

**Three Counties Academy Trust**



# Marketing and Communications Policy

## #GN15

Last amended 12<sup>th</sup> June 2026 (v1.0)

Policy lifespan: 3 years. Subject to annual compliance check. Next full review 11<sup>th</sup> June 2029.

**Version history**

Date	Version	Details	Actioned by	PDF to Websites	Word to Governor Hub
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## Policy Abbreviations and Acronyms

<b>CEO</b>	Chief Executive Officer
<b>DfE</b>	Department for Education
<b>DPO</b>	Data Protection Officer
<b>FOI</b>	Freedom of Information
<b>LA</b>	Local Authority
<b>MCAS</b>	My Child At School
<b>MIS</b>	Management Information System
<b>SAR</b>	Subject Access Request
<b>SEND</b>	Special Educational Needs and Disabilities
<b>TCAT</b>	Three Counties Academy Trust
<b>UK GDPR</b>	UK General Data Protection Regulation

**NB. Where the term “parent” or “parents” is used this includes those who act as carers or have parental responsibility.**

## Statement of intent

Three Counties Academy Trust (TCAT) and our schools are committed to maintaining effective communication and relationships between parents, pupils and their school.

This policy sets out our aims with regard to internal and external communication, and the responsibilities of our schools, staff members and parents. The policy also outlines TCAT and our schools marketing strategy and how this will be used to build positive relationships with parents and the wider community.

TCAT aims to promote effective communication between pupils, members of staff, parents, stakeholders and all members of the school community through the following means:

- Having a clear and professional communication strategy in place to keep parents well-informed about their child's educational progress and any other matters related to their child's overall wellbeing
- Improving the quality of education by ensuring there is a robust process in place for consultation between the school, parents, staff members and pupils on key areas
- Monitoring and evaluating communication issues through regular meetings with staff, parents and members of the school community
- Developing a strong marketing presence in order to build a positive reputation for the school within the wider community

## **Staff Summary**

Purpose: To ensure all communication across TCAT and TCAT schools is clear, professional, timely and compliant with statutory guidance, while supporting positive relationships with parents and the wider community.

### **Your Key Responsibilities:**

- Communicate clearly, professionally and in a timely manner with parents and colleagues
- Support pupil progress through effective and proactive communication
- Maintain strong internal communication so key information is shared appropriately
- Follow all Trust systems and agreed communication protocols
- Contribute positively to the school's reputation through all interactions

### **Approved Communication Methods:**

- School email accounts (never personal accounts)
- MIS systems (e.g. MCAS) for parent messaging
- Letters, newsletters and the school website
- Face-to-face meetings and telephone calls via the school office

### **Professional Standards:**

- Maintain confidentiality and follow data protection requirements at all times
- Do not communicate with pupils or parents via personal social media
- Ensure tone is always respectful, appropriate and consistent with school values
- Avoid unnecessary or excessive communication (e.g. whole-school emails where not needed)

### **Email Expectations:**

- Use TCAT/school email accounts for all school-related communication
- Aim to respond within 24 hours during term time (or next school day)

- Do not use email as a substitute for sensitive face-to-face communication where more appropriate
- Ensure attachments and information shared are relevant and secure

**Data Protection and Consent:**

- Only share personal data where there is a clear and lawful basis
- Ensure consent is obtained before using pupil images or personal information
- Be aware individuals have rights to access, withdraw consent and request erasure of data
- Seek advice from leaders or the Data Protection Officer where unsure

**Marketing and Representation:**

- Promote the school positively through communication and engagement
- Ensure all public-facing content is approved where required
- Support events, achievements and community engagement appropriately
- Only use images or names of pupils where appropriate consent has been secured

Key principle: Every interaction contributes to TCAT's reputation – communication must always be clear, professional, inclusive and secure.

## **Parent Summary**

Our commitment: We aim to keep you well-informed about your child's education, progress, and school life through clear, timely and respectful communication.

