

Aspirational Futures Multi Academy Trust



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Parklands High School Communication Policy

November 2025

Document Control

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Statement of intent

Parklands High School is committed to fostering a positive relationship with our pupils' parents. Crucial to this is building and maintaining effective ongoing communication between the school and the parents about the pupil's academic performance and personal wellbeing.

Nurturing a positive communicative relationship with parents can help to establish a relationship of trust and confidence for both the school and the parents. It can also help the pupil's attendance, attainment, and wellbeing, and better understand the individual needs, abilities, and interests of the pupils.

Having effective communication in place helps to ensure that parents are more involved in their child's life at school. Effective communication can also ensure that parents are involved in decision-making about their child's needs in the school.

From the school's point of view, communication with parents should be streamlined, appropriate and focused on the positives of the pupil's educational experiences. This policy outlines how the school puts appropriate systems in place to ensure that communication always remains professional, and that communication doesn't become excessive, unjustified or otherwise unengaging for the parents.

This communication policy also articulates how parents and carers should communicate with school and how the school will respond.

1. Legal framework

This policy has due regard to relevant guidance, including, but not limited to, the following:

- DfE Toolkit for schools: communicating with families to support attendance
- DfE Working together to improve school attendance: guidance for maintained schools, academies, independent schools, and local authorities

The policy is implemented in conjunction with the following school policies:

- Home-school Agreement Policy
- Behaviour Policy
- Child Protection and Safeguarding Policy
- Complaints Procedures Policy

2. Roles and responsibilities

The school will aim to respond to communications from stakeholders within a reasonable timeframe, ideally within 48 hours. This is likely to be an acknowledgement of receipt with an indication of the timeframe for a more detailed response. However, any messages received by the Headteacher or staff outside of term time, or outside the school's operating hours (7:30 a.m. – 5:30 p.m.), will be responded to once the school reopens.

The local governing board will be responsible for:

- Ensuring that channels of communication between the school and parents are clear, effective, and understood by all.
- Reviewing any pre-existing channels of communication and identifying any improvements that could be made.

The headteacher will be responsible for:

- Ensuring that channels of communication between the school and parents are clear, effective, and understood by all.
- Ensuring that parents understand how they can best and most appropriately contact the school.
- Leading, developing and implementing any new strategies of communication between the school and parents.

The School Admin staff will be responsible for:

- Ensuring that parental contact details are up to date.
- Responding to queries, comments, and concerns from parents in a positive and proactive fashion.
- Will manage and distribute the communications received via the School Office including telephone, letters and admin@parklandsacademy.co.uk

Teachers will be responsible for:

- Responding to queries, comments, and concerns from parents in a positive and proactive fashion.
- Working closely with parents to best support their children in their educational experiences.

Parents and Carers will be responsible for:

- Reading the key communications circulated by the school and responding or acting on these when required, e.g. by attending parent-teacher meetings.
- Regularly checking the school website for detailed information about the school calendar, term dates, exam details, monitoring and assessments, school achievements and other useful information.
- Raising any issues or concerns they may have with the appropriate point of contact, e.g. contacting the class teacher with education-related issues.
- Ensuring that communications with the school are limited to the hours of 7:30 a.m. to 5:30 p.m., Monday to Friday. Any emails composed outside of these times should be scheduled to be delivered within the stated timeframe.

3. Value of communication

There are lots of benefits to the school developing and maintaining positive and consistent channels of communication between themselves and parents. The school will use effective communication to inform parents about its overall aims, ambitions and ethos, whilst using more targeted approaches to inform parents of more specific details pertaining to their children on a more individual basis.

The school, parents and pupils will benefit from there being a two-way communicative approach between the school and parents. That approach is one which will be built on consistency, transparency, respectfulness and valuing each other's contributions.

Parents and Carers want to know how their child is progressing at school, in both their academic performance and personal wellbeing, whilst teachers want to understand the needs and backgrounds of the pupils in their classroom. The school will employ an effective system of two-way communication to allow for these details to flourish.

Positive parental support will greatly impact on the pupils themselves. Supportive rapport between the school and parents will increase pupils' confidence and engagement in their learning. This in turn will help to increase how involved parents are in their child's education.

Teachers in turn will value a strong home-school communication thanks to the opportunities for personalisation in a pupil's learning. The school will use strong home-school communication so that the teacher can be made aware of any needs, interests or areas of concern for the pupil on an individual basis.

4. How the school communicates with parents and carers

The school will utilise a variety of physical and digital mediums to communicate with parents and carers.

Channels can include, but aren't limited to, the following:

- The school website
- Edulink
- Class Charts
- Newsletters
- The school's social media channels
- Apps
- Phone calls (all calls are recorded for training & monitoring purposes)
- Text messages
- Letters
- Face to face meetings

The school will avoid technical or complicated educational jargon when communicating with parents and carers, instead emphasising accessibility for parents from all backgrounds. A warm, friendly, welcoming tone across all channels will be utilised to aid in fostering that trustworthy relationship.

