



Silsden Primary School

Communication Policy

Adopted: Mar 2026

Review date: Mar 2027

Silsden Primary School Communication Policy

Introduction:

Good communication is much more than the exchange of information. It is through effective and interactive communication that information is transmitted, understanding is developed and shared, trust is built, confidentiality respected and action coordinated.

Good communication between the school, home and outside agencies is essential to the support of good progress and attainment of children.

Aims:

To ensure that Silsden Primary School is a thriving and successful school, we must communicate effectively with each other, with our pupils, with their parents and with other members of the wider community. We need to ensure that communications between all members of our school community are clear, professional, timely and appropriate. In our school we aim to have clear and effective communications with all parents and with the wider community

Objectives:

All communications at Silsden Primary School should:

- Keep staff, pupils, parents and stakeholders well informed.
- Be open, honest, ethical and professional.
- Be jargon free and easily understood by all.
- Be actioned within a reasonable time.
- Use the methods of communication most effective and appropriate to the context, message and audience.
- Take account of the relevant policies
- Be compatible with our core values and School Improvement Plan

School Will Undertake To:

- Place key policies, documents and procedures in areas that maximise their accessibility and usefulness to the entire school community, e.g. on the school website.
- Ensure that Parents and children have clear lines of communication
- The curriculum is clearly communicated to parents
- Parents are informed of forthcoming events within appropriate timelines
- All communications are treated as confidential within the school context
- All communications by parents with school will be responded to in a timely manner.

Parents Will Undertake To:

- Read all communications issued by school
- Raise concerns at the earliest opportunity with the school in an appropriate manner
- Act on the communications
- Not discuss school issues on social media.
- Regularly check the school website for detailed information about the school calendar, term dates, monitoring and assessments, school achievements and other useful information.
- Inform the 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.
 - ❖ Change of address / emergency contact details/ e-mail account changes etc.
- Keep their personal information (telephone numbers, addresses, etc) up to date, via the Arbor App. Raise any issues or concerns they may have with the appropriate contact, e.g. contacting the class teacher with education-related issues.

Internal Communication

All communication will be given face to face where possible

All staff should have access to their work email and check this daily. This is how daily management and safeguarding issues are communicated with staff.

Staff will receive a weekly diary sheet which details the activities and staffing requirements for the week ahead. This is emailed in advance of a briefing meeting every Friday morning at 8.30am.

Staff absence and illness should be communicated to school as detailed in the school's absence management policy.

Written communications to specific staff members are delivered via pigeonholes or by email.

Methods of Communication: School to Parents

Parents will be contacted through the following methods:

- Arbor (Online App)
- Telephone
- Text messages
- E-Mail
- Class Dojo (EYFS only)
- The school website www.Silsdenprimary.co.uk
- The school Facebook page <https://www.facebook.com/profile.php?id=61553573492792>
- SPS Weekly News
- In-person meetings
- Written reports

Arbor

Arbor is our primary communication tool, to parents. It is used for whole school, year group, class and individual communication. We use it to collect data and consent from parents via the Arbor. All parents should have access to the School Arbor APP. If you do not have access to this facility because you have a disability, parents should contact the school office to make alternative arrangements.

Telephone

School will contact parents by telephone to discuss matters which require immediate action. This could be relating to medical attention needed by a child, serious behaviour or safeguarding concerns or for specific information which is urgently needed or needs to be passed on.

Text Messages

This method is used by school for urgent communications

Email

The school uses the following systems which communicate to parents by email:

Medical Tracker Some injuries, primarily head bumps, which require first aid will be communicated to parents via email.

It is essential that parents keep school up to date with their latest email address and contact telephone numbers.

Class Dojo – EYFS only

Teachers in EYFS (Reception and Nursery) will use Class Dojo to communicate non- urgent information directly with parents. Please see the appendix attached which provides guidance on the matters and information that should be communicated using Class Dojo.

They will also use Dojo to share pictures and videos that celebrate and record some of the developmental goals of your children.

School Website

The school website promotes our school and contains lots of useful information relating to the Curriculum and day to day running information, staffing, letters to parents, school calendar, key dates, school meal details, pupil related policies, school uniform and statutory information that must be published.