### **How We Will Communicate with You:**

- Email and messaging systems (e.g., MCAS)
- School newsletters and letters
- School website and social media updates
- Phone calls and meetings where appropriate

### **What You Can Expect from Us:**

- Regular updates about your child's progress and school activities
- Clear information about events, expectations, and key dates
- Timely responses to queries during school working hours
- Professional and respectful communication at all times

### **What We Ask of Parents:**

- Read school communications carefully and respond when required
- Keep your contact details up to date
- Inform the school promptly about absences, medical needs or safeguarding concerns
- Use appropriate channels (school office/email) to raise questions or concerns

### **Communication Expectations:**

- For urgent issues, contact the school office by phone
- For non-urgent queries, use the school email
- Allow reasonable time for responses, particularly outside school hours or in holidays

**Data Protection and Privacy:**

- Your personal data is protected under data protection law
- You have the right to access, correct or request deletion of your data
- We will only use images or personal information with your consent
- You may withdraw consent at any time

Key principle: Strong partnerships between home and school are built on clear, respectful, and consistent communication.

## 1. Legal framework

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

- [Freedom of Information Act 2000](#)
- [Education Act 2002](#)
- [The Privacy and Electronic Communications Regulations 2003](#)
- [UK General Data Protection Regulation \(UK GDPR\)](#)
- [Data Protection Act 2018](#)

Where legislation has been passed or updated during the shelf life of this policy, we will always apply the latest version available irrespective of the version quoted here.

This policy operates in conjunction with the following policies:

- Adverse Weather Plans
- Cyber Crash Files
- Cyber Response and Recovery Plan
- Invacuation, Lockdown and Evacuation Plans
- Privacy Notices
- Staff Handbooks
- Subject Access Request (SAR) Policy (FI9)
- Freedom of Information Policy (FI10)
- Cyber-Security Policy (FI15)
- School Website Policy (FI17)
- Data Protection Policy (FI20)
- Adverse Weather Policy (GN4)
- Media Relations Policy (GN5)
- Complaints Policy and Procedure (GN9)

- Parent Code of Conduct (GN11)
- Staff and Volunteer Confidentiality Policy (HR32)
- Child Protection and Safeguarding Policy and Procedure (SG1)
- Social Media Policy (SG24)
- Invacuation, Lockdown and Evacuation Policy (SG33)
- Online Safety Policy (SG43)

Central TCAT policies have the policy number identified, e.g. "SG1". Where no policy number is identified this indicates the policy is a school specific policy available from an individual TCAT school's website.

## 2. Roles and responsibilities

The CEO is responsible for:

- Reviewing this policy
- Placing key policies, documents and procedures in areas that maximise their accessibility and usefulness to the entire TCAT community, e.g. on the TCAT website
- Approving all marketing and communication-related proposals and materials
- Setting appropriate timescales within the marketing strategy
- Ensuring all platforms of communication across TCAT are up to date with audience-appropriate material and are easily accessible by parents, the LA and the wider community
- Undertaking appropriate market research, including competitor analysis, demographic and economic reviews, and the examination of educational trends
- Advising on event planning with the aim of improving audience experience
- Setting marketing goals and targets for all TCAT schools
- Working with the DPO to ensure that marketing material complies with data protection law and that consent is properly requested and recorded
- Working with the local media to promote and enhance the reputation of all TCAT schools, in accordance with TCATs Media Relations Policy

Executive Headteachers, Headteachers and, where delegated, Heads of School are responsible for:

- Placing key policies, documents and procedures in areas that maximise their accessibility and usefulness to the entire school community, e.g. on their school website
- Communicating important information, e.g. the curriculum, clearly to parents
- Informing parents of all school events within appropriate timelines
- Regularly keeping parents informed of their child's progress
- Informing parents about the types of data that the school holds on pupils, who controls the data, why that data is held and who it may be shared with. This information will be concise, transparent and easily accessible; written in a clear and plain language; and free of charge
- Ensuring that parents understand their right to access information about their child that is held by the school
- Ensuring that parents also understand their rights to rectification, to erasure, to restrict processing, to data portability and to object to processing
- Ensuring that consent obtained from parents, and pupils where appropriate, regarding the processing of personal data is freely given, specific, informed, and an unambiguous indication of the individual's wishes
- Ensuring that individuals are informed of their rights to withdraw consent and are provided with easy ways to do so
- Ensuring that information regarding staff pay and conditions of service is made available to all who are employed at their school as appropriate
- Taking reasonable steps to ensure parents who do not have access to the internet can still access the information that is included on their school website
- Overseeing the overall implementation of this policy within their school
- Ensuring the communication of key messages and school values.
- Ensuring all platforms of communication for their school are up to date with audience-appropriate material and are easily accessible by parents, the LA and the wider community
- Identifying the promotional value of pupil achievements and school events and promoting them accordingly
- Developing and managing networking and engagement programmes to enhance their school's relationship with parents, other schools, LAs and the wider community
- Helping to shape school events which exemplify and communicate their school's values, e.g. prospective parents' evenings
- Advising on event planning with the aim of improving audience experience.