5. Appropriate forms of contact

The school will ensure that contact details are clearly signposted for the benefit of parents; however, the school will also ensure that appropriate means of contact are always prioritised. To clarify means of contact, the school will highlight the most appropriate channels through which parents can contact the school.

The school email address for general enquiries is admin@parklandsacademy.co.uk this is publicly available on the school website. For enquiries directed to specific members of staff for example - see below, emails are available on the website.

- Pastoral staff
- DSL (Designated Safeguarding Lead)
- Attendance manager
- Curriculum leaders
- SLT (Senior Leadership Team)
- Local governing bodies

The school will also communicate through social media accounts but will ensure that any initial contact through social media channels is redirected to the more formal and proper channels, e.g. email. This is to ascertain a clear and documented record of the conversation between the parent and the school. The school will also feature a dedicated avenue of contact for complaints or concerns from parents in accordance with the Complaints Policy.

6. Contact methods for parents

Absence

To register an absence please ring school and leave a message on the absence line 01257 264596. This includes part-day absences. Alternatively, you can report an absence via EduLink.

Information

If there is information relating to a pupil that you wish staff to know about, the first point of contact is via EduLink or admin@parklandsacademy.co.uk

Emergencies

In case of emergencies parents should contact the school by telephone 01257 264596

Concerns

We are delighted that parents choose to place their children in our care. The contract between our school and its parents is laid out clearly in the Home-School agreement signed by parents in Year 7. During school time the school is 'in loco parentis' meaning that school is empowered legally to make decisions on behalf of pupils and in their best interests.

There may be, from time to time, concerns that parents wish to raise. We will do our best to address concerns promptly and consistently; however, it is important to emphasise that a number of issues, in particular setting, uniform and sanctions (including detentions), are entirely internal matters for the school and therefore not for negotiation.

Our preferred form of contact is via 'EduLink'. This is a dedicated and secure online system accessed via the contact tab at the top of the home page on the school website, and via the 'Contact Us' section on the school website.

To raise a concern using EduLink:

- Please register your concern as concisely as possible using the appropriate email/Contact us via the website.
- Your concerns will be passed on by the administrator to the most appropriate person to deal with your query.
- In the case of concerns relating to subject issues it is likely that the Curriculum Leader will respond. Other concerns will normally be dealt with by the Behaviour Managers and Head of Year.
- In normal circumstances, we would hope to respond within five working days. The member of staff dealing with your concern may respond via EduLink or by phone or may ask you to come into school.
- Staff will not be able respond to requests for telephone conversations unless full details are given to the school office.
- We regret it will not be possible to transfer phone calls directly to staff; the receptionist will transfer any concerns or requests onto EduLink, and they will be forwarded to the appropriate person who will respond.

N.B. It is always best to use the contact function within EduLink rather than going through the website 'contact us' tab as all communications registered through EduLink are trackable by parents.

If contact via EduLink is not possible

Parents may phone school during office hours (8am – 4pm). The receptionist will take details of your concern and transfer it onto the EduLink system.

Making an appointment

If, following communication on EduLink, the school feels it necessary to make an appointment, parents will be contacted. It will not be possible to see any member of staff without a pre-arranged appointment.

The Senior Leadership Team also holds a drop-in on the first Thursday of every month from 9:15 – 10:15am when appointments are not needed. These sessions are held off-site in the community in order that ALL parents have the opportunity to attend. Details of their location will be published on a yearly basis.

When attending for an appointment, parents must sign in at Reception on arrival. A visitor's badge will be issued, and a member of staff will escort parent(s) to a meeting room.

Threatening or abusive behaviour

Abusive or threatening behaviour will not be tolerated, either on the phone, in a message/email or in a meeting.

Such behaviour is likely to result in a parent/carer being prohibited from coming on site, removal of communication facilities on EduLink or referral to the Police.

Contacting a pupil in school

Pupils are not allowed to leave lessons to come to the telephone to accept an incoming call.

Parents who wish to contact pupils to relay an urgent message may do so by telephoning the school office. To minimise disruption to teaching and learning we would request that this facility should be reserved for emergencies. Any urgent messages will be passed to the pupil concerned.

Pupils must keep their mobiles switched off during the school day in their school bags. Parents should not use this as a method of communication during school hours.

The use of mobile phones by pupils during the school day is strictly prohibited. If pupils use a mobile phone to contact parents during the school day this will be treated as a significant breach of this rule and will result in the confiscation of the phone under the school's behaviour policy. If pupils need to contact home during the day, they should go to the HAL's office at break and lunchtime.

Complaints

Complaints are covered by the trust's Complaints Policy that can be found on our website.