Silsden Primary Facebook page

Our school Facebook page is a one-way communication tool. It will provide you with useful day to day information – such as, vacancies, dress down days, PTA events etc. This is the main platform that the school uses to promote and share all the great things that are happening in our school. This includes pictures and videos of different activities. Only children whose parents have given photo consent will be included in any of these posts. This enhances our key communication tools and there is no facility to comment on our posts

<https://www.facebook.com/profile.php?id=61553573492792>

School letters

The school communicates with parents with letters/ newsletters, sent electronically, via Arbor

SPS Weekly News

The school will send out a weekly newsletter with key messages and information for each year group and updates on school attendance and pupil welfare

Written reports

Once a year, we provide a written report to each child's parents on their progress. This report identifies areas of strength and areas for future development. Pupils are also given an opportunity to comment on their progress.

Parents are also provided with learning attitudes report, prior to each parents evening, in the Autumn and Spring Term.

All these reports are sent in paper form

In addition, parents meet their child's teacher twice a year for a private consultation at parent's evening. We encourage parents to contact the school if any issues arise regarding their child's progress or well-being. When children have particular educational needs parents will be invited to meet with the school's inclusion leader.

Separated parents – if duplicates of any information is required, due to parents living separately, then these parents should contact the school office to make us aware of the specific requirements that are required to keep you up to date with all school communications.

Staff will not communicate or interact with parents or pupils using any other forms of communication, other than those set out above.

Methods of Communication: Parents to School

Class Dojo – EYFS only

All Parent's should have access to the Class Dojo App. This is used by EYFS teachers as a way of communicating general messages regarding pupils to parents. It is also a tool for parents to use to message teachers with issues regarding their child. Parents must adhere to the guidance associated with this, which is set out in the appendix.

Telephone 01535 210666/635290

Telephone communication is appropriate where enquiries are deemed more urgent by the parent, such as communicating particular information about the child to school. The school office is open 8:30am – 4pm. All

child absence should be reported by telephone to the school office before 9.30am on each day that a child is absent from school. There is an absence reporting answerphone should parents phone before 8:30am.

Email

Parents can email school at Office@silsden.bradford.sch.uk to communicate non-urgent messages or concerns to members of the school leadership team or the school's office administration. Notice of pupils absence should be via telephone and must not be e-mailed. All emails will be treated confidentially and the responses will be made by the member of staff addressed. Please note that emails should specify which member of staff the concern or query is addressed to.

Letters

Letters can be handed into the school office, or posted to school. As with emails all letters will be treated with full confidentiality and the responses will be made by the member of staff addressed. Please let the office know if the information in the letter requires urgent attention.

Arbor

Information and consent is gathered from parents via Arbor App. Parents can complete user defined fields, to gather and update data i.e. lunch options, parental opinion and consent for off-site educational visits / photo consent etc.

Appointments

Parents can book appointments either with their child's class teacher or a member of the School's Senior Management Team. They are asked to phone the school office and give a brief outline of what they wish to discuss. We will try and accommodate all requests from parents of this nature and will call you back to arrange a convenient time to meet.

Communications SLA

School will respond to all communications in a timely manner. This will be that all telephone calls will be responded to within 48 hours. All e-mails will be responded to within 5 working days. All letters will be responded to within 10 working days.

Any communications that are sent after 4pm or during the weekends or school holidays, will be considered to have been received at the start of the next working day.

Recording meetings

If parents and/or other individuals wish to record a virtual and/or face-to-face meeting, they will discuss their intentions beforehand 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 the school's Confidentiality Policy.

The school will accept all recording requests in exceptional circumstances relating to disability, e.g. if parents are hard of hearing and/or have a memory-related disability.

For virtual meetings and/or face-to-face meetings to be recorded, consent will need to be obtained from all participants. 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.

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

Emergency communication

All parents will ensure that the 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 contact(s) via telephone.

Where an incident affects the whole-school community, such as power failure or snow, the school will send all parents an ARBOR message. This will be followed up with a duplicated communication on Facebook.

If the school is closed for more than one day due to adverse weather or similar problem, an update will be posted on the Bradford Schools Online website.

In the event of a serious incident, the school will follow its Invacuation, Lockdown and Evacuation Policy – parents will routinely receive updates on how the school will communicate with them during an invacuation, lockdown or evacuation via ARBOR.