- Setting marketing goals and targets for their school
- Identifying and targeting specific groups to provide information relevant to them, e.g. information relevant to the parents of pupils with SEND
- Working with the DPO to ensure that marketing material complies with data protection law and that consent is properly requested and recorded
- Working with the local media to promote and enhance the reputation of their school, in accordance with TCATs Media Relations Policy

Staff members are responsible for:

- Ensuring the principles and procedures of this policy are followed
- Communicating proactively with parents about pupil progress and helping parents to support their child's learning
- Ensuring that their internal communication with other staff is strong, e.g. passing on relevant information to supply teachers and updating classroom planning files with specific pupil information
- Being involved in their school's marketing communication as required

Parents are responsible for:

- Reading the key communications circulated by their school and responding or acting on these communications where required, e.g. by attending meetings
- Logging on to their school website for detailed information about the school calendar, term dates, exam details, monitoring and assessments, school achievements and other useful downloads
- Informing their school of important information related to their child, such as:
  - Medical conditions or allergies, supported by medical documentation relating to these conditions
  - Any SEND or other needs their child has
  - Child protection matters, legal issues or relevant duties with appropriate documentation
- Raising any issues or concerns they may have with the appropriate contact, e.g. contacting the class teacher with education-related issues

### **3. Internal communication**

#### **Communication between members of staff**

Staff will ensure their internal communication, i.e. within the school with other members of staff or within TCAT, is strong, effective, and abides by the procedures outlined in their Staff Handbook and TCATs Staff Code of Conduct.

Individual Headteachers and Heads of School will ensure a system is in place which enables weekly activities and daily messages is in place and able to be accessed by all staff. Written communications to specific staff members are delivered via pigeonholes or by email.

#### **Communication between members of staff and pupils**

Staff will not engage in personal correspondence with pupils, except for accepted purposes e.g. assessment feedback on submitted work and in such instances only from and to school email accounts. In all other instances, staff will do so by proxy via external communication with parents, rather than to pupils directly.

### **4. External communication**

#### **Communication from the school to parents**

TCAT schools use a range of methods to contact parents, which may include some, or all of the following methods:

- Letters home
- Text messages
- Phone calls
- The school website
- School newsletters
- In-person meetings
- Messages via the school Management Information System (MIS)
- Parent and Carer Facebook Groups

In line with TCATs Social Media Policy, staff will not communicate or interact with parents or pupils via social networking sites, except in the case of blogs or social media pages set up specifically for the purpose of teaching and learning.

Parents will receive newsletters and other marketing communications via email or another accepted communication method unless they choose to opt out. Parents using a school-based Parent and Carer Facebook Group will be required to opt in.

TCAT schools subscribe to an MIS which has an electronic communication system built in, My Child At School (MCAS), which is used to achieve effective and consistent communication with parents. Our schools will ensure that:

- Only the Executive Headteacher/Headteacher/Head of School, and other staff authorised by the Executive Headteacher/Headteacher/Head of School, can access and use the messaging system
- Parents are asked to provide their consent and details for the use of the system at the beginning of each academic year
- If any changes are made to the service, or manner in which data is processed on the system, parents are informed and consent is renewed
- Any parents who cannot be contacted via the messaging system are contacted via another method set out in this policy

Headteachers and Heads of School will hold meetings for new parents prior to their child's entry to school.

If a pupil is absent from school and the school has no indication of the reason for the absence, the school will contact the pupil's parent via telephone on the first day of absence in order to find out the reason for the absence. If no contact can be made with any named parent, the school has the right to contact TCATs Education Welfare and Safeguarding Support Officer who may visit the home to ensure the pupil's wellbeing and safety.

### **Communication from parents to the school**

For general and urgent enquiries, parents will be required to ring the school office, using the contact details from the school website. For non-urgent enquiries, parents are asked to email the school using the email address cited on the school website. All emails to the school will specify the member of staff that the query is addressed to. All emails to the school will be treated as confidential, unless there is a specific reason not to do so.

## **Communication between teachers and parents**

Teachers regularly update parents of pupils' progress, the curriculum content being covered, and how they can support pupils' development and progress through activities to be completed at home.

