

South Shore Academy

Parental Communication

Strategy



Approved by:	N Kay
Last reviewed on:	1/9/2026
Next Review due by:	1/9/2027

Working in Partnership: Our Communication Strategy

At South Shore, we believe that for your child to truly thrive and "climb the mountain to university or a real alternative," school and home must work closely together.

We have reflected on how we communicate with families. Traditional annual parents' evenings often mean waiting months to discuss your child's progress in a rushed, five-minute window. We believe you deserve better.

For this reason, we have completely redesigned our communication strategy to provide you with continuous, meaningful updates throughout the year.

Continuous, Meaningful Updates

You will no longer have to wait for a single evening to hear how your child is doing.

- **Bi-Annual Academic Reports:** Twice a year, following our mid-term and end-of-year exams, all parents will receive a formal progress report. This provides a clear, comprehensive view of your child's academic journey and serves as the perfect opportunity for you to reach out and ask any additional questions you might have.
- **Regular Progress Updates:** Teachers have dedicated time to send personalised progress and effort updates directly to parents via Class Charts. Over the course of the year, every parent will receive regular, tailored feedback about their child's learning, this will not be copy-paste.
- **Daily Updates via Class Charts:** We use the Class Charts app to keep you closely connected to your child's daily experience. You can log in at any time to see if they have been awarded merits or one of our highly prized 'golden tickets' for exceptional effort, as well as monitor any demerits. This real-time information allows you to celebrate their daily successes at home and helps us maintain our high standards of behaviour together.
- **Celebrating Success:** We pride ourselves on our culture of praise. Through our daily and weekly "Pupil of the Day" and "Pupil of the Week" classcharts announcements, we share your child's achievements with you in real-time, strengthening the impact of their hard work.
- **Streamlined Enquiries:** If you ever have a question about your child's progress in a specific subject, you do not need to wait for a meeting. Simply email admin@ssa.cidari.co.uk. Our office will immediately route your request to the relevant teacher, who will get in touch with you within 5 working days.

An Open and Welcoming Culture

We want you to experience "The SSA Way" firsthand, rather than just hearing about it.

- Parental Morning Tours: You can book a visit during a normal school day to witness our morning meetings, hear the lovely greetings between pupils and staff, and see our focused classrooms in action. We will be offering this monthly to all parents. This is an opportunity to walk and talk with the leadership team.

Targeted, High-Impact Meetings

Face-to-face communication remains a vital part of our pastoral and academic care. We have simply refocused these meetings to where they have the greatest impact:

- Year 11 Mock Results Evening: A bespoke evening for Year 11 pupils and parents. We provide a full presentation on how to interpret results, hand over the mock envelopes, and offer immediate guidance to ensure our year 11 students are fully prepared for their final exams.
- Targeted Leadership Meetings: Our Senior Leadership Team, specifically Deputy Heads and Assistant Heads will invite key parents in for strategic meetings throughout the year to ensure every pupil is reaching their full potential.
- SEND & Pastoral Support: There is no change to our exceptional pastoral and SEND care. Our Pastoral team will always contact you directly regarding behaviour or welfare, and the SEND team will continue their regular cycle of face-to-face meetings to support our most vulnerable learners.

Reinvesting Time into Your Child

We will significantly increase the number of electives and academic interventions on offer. This means more targeted support, more enrichment opportunities, and better outcomes for your child.

For further information please contact us at admin@ssa.cidari.co.uk