



Communication Strategy

Rationale

Our vision at Carleton Rode and Forncett St Peter Primary Federation is to “be yourself but be your best self”. The values of Kindness, Honesty and Perseverance underpin our vision, serving as the foundational values we live by within our Federation, guiding our every endeavour. Communication stands as the linchpin in realising this vision, binding together our community and supporting a conducive learning environment. This strategy aims to streamline our communication channels, ensuring clarity, reliability, and mutual accountability among all stakeholders.

Guiding Principles

Our communication strategy hinges on four fundamental principles:

1. Clarity, precision, and accuracy in all communications.
2. Inclusivity, embracing the entire school community.
3. Listening to one another for continual improvement.
4. Establishing robust feedback mechanisms for effective communication.

Quality Monitoring

We will maintain consistency across all communication platforms, from emails to newsletters and social media, ensuring coherent messaging. Regular surveys among parents and staff will gauge the effectiveness of our communication efforts, allowing us to implement feedback for ongoing enhancement.

Shared Responsibility

Effective communication demands a collective effort:

- Parents are urged to regularly check emails and update school with any changes to contact information to stay informed.
- If further information is needed on a topic, parents/carers should engage with teachers or school leadership using the appropriate channels detailed below.
- Misinformation should be challenged and verified to prevent its spread, safeguarding against potential harm caused by inaccuracies.

Communication channels

Who do we communicate to?	What do we communicate?	How do we communicate?
Parents	Information about school and staff Logistics: Dates / Times Events / Visits Incidents Progress Updates Strategic Plans	Newsletter Letters from the EHT Email, via Pupil Asset Social Media Text message via Pupil Asset Face to face (staff on playground every morning, regular parent cafes, formal parent consultations) Reading records Phone calls Parent Pay
Pupils	Information about learning Learning progress Marking and feedback Behaviour information Celebrations	Face to face (teacher to child) Parent consultations Class dojos Head teacher awards Superstars / Half Term Heroes, Special Person Written feedback
Governing Board	All statutory aspects of the school: Information about progress, learning and teaching, standards, behaviour, leadership, parent view, finance, buildings, safeguarding, recruitment, HR and admissions and attendance.	Governing board meetings Board committee meetings Regular Chair / EHT meetings Email Governor Hub
Prospective Parents	Information about the school Dates of Open Days	Website Local Advertising Social media Email Phone calls Face to face
Staff	Teaching, progress, standards, strategy, professional dialogue, safeguarding	Face to face Briefings Emails Official documents (eg. Performance management) Meetings
Local Community	Information about the school	Website Local Advertising

Processes

Parental concerns

1st point of call	Talk to your child's teacher, either email them directly, via the school office or catch them on the playground between 8.35 and 8.45 am.
2nd point of call	If issue is not resolved, contact the school office to make an appointment with the Executive Headteacher or Executive Deputy Head.
3rd point of call	If the EHT or DH has not resolved the concern satisfactorily follow the federation concerns and complaint procedure to escalate to the Governing Board.

Requesting a meeting with teachers or senior leaders

Meeting a class teacher	Speak to, or email the class teacher to arrange a suitable time or make contact via the school office.
Meeting with the EHT or DH	Speak to, or email the EHT or DH directly to arrange a suitable time or make contact via the school office.

We will always endeavour to get back to you within 2 school days and provide a mutually agreeable meeting time as soon as possible.

Sharing ideas

We are always happy to hear your ideas and feedback on our federation, please send any information directly to the school office.

Contact details

Carleton Rode: office@carletonrode-primary.norfolk.sch.uk

01953 789384

Forncett: office@forncett.norfolk.sch.uk

01508 530506