Teachers may use MCAS. Email or platforms like SeeSaw to communicate information directly to parents.

In our primary provision, teachers will be available to discuss pupils' progress and any concerns with parents before the start and end of each school day where at all possible. In our secondary provision we request parents contact the school office to request an appointment.

## **5. Emergency communication**

All parents will ensure that school has their latest contact details, including their address, telephone number and email address, so that they can be contacted in the event of an emergency.

If a pupil is seriously ill or injured, the school will attempt to contact the pupil's emergency contacts via telephone. In the event of a larger serious incident requiring invacuation, lockdown, or evacuation, the school will follow its Invacuation, Lockdown and Evacuation Policy and Plan – parents will routinely receive updates on how the school will communicate with them during an invacuation, lockdown or evacuation via the school newsletter and Parent and Carer Facebook Group. All invacuation, lockdown or evacuation drills, with the exception of fire drills will be communicated to parents in advance so that they are well informed. Should an invacuation, lockdown or evacuation occur without prior notification then it is unlikely to be a drill, and parents should follow the directions of school leaders.

Where an incident affects the whole school community, such as power failure or snow, the school will send all parents an email or message with information on how the school will be operating, e.g. reduced hours or closure. The school will additionally use Facebook groups and school websites to communicate closure information. Parents are asked to sign up to the LA school closure notification service which will also carry updates.

## **6. Email communication**

Email and internet access will be used in line with TCATs Data Protection Policy, Online Safety Policy, and Data and the school's Cyber-Response and Recovery Plan.

All staff will have their own email account, which will be used to conduct all school-related communication – staff will not use their personal email addresses. Emails will not be used as a substitute for face-to-face communication. Staff will consider the best way to communicate according to each individual situation.

All TCAT schools will aim to respond to all email enquiries with an acknowledgement or answer within 24 hours if a school day or the next school day in the case of a weekend or holiday. Further follow up communication if required will normally occur as soon as possible after acknowledgement but no later than 3 school days after the original enquiry. Where an enquiry is received during a school holiday this may not be dealt with until the return date to school, although it may be addressed earlier if staff can do so. Staff and parents will be made aware that part-time staff may take longer to reply due to the nature of their work schedule. Where communication falls below these parameters, parents are requested to contact the Headteacher/Head of School or in the case of a late reply by the Headteacher/Head of School they should contact the CEO.

Unsolicited chain emails will not be allowed. Staff will ensure that the sending of attachments is limited to only work-related emails. Under no circumstances will adverts be embedded into emails.

The following processes will be implemented to assist with the management of email communication:

#### **Using a centralised email address**

- Parents will be provided with one email address to use as a main point of contact for general home-school communication, e.g. informing the school that their child is ill
- Office staff will track communication sent to this email address and ensure emails are dealt with promptly and consistently
- Office staff will first seek to handle the enquiry themselves, e.g. if the email is in relation to dates of upcoming trips, uniform queries, sickness
- If the message requires more specific support, it will be forwarded to appropriate member of staff
- Parents will only use staff-specific email addresses if they need to contact a specific member of staff directly

### **Implementing set times for responding to emails**

- Our schools and staff will not be expected to answer emails outside of the following times, but staff may choose to do so dependent on their working practices. The times where staff will not be expected to answer emails are non-teaching days (including holidays and weekends), and school days outside the hours of 8.00 am through 18.00 pm
- Parents will be made aware that staff are not able to check emails consistently throughout the day
- The TCAT school community will be encouraged to only send emails during this window and informed that if emails are sent outside of this window, they should not expect an immediate response in most cases
- TCAT will not expect work emails to be checked outside of working hours

### **Providing support to staff**

- Guidance will be provided to staff regarding email good practice, including in relation to prioritising emails, using filters, and carrying out regular inbox housekeeping
- Staff will be provided with training in the email systems used by the school, so they are able to implement time saving functions such as Rules, Quick Parts, and view by conversation thread
- Staff members will be advised not to subscribe to any junk type email chains, in order to reduce emails received
- The use of 'Whole School' emails should be avoided where possible

## **7. Meetings with staff and parents**

### **Meetings between members of staff**

A programme of regular staff meetings will be set out in school calendars at the beginning of each academic year for each TCAT school. Additional meetings will be added to the calendar as required, with appropriate notice to prepare. Time will be set aside for structured opportunities for staff to engage in team working and to contribute to each school's and TCATs reflection on priorities, activities and future plans.

