



# Weatherfield Academy

## Communication Strategy for Parents and Carers

At Weatherfield Academy, we believe that positive, open communication between home and school is key to helping every child thrive. We know that, in the past, communication has not always felt clear or consistent, and we are committed to improving this.

As part of this commitment, our website is currently being updated to make information easier to find and understand. We are also reviewing the number of communication platforms we use, with the aim of creating a simpler, clearer system for families while ensuring the best value for the academy.

This strategy explains how we will communicate with you, what you can expect from us, and how we can work together most effectively.

### 1. Our Commitment to You

We are committed to:

1. Providing clear, timely, and respectful communication
2. Making sure parents and carers feel informed, valued, and listened to
3. Responding to questions and queries as efficiently as possible
4. Using consistent communication platforms to reduce confusion

Our aim is to build strong, trusting partnerships with families that support pupils' learning, wellbeing, and success.

### 2. How We Will Communicate

#### Email Communication

- We aim to respond to emails within **48 hours (two working days)**
- Emails sent outside of school hours will be responded to during the working week
- For urgent matters, we encourage families to contact the school office directly

## Newsletters and Updates

- School newsletters will be shared via **Arbor**, our school management system
- These will include whole-school updates, class news, and important reminders
- Parents and carers are encouraged to check Arbor regularly to stay informed

## Communication Platforms

To make communication clearer and more consistent, we are reviewing the platforms we use across the academy.

- **Arbor** will be used for key school information, including behaviour, rewards and attendance.
- We are exploring the introduction of **Class Dojo** as a family-friendly communication platform to strengthen day-to-day links between school and home. This would enable learning updates, celebrations, and class news to be shared quickly and easily, helping parents and carers feel more connected to their child's school experience. Our aim is to reduce the number of systems used, making communication simpler for families while also reducing costs to the academy

Further information will be shared with parents and carers as decisions are finalised.

## 3. Working Together to Support Your Child

We value open, positive communication and see parents and carers as partners in their child's education. If you have a question, concern, or would like to talk something through, we encourage you to reach out so we can support you.

### Who to Contact

- **In the first instance**, your child's **class teacher** is usually the best person to contact
- If further support is needed, a **Pathway Leader** can help provide guidance and oversight
- School leadership are available where additional input or support is required

We aim to resolve queries at the earliest possible stage and in a supportive, collaborative way. If an issue remains unresolved, it can be followed up in line with the school's Complaints Policy.

### About Pathway Leaders

Pathway Leaders support pupils and staff within specific year groups or learning pathways. They work closely with class teachers and families to ensure pupils receive consistent, high-quality support and that communication remains clear and effective.

## 4. Our Shared Expectations

To help communication work well for everyone, we ask that all interactions are:

1. Respectful and courteous
2. Focused on the best interests of the child
3. Made through the appropriate communication channels

This helps ensure that conversations are productive and that concerns can be addressed as efficiently as possible.

## 5. Staff Availability

- Staff are available to respond to communication during school hours
- At particularly busy times, responses may take a little longer
- Meetings can be arranged where a conversation would be more helpful than written communication

## 6. Keeping Your Information Up to Date

To ensure you receive all relevant information, please help us by:

- Keeping your email address up to date
- Providing a current contact phone number
- Maintaining regular access to Arbor

## 7. Continuous Improvement

- We are actively reviewing our communication practices and platforms
- Feedback from parents and carers is welcomed and valued
- Your views help us improve and strengthen communication across the academy

## Final Note

By working together and keeping communication open, clear, and positive, we can create a supportive and successful environment for every pupil at Weatherfield Academy. Thank you for your continued partnership and support.