communications Agreement	In response to parental complaints
<b>Sept 2022</b>	Page 3	Clarification on SchoolCloud for parents who need to attend from 2 different locations	Review following discussion with parents
<b>Sept 2023</b>	Whole Document		Annual Review

**1.1 Definition of Communication:**

The imparting or exchanging of information.

**1.2 Aim & Principles of the Policy:**

Following a 12-month project to develop communications within the academy by understanding the wants and needs of Parents and Carers, we have developed this policy. We recognise that families are crucial to the education and development of students and effective partnerships between home and school have a positive impact on students' learning.

The aim is to ensure effective communication between the school, the pupils, their parents and carers and other members of the wider community.

The principle is that all communications are clear, professional, respectful, timely and relevant.

**1.3 Responsibilities:**

SLT: Ensure effective communication with all stakeholders.

All staff: Communicate wherever possible by phone within 5 working days or sooner if an urgent enquiry. Respond within working hours only. Logging phone calls on SIMS. Communicate only from school email/phones. Provide updates for the newsletter, Facebook page, Twitter feed and website. Post homework on Show My Homework (SMHW).

Parents: Inform the academy of any absence. Ensure all contact information is up to date. Check SMHW regularly to ensure HW completion. Not to contact child by mobile during the day as it contravenes our mobile phone policy. Attend Parents' evenings.

**1.4 Scope of the Policy****1.4.1 Academy to Home:****1.4.1.1 Provision of day to day information**

Useful information e.g. term dates and celebration of events occurring within the academy will be communicated as follows.

- Website.
- JCA Facebook page – a 'live' version of our weekly newsletter. This page is intended for parents and carers.
- Weekly newsletter – emailed home to our priority contact(s) and posted on the website.
- Letters – emailed home to our priority contact(s) and also posted on the website. All letters are processed via the Academy admin team to ensure quality control.
- Twitter @johncabotnews. The purpose of this account is enhance the reputation of the academy within the wider education establishment. Therefore tweets will refer to the wonderful activities happening both for students and staff.

**1.4.1.2 Provision of student specific information**

Attendance, behaviour record, lesson scores, academic performance and other information specific to an individual student will be communicated via the methods below.

- My Child at School App (for launch in January 2024)–see attendance, behaviour and reports, ability to update the contact information we hold for our students
- Twice yearly data report – which will be sent to the My Child at School App
- Daily absence/lateness text

- Homework App: ShowMyHomework
- Parents' evenings x1 per year (x2 in year 11). Booked online via SchoolCloud, held in person
  - Where parents need to attend from separate locations, the first priority contact will be sent the booking information
- Postcards home – celebrating something the student did that was above and beyond our usual expectations
- Text messages to say a student's mobile phone has been confiscated
- Home visits
- Communications Agreement – where regular contact between school & home is necessary
- Face to face meetings for a specific reason

Logins to My Child at School and ShowMyHomework are sent to parents at the start of year 7. Logins to SchoolCloud are sent to one parent in advance of Parents' evening.

#### 1.4.1.3 Emergency communication

In the event of an academy wide emergency e.g. the academy had to close due to snow, we would use a selection of the following to keep parents updated.

- Text the priority contact parent(s) or carer for whom we have an up to date mobile number
- Email the priority contact parent(s) or carer for whom we have an up to date email address
- Post a message on the website
- Post on our social media sites

In the case of an emergency that affects a single student or small group of students e.g. an injury in PE, we will phone home directly.

#### 1.4.2.4 Communication in the event of a behaviour incident

If a student receives a '1' behaviour score at any point in the day, the student will be expected to attend a restorative conversation at the end of the school day. Parents and carers will be advised of this via text during the day. The teacher may phone home that evening to explain the incident with the parent/carer. Teachers can choose to record this call (or a missed call) in the Bromcom communication log, should they wish to.

If a student is suspended, senior staff will phone home to discuss the incident prior to the suspension. A formal letter will follow via email.

All significant meetings related to behaviour e.g. readmittance from suspensions or 'stage' meetings, will have associated paperwork e.g. readmittance form.

### 1.4.2 Home to Academy:

#### 1.4.2.1 Routine enquiries

Please email [jcainfo@clf.uk](mailto:jcainfo@clf.uk)

An acknowledgement email will be received. Our reception staff will forward the email to the relevant member of staff who will reply within 5 working days by phone wherever possible to build relationships and avoid the ambiguity that can occur with emails. Furthermore, it allows our staff to stick to acceptable working hours and not feel obliged to reply to emails in the evenings or weekends. Staff emails will not be published on the website, nor will they be shared with parents by any other means.

#### 1.4.2.2 Urgent enquiries

In the case of an urgent enquiry, please call the academy on 0117 976 3000 and our receptionists will forward the call to an available member of staff. Reception is open 7:45am to 4:30pm.

A brief record of each phone call will be logged on our information management system, SIMS.

Examples of urgent enquiries are:

- Any concern about the safety of your child or any other child
- A change in who is picking up your child or where your child has to go after school

### 1.5 Feedback

After each Parents' evening we will send out a survey to parents and carers to ask for their reflections on the academy in general which we will use to inform strategic planning for the academy. We urge parents to take this opportunity to suggest improvements to the school generally.

In the 2023-24 academic year, we will be starting a parent forum to allow parents to provide face to face feedback on the Academy to senior staff.

### 1.6 Dropping into the Academy

It is usually not possible for staff to see parents without an appointment as they are likely to be teaching. Please email [jcainfo@clf.uk](mailto:jcainfo@clf.uk) to request an appointment.

### 1.7 Respectful Communication

The principle is that our communication is respectful and professional. It is recognised that emotions can run high, but it is expected that all communication is respectful and staff are treated with dignity. If this is not the case, staff have the right to finish a phone call or end a meeting, once a polite warning has been given.

We will not permit conversations to be recorded electronically, if this is attempted, we will end a call/a meeting. A written record can be kept of any meeting.