For all formal meetings, attendees will be invited to contribute to the agenda, minutes will be taken, action points will be progressed, and feedback will be given to relevant staff. Minutes of meetings will be copied to staff members as appropriate, as well as the SLT, and a copy will be saved and stored as appropriate.

### **Meetings between staff and parents**

When parents wish to organise meetings with members of staff, they will first contact the school office before communicating with the appropriate member of staff directly. Parents will be required to organise meetings with members of staff with adequate preparation time, i.e. at least two school days before the meeting. Lessons will not be interrupted to accommodate parents needing to speak to a teacher.

If parents urgently need to meet with a member of staff, they will phone the school office as soon as possible – the office staff will aim to find a senior member of staff to see parents before the end of the day if possible. For non-urgent meetings between parents and staff, the school will aim to meet parents within three school days. The school will determine the level of urgency in requests for meetings.

### **Recording meetings**

If parents and/or other individuals wish to record a meeting, whether the meeting is virtual or in person, they will discuss their intentions with the school no less than 24 hours before the meeting commences. The school will decide if recording requests are appropriate, in consideration of the meeting's subject matter and TCATs Confidentiality Policy, under no circumstances will a meeting be recorded unless all attendees are aware of the intention to record and are in agreement.

TCAT schools will accept all recording requests in exceptional circumstances, e.g. if parents are hard of hearing or have a memory-related disability.

The final decision to permit any individual and/or parental recording of meetings will reside with the school.

If parents and/or other individuals fail to obtain the school's permission to record before the meeting begins, and insist on recording without permission, the school will be permitted to suspend the meeting until such time that consent from all attending has been secured.

Any complaints surrounding the school's rejection of a request to record a meeting, or the school's suspension of a meeting due to permission not being granted, will be managed in line with TCATs Complaints Policy and Procedure.

## **8. Data protection and consent**

TCAT and our schools will abide by our Data Protection Policy and related documentation in all of our communication and when carrying out marketing activities.

Staff members' personal details will not be shared with other members of staff or external agencies without a lawful basis for data processing as outlined in the UK GDPR. Under no circumstances will staff members' personal details be shared with parents.

## **Consent**

TCAT and our schools will ensure our consent mechanisms meet the standards of the UK GDPR in accordance with TCATs Data Protection Policy. We will only accept consent where:

- It has been positively indicated – consent will not be inferred from silence, inactivity or pre-ticked boxes
- It is given freely, specific, informed, and an unambiguous indication of the individual's wishes

Headteachers/Heads of School will ensure a record of consent is kept, documenting how and when consent was given. The DPO will be consulted when managing all requests to withdraw consent.

Where TCAT or one of our schools requests consent for marketing purposes, the request will clearly outline and explain that consent can be withdrawn by the individual at any time. The DPO will be consulted on all consent requests relating to marketing before they are sent out to ensure they comply with the UK GDPR.

Individual's consent will always be sought for the following:

- Written marketing material, including emails, text messages, and letters home
- Direct social media marketing material, e.g. tagging individuals in posts
- The use of images and/or videos of pupils, e.g. in the school prospectus, website, and other promotional material

TCAT and our schools reserve the right to use any data, e.g. photos, that was processed before consent was withdrawn, as consent was given at the point of processing; however, we will take all reasonable measures to remove any data for which consent was provided before the consent was withdrawn, e.g. photos on social media.

Where necessary, the school will request that individuals refresh their consent in light of any changes to data processing.

## **Right to object**

In accordance with the UK GDPR, all individuals have the right to object to receiving direct marketing correspondence. TCAT and our schools will make the individual's right to object clear when requesting consent.

Where an individual exercises their right to object, we will stop processing personal data for direct marketing purposes as soon as the objection is received. TCAT and our schools will not refuse an individual's objection regarding personal data that is being processed for direct marketing purposes.

## **Right to erasure**

In accordance with the UK GDPR, all individuals have the right to request the deletion or removal of personal data where there is no compelling reason for its continued processing, e.g. where a parent's child has left school.

