



Communications Policy

Spring term 2018

Review frequency:	Annually	Review date:	Spring term 2019
Governing committee responsible:	Pupils, Strategy & Resources committee		
Governor approval:	Spring term 2018	Website:	Yes
Staff responsible:	Head Teacher Prepared by Bursar	Date produced:	February 2018

1. Policy statement

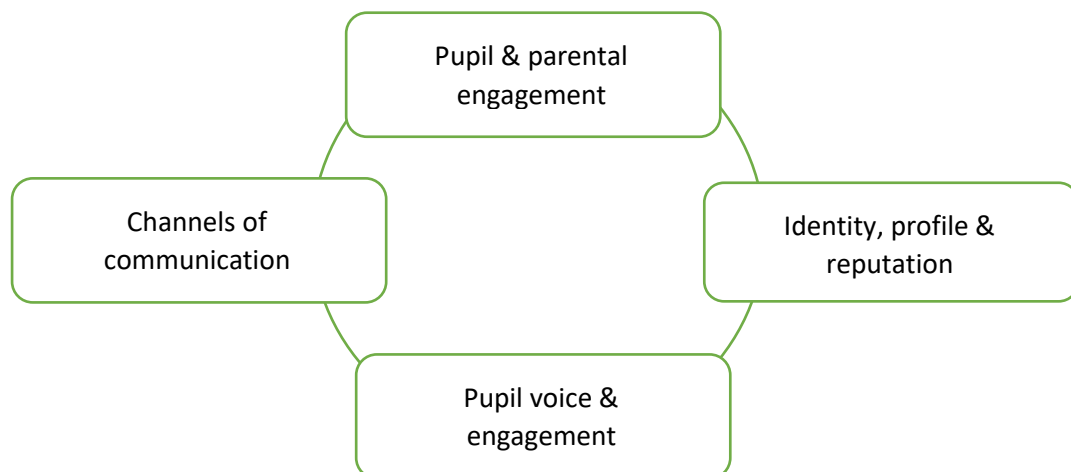
- 1.1 This policy applies to Clarborough Primary School employees, governors and volunteers. The policy outlines the framework in which we communicate as an 'organisation'.
- 1.2 It is the responsibility of all employees to adhere to this policy, and, wherever possible, to resolve issues swiftly and effectively.
- 1.3 This policy aims to ensure that all communications, either written or verbal, conventional or digital, internal or external, formal or informal – reflect the mission statement and ethos of Clarborough Primary School and are delivered professionally according to the setting and audience.

2. Introduction

Clarborough Primary School recognises that communication and engagement plays a critical role in delivering high quality education. The School is committed to and values listening as part of effective communication.

This policy is concerned with the context for:

- Ensuring the identity and reputation of the school is reinforced through a shared vision and values, demonstrated consistently in staff behaviours.
- Enabling staff, student and stakeholder voices to be listened to and assist in supporting the school in delivering and improving the quality of education provided.
- Actively seeking the engagement of our stakeholders and audiences to enable the School to deliver its mission.
- Embracing the influence of stakeholders locally, regionally and nationally to contribute to the educational debate: and seeking their support in demonstrating the school's relevancy in the communities it serves



3. Roles and responsibilities

Governing Body	Must hold leadership to account re: the impact of the school's communications, in line with the vision, mission and ethos of the school.
Senior Leadership Team	Are responsible for the school's leadership and management. As such their role is to ensure communications are of a high quality, reflect strategic objectives, and that all staff understand what is expected of them. It is an expectation that senior leaders put in place and maintain, clear lines of communications and that responsibilities are appropriately delegated to avoid communication bottlenecks.
All staff	All staff are accountable and have a vicarious responsibility as a representative of the organisation. All staff are expected to respond/relay communications in a timely and professional manner, and where possible, clearly state their position/role/title and how they can be contacted, e.g. an email footer must be included on all email accounts detailing individual contact information.

4. School vision and values

Clarborough Primary School encourages diversity and recognises that high levels of success cannot be sustained by adopting a 'one size fits all' model. We work as a team to share and co-develop best practice to benefit all.

Our school mission is:

- *To lay the foundations of skills for life;*
- *To enable individuals to fulfil their potential;*
- *To develop personality, curiosity & enthusiasm*
- *For our children to make a positive contribution within their community and be successful in an ever changing world.*

Our Ethos is:

- We are respectful
- We are enthusiastic
- We are aspirational

5. Organisational voice

- 5.1 Communications are a fundamental facet of the school's culture. The school is committed to being accessible, open and transparent.
- 5.2 Clarborough Primary School recognises the importance of reputation and its role in underpinning the education offer. Whether communicating as an individual, as a 'sub-

group', or as a school, the words and actions of all its staff contribute to the mission – whatever the level or position within the school.

- 5.3 Through consistent communications, internally and externally, the school seeks to provide clarity and assurance amongst its parents, carers, pupils and stakeholders more widely.

6. Freedom of speech and expression

- 6.1 The school recognises and values freedom of expression and speech – used responsibly and within the law – and the fundamental role it plays within education and learning.
- 6.2 In the context of the school's values, as well as British values, our school promotes and encourages free debate, enquiry and where appropriate, peaceful protest. Its staff, governors and volunteers will be tolerant and mutually respectful of a wide range of views, political as well as academic; they are also protected from extremist ideologies and those organisations/individuals seeking to radicalise others.
- 6.3 All staff, governors and volunteers recognise that freedom of speech and expression, may at times be limited by legislation, for example to protect national security and public safety, prevent disorder or crime, protect the reputation or rights of others and prevent the disclosure of information received in confidence.
- 6.4 The safeguarding and protection of the children within our school is paramount. All staff, governors and volunteers understand the confidential and sensitive nature of the data and information associated with working with young people and reflect this both personally and professionally as a representative of the school and in the interests of pupil welfare.

7. Communication channels

- 7.1 When choosing the way that we communicate, careful consideration will be given to the communication channel selected, on the basis of an agreed objective and an understanding of the desired outcome.
- 7.2 Approaches to communicating are differentiated according to audience needs, in order to ensure that information is received and/or the expected engagement follows. Appropriate communication channels are selected depending on the target audience, therefore a message, piece of information or story may be distributed through multiple channels, in order to deliver it at the right time and in the right place.
- 7.3 When selecting the preferred method of communication, a 'digital by default' principle will be adopted. In this 'always on' society, conventional methods of communications alone are not considered a sustainable approach.. A digital approach drives savings in some areas and enhances our ability to be more targeted in our communications.

The digital landscape is constantly evolving, so it is important that school staff keep an open mind and that the school keeps abreast of developments and trends, considering and embracing new tools and techniques as appropriate to meet the needs of our families.

- 7.4 Our communications have purpose and therefore it is important that parameters for success and clear 'calls to action' are agreed at the outset, in order to maximise impact. By being clear about what we expect the communication to achieve and agreeing the methods for measuring the impact, the school can continue to assess, improve and evolve how it communicates.

8. Language

- 8.1 Clarborough Primary School recognises the importance of providing clear, meaningful, accurate and consistent written and verbal information to all its stakeholders.
- 8.2 The use of Plain English principles are favoured by the school, e.g. that content is written appropriately for the intended audience and in a manner which easily gets the message across in a succinct and friendly way. For further information see:
www.plainenglish.co.uk/files/howto.pdf

9. Review of this policy

The effectiveness of this policy will be reviewed annually by the Head Teacher and any recommended amendments be taken to the Pupils, Strategy & Resources Committee annually.