Accessing information

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

The procedure below will be followed in terms of SARs:

- The requests will be made in writing to the governing board and will be responded to within one month 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 child 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.

Under the UK GDPR, remote access to a secure self-service system will be given to provide individuals with direct access to their personal information.

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 to the school, stating the name and address of the requester, as well as a description of the information requested.
- Successful FOI requests will be responded to within 20 working days from receipt of the request, unless the request does not comply with the procedure set out in the school's Freedom of Information Policy.
- The school holds the right to charge the requester a fee, if complying with the request would cost the school an excess of £450.
- Certain information will not be shared, such as that explained in Part 2 of the Freedom of Information Act 2000.

Monitoring and review

The efficiency of this policy will be continuously monitored throughout the year by the Headteacher and Governing board.

This policy will be reviewed annually by the Governing Board.

The next scheduled review date for this policy is March 2027.

Appendix A

Class Dojo- A Guide for EYFS Parents

Silsden Primary School recognises the importance of fostering a healthy home-school partnership and we know that a strong relationship between teachers and parents/carers can have a positive impact on a child's ability to reach their full potential.

In EYFS, we use Class Dojo as a platform for communication. It is used to communicate day to day general reminders and information between parents and teachers, to foster engagement and share developmental success in your child's learning journey between school and home. Sometimes Dojo is used by parents to communicate concerns, and complaints which is not what it is intended for. Below is a comprehensive list of do's and don'ts to ensure a positive experience for both you and your child's teachers.

Do:

- Engage with your child in a positive way and discuss any information that is shared on Dojo with them.
- Ensure that all communications that you send are polite and respectful
- Leave only positive comments and likes on the "Class Story"
- Share any relevant information with teachers that may assist your child's wellbeing and learning experience during the day.

Don't:

- Allow children to use the App to message teachers.
- Contact teachers regarding attendance or absence issues. These should be addressed through the school office
- Use the platform to address any behavioral issues or complaints. These issues should be addressed by contacting the school office to arrange a more personable opportunity to communicate with your child's teacher.
- Use the platform to discuss the specific learning needs of your child. These should be done face to face with your child's teacher and such meetings should be arranged through the school office.
- Expect immediate responses from teachers. Teachers are asked to check their Dojo messages regularly to ensure effective communication between parents and home, however they are teaching during the school day and are not required to respond or read Dojo messages outside of the normal working day. Teachers will respond when it is convenient to them.

If staff feel that the nature of your message is not suitable for discussion on Dojo they will message you with a response that directs you to the school office to deal with the matter in a more personable way.

In EYFS we use Class Dojo as a platform for communication. Across the school it is used to communicate day to day general reminders and information between parents and teachers. Alongside our Facebook page, it can be used to share photographs of children's learning and activities in school, or to address concerns around a child's learning development or behavior.

In Nursery and Reception, it is used to foster engagement and share developmental success in your child's learning journey between school and home.

Staff in KS1 and KS2 wishing to share pictures and promote the activities and learning that has been undertaken by the children in their classes and year groups should post this directly onto the school's Facebook page.

Below is a comprehensive list of do's and don'ts to ensure a positive experience for both you and parents.

Do:

- Check the photographic permissions of children in your class before posting
- Use the platform to share key information, reminders and dates with parents so that pupils do not miss out.
- Ensure that you report any safeguarding concerns or inappropriate messages to the Headteacher so that this can be addressed appropriately.
- Check your Dojo regularly so that communication with parents is effective

Don't:

- Share photographs of any child that does not have appropriate permissions
- Add names of children to posts
- Share concerns over behaviour that have occurred within school. This needs to be done with a conversation. You could arrange this conversation time on Dojo
- Respond to messages outside of your normal working hours.
- Respond to try and address complaints. Direct parents to the school office and remind them of how the platform is to be used.

If you feel that a parent is messaging about an issue that is not suitable for communication on the platform, please use the following response.

Thank you for your message – following our school guidance, I do not feel that the content of it is suitable for discussion on Dojo. Please communicate your concerns regarding this through the school office so that they can be addressed in person by either myself or a member of the school's Senior Leadership Team.