In requests for consent, Headteachers/Heads of School, in consultation with the DPO, will ensure the reasons for processing are clear, e.g. by ensuring they are not obscured by lengthy procedures or small print. In its requests for consent, the school will make it clear all individuals have the right to erasure in the following circumstances:

- Where the personal data is no longer necessary in relation to the purpose for which it was originally collected or processed
- When the individual withdraws their consent
- When the individual objects to the processing and there is no overriding legitimate interest for continuing the processing
- The personal data was unlawfully processed
- The personal data is required to be erased in order to comply with a legal obligation
- The personal data is processed in relation to the offer of information society services to a child

## **Right of access and SARs**

In accordance with an individual's right of access under the UK GDPR, personal information, confirmation of data processing, and other supplementary information will be shared with individuals who request access.

The procedure below will be followed for SARs:

- The requests will be made as per TCATs Subject Access Review (SAR) Policy and will be responded to within one month or 30 days whichever is shorter of receipt
- The period of compliance may be extended by a further two months where the requests are complex or numerous. If this is the case, individuals will be informed within one month of receipt of the request, with an explanation of why an extension is required
- A pupil, or the parent of a pupil, will have the right to access the information that the school holds about the pupil in question
- Individuals have the right to access their personal data free of charge
- Where requests are manifestly unfounded or excessive, a reasonable charge for the administrative costs of providing the information will be applied, or the request will be refused
- If any request is refused, the individual will be informed of their right to complain to the supervisory authority and to a judicial remedy without delay within one month

### **Freedom of information requests**

In line with the Freedom of Information Act 2000, private data and public records can potentially be accessed through lodging a freedom of information (FOI) request. The procedure below will be followed in terms of FOI requests:

- The requests will be made in writing, stating the name and address of the requester, and a description of the information requested
- Successful FOI requests will be responded to within 20 school days or 60 working days whichever is shorter from receipt of the request, unless the request does not comply with the procedure set out in TCATs Freedom of Information Policy
- TCAT holds the right to refuse the FOI request if complying with the request would cost TCAT in excess of £450
- Certain information will not be shared, such as that explained in Part 2 of the Freedom of Information Act 2000

## **9. Marketing**

Marketing correspondence sent by TCAT or a TCAT school will solely pertain to school-run or school-assisted events and causes. TCAT and our schools will not pass any personal data on to its suppliers or third parties for marketing purposes.

The Headteacher/Head of School is responsible for creating suitable marketing materials which fit the needs and aims of the school or in delegating this responsibility to a member of their team with the capability to do so. Marketing materials will be targeted at parents and LAs, and be used to communicate the school's ethos, values, and vision, with a clear link to the local area and wider community.

All marketing materials will receive approval from the Headteacher/Head of School prior to publication. The Trust Board will set a marketing budget at the beginning of each academic year that each school must work within.

For the purposes of this policy, “**direct marketing**” is defined as the communication of any advertising or marketing material which is directed to particular individuals. TCAT and our schools will only directly market to parents through written correspondence, e.g. emails and letters home, and only where explicit consent has been provided for us to do so. Only the parents of current and prospective pupils will receive direct marketing.

Parents will automatically cease to receive marketing materials from the school six months after their youngest child has left the school.

### **The school prospectus**

The prospectus will be used to communicate information including but not limited to the following:

- Clubs and activities
- School hours
- School uniform
- Term dates
- The school calendar
- Ofsted reports
- Exam information

TCAT schools will update their prospectus annually each summer term. The content of the prospectus will complement the work of the school and may contain information about the most recent activities and successes of the school, including progress, priorities and performance.

### **School website and social media**

In accordance with TCATs Website Policy, our schools will ensure their websites meet the requirements of the UK GDPR.

The Headteacher/Head of School is responsible for creating and uploading the content of the school’s website and any social media accounts or appointing a suitably competent member of staff to do so on their behalf. The Headteacher/Head of School will routinely monitor and review the use of school social media accounts, developing the school’s social media presence to achieve maximum optimisation.

All school news, press releases and announcements will be regularly uploaded to the school website, posted on social media, and, where necessary, sent to local news outlets. Each TCAT school's website and relevant social media accounts will also be used to connect with the wider community, for example through advertising enrichment activities.

## **Monitoring and review**

At any point this policy is updated or fully reviewed, it will be updated on the main TCAT website and will automatically update on all TCAT school websites simultaneously.

Where an annual check or other check results in minor changes, the Version History will be reviewed and updated with a change in the number following the decimal point, for example, v1.1 ⇒ v1.2. Where the policy is reviewed in full, then the number before the decimal point will change and reset, for example v1.4 ⇒ v2.0.

Any changes made by the CEO in collaboration with the Board Appointed Trustee will be passed to the Trust Board for ratification and subsequently be notified to Clerks to Local Governing Bodies, Executive Headteachers, Headteachers and Heads of School.

The next scheduled full review date for this policy is 11<sup>th</sup> June 2029.

Date approved by the Board Appointed Trustee: 12<sup>th</sup> June 2026.

To be ratified and recorded in the minutes at the first Trust Board Meeting after 12<sup>th</sup> June 2026.

## Appendix A: Communication Plan Template

TCAT schools will formulate their own specific communication plan based on the template supplied in Appendix A to streamline the school's lines of communication and ensure that staff members understand their duties regarding sending and receiving communications. The first row serves as an exemplar response.

Communication plan			
Method of communication	Details	Intended recipient/audience	Who is accountable for this?
School newsletter	<ul style="list-style-type: none"> <li>Sent once per half-term</li> <li>Available physically (given to pupils to take home) and digitally via the school website</li> </ul>	<ul style="list-style-type: none"> <li>Staff members, pupils and parents</li> </ul>	<ul style="list-style-type: none"> <li>Headteacher/Head of School</li> </ul>
Posts on the school website			
Social media posts on school accounts			
The school notice board			
Advertisements and marketing materials			

<b>Letters and emails sent to parents</b>			
<b>Pupil diaries and planners</b>			

<b>Contacting the school</b>		
<b>Query</b>	<b>Who to contact</b>	<b>Contact information and availability</b>
<b>Absences</b>	<ul style="list-style-type: none"> <li>The school office</li> </ul>	<ul style="list-style-type: none"> <li>The office can be reached on phone number</li> <li>The office is open between the hours of 08:00am and 4:00pm</li> </ul>
<b>Complaints</b>		
<b>Freedom of information and subject access requests</b>		
<b>Safeguarding concerns</b>		
<b>General queries</b>		

## Trust Glossary

<b>AA</b>	Admissions Authority	<b>H&amp;S</b>	Health and Safety
<b>AAI</b>	Adrenaline Auto-Injector (Epi Pen)	<b>HoS</b>	Head of School
<b>ACM</b>	Asbestos Containing Materials	<b>HSE</b>	Health and Safety Executive
<b>AHT</b>	Assistant Headteacher	<b>ICO</b>	Information Commissioners Office
<b>AIR</b>	Attendance Intervention Reviews	<b>IDSR</b>	Inspection Data Summary Report
<b>APDR</b>	Assess Plan Do Review Cycle	<b>IHP</b>	Individual Healthcare Plan
<b>APIs</b>	Application Programming Interfaces	<b>IRMS</b>	Information and Records Management Society
<b>ASC</b>	Autistic Spectrum Condition	<b>IWF</b>	Internet Watch Foundation
<b>ASP</b>	Analyse School Performance	<b>KCSIE</b>	Keeping Children Safe in Education
<b>ATH</b>	Academy Trust Handbook	<b>KS1/2/3/4</b>	Key Stage 1/2/3/4
<b>BAME</b>	Black, Asian and Minority Ethnic Backgrounds	<b>LAC</b>	Looked After Child
<b>BAT</b>	Board Appointed Trustee	<b>LADO</b>	Local Authority Designated Officer
<b>BCP</b>	Business Continuity Plan	<b>LGB</b>	Local Governing Body
<b>BFR</b>	Budget Forecast Return	<b>LLC</b>	Low-Level Concerns
<b>CEO</b>	Chief Executive Officer	<b>LSA</b>	Learning Support Assistants
<b>CFO</b>	Chief Financial Officer	<b>MASH</b>	Multi-Agency Safeguarding Hub
<b>CIF</b>	Condition Improvement Fund	<b>MAT</b>	Multi-Academy Trust

<b>CIN</b>	Child in Need	<b>MFA</b>	Multi-Factor Authentication
<b>CLA</b>	Children Looked After	<b>MFL</b>	Modern Foreign Language
<b>CMIE</b>	Child Missing in Education	<b>NCSC</b>	National Cyber Security Centre
<b>COO</b>	Chief Operating Officer	<b>NoV</b>	Note of Visit
<b>COSHH</b>	Control of Substances Hazardous to Health	<b>NPQ</b>	National Professional Qualifications
<b>CP</b>	Child Protection	<b>PA</b>	Persistent Absence
<b>CPD</b>	Continuing Professional Development	<b>PAN</b>	Published Admission Number
<b>CPOMS</b>	Child Protection Online Management System	<b>PECR</b>	Privacy and Electronic Communications Regulations
<b>CSCS</b>	Children's Social Care Services	<b>PEP</b>	Personal Education Plan
<b>CSE</b>	Child Sexual Exploitation	<b>PEEP</b>	Personal Emergency Evacuation Plan
<b>CTIRU</b>	Counter-Terrorism Internet Referral Unit	<b>PEx</b>	Permanent Exclusion
<b>CWD</b>	Children with Disabilities	<b>PP</b>	Pupil Premium
<b>CYPMHS</b>	Children and Young People's Mental Health Services	<b>PPG</b>	Pupil Premium Grant
<b>DBS</b>	Disclosure and Barring Service	<b>PSHE</b>	Personal, Social and Health Education
<b>DDSL</b>	Deputy Designated Safeguarding Lead	<b>PSED</b>	Public Sector Equality Duty
<b>DfE</b>	Department for Education	<b>PTFA</b>	Parent, Teacher and Friends Association
<b>DHT</b>	Deputy Headteacher	<b>QA</b>	Quality Assurance

<b>DSE</b>	Display Screen Equipment	<b>RIDDOR</b>	Reporting of Injuries, Diseases and Dangerous Occurrences Regulations
<b>DSL</b>	Designated Safeguarding Lead	<b>RHE</b>	Relationships and Health Education
<b>DPO</b>	Data Protection Officer	<b>RPA</b>	Risk Protection Arrangement
<b>EAL</b>	English as an Additional Language	<b>RSHE</b>	Relationships, Sex and Health Education
<b>ECT</b>	Early Career Teacher	<b>SA</b>	Severely Absent
<b>EDIB</b>	Equality, Diversity, Inclusion and Belonging	<b>SALT</b>	Speech and Language Therapist
<b>EHA</b>	Early Help Assessment	<b>SARC</b>	Sexual Assault Referral Centre
<b>EHCNA</b>	Education, Health and Care Needs Assessment	<b>SBM</b>	School Business Manager
<b>EHCP</b>	Education, Health and Care Plan	<b>SCC</b>	Standard Contractual Clause
<b>EHE</b>	Elective Home Education	<b>SCITT</b>	School-Centred Initial Teacher Training
<b>ELSA</b>	Emotional Literacy Support Assistant	<b>SCR</b>	Single Central Record
<b>ESFA</b>	Education and Skills Funding Agency	<b>SDP</b>	School Development Plan
<b>EVC</b>	Educational Visit Coordinator	<b>SDQ</b>	Strengths and Difficulties Questionnaire
<b>EWOSSO</b>	Education Welfare and Safeguarding Support Officer	<b>SEF</b>	Self-Evaluation Form
<b>EYFS</b>	Early Years Foundation Stage	<b>SEMH</b>	Social, Emotional, and Mental Health
<b>FBV</b>	Fundamental British Values	<b>SENCO</b>	Special Educational Needs Coordinator
<b>FFT</b>	Fischer Family Trust	<b>SEND</b>	Special Educational Needs and Disabilities

<b>FGM</b>	Female Genital Mutilation	<b>SIP</b>	School Improvement Partner
<b>FGMPO</b>	FGM Protection Order	<b>SLA</b>	Service Level Agreement
<b>FOI</b>	Freedom of Information	<b>SLCN</b>	Speech, Language and Communication Needs
<b>FSM</b>	Free School Meals	<b>SLT</b>	Senior Leadership Team
<b>FTS</b>	Find a Tender Service	<b>SPOC</b>	Single Point of Contact
<b>GAG</b>	General Annual Grant	<b>STEM</b>	Science, Technology, Engineering and Maths
<b>GDPR</b>	General Data Protection Regulation	<b>TA</b>	Teaching Assistant
<b>GIAS</b>	Get Information about Schools	<b>TAC</b>	Team Around the Child
<b>HASH</b>	Herefordshire Association of Secondary Heads	<b>TCAT</b>	Three Counties Academy Trust
<b>HBA</b>	Honour Based Abuse	<b>TUPE</b>	Transfer of Undertakings (Protection of Employment)
<b>HR</b>	Human Resources	<b>VSH</b>	Virtual School Headteacher