

Rhodes Avenue Primary School



Communications Policy

Autumn 2017

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Context

Rhodes Avenue Primary (hereafter referred to as the school) strives to be an all-inclusive school where teachers, parents, carers, pupils and the local community feel involved in its activities and are aware of what the school does and why. We try as a school to ensure that we use all the different communications tools at our disposal to engage and inform all of our stakeholders.

Aims

The aim of this policy is to ensure that all communication from the school to all of its stakeholders (parents, carers, pupils, press and local community) is accurate, clear, honest, timely, regular and relevant.

Parent/Carer Communication

The school places a high value on its ability to listen and react to the comments and feedback from its school community and will constantly aim to ensure that the appropriate mechanisms are in place to make this a reality.

School information is made available through one or more of the following as appropriate:

- *Group Call*;
- the school website;
- termly class letters to parents/carers
- the Head teacher's newsletter;
- Governors' Annual Report to Parents/Carers
- pupil post;
- school notice-boards;
- class notice-boards;
- digital signage;
- social media (Twitter).

As appropriate the Governing Body communicates with parents/carers directly via letter in liaison with the Head teacher.

New teaching staff are provided with guidance and/or induction to ensure that they have the skills to maintain a professional consistency across the school when communicating with parents/carers.

Occasionally the school will coordinate with third parties such as RAPSA and class representatives as a supplementary mechanism for disseminating information.

Consulting with the school community

The Communications Committee takes account of the views from all stakeholders via:

- parent questionnaires/surveys;
- an ipad in the foyer for messages;
- pupil questionnaires;

- the school website;
- Parents' Evening feedback to Governors;
- annual/termly reports to parents feedback.

In-coming communication

The school strives to ensure that:

- there are opportunities for informal communications through different channels e.g. governors' desks, specific 'open door' time with the Headteacher and availability at relevant school events;
- all of its stakeholders have appropriate opportunities to feed in their views and comments and that these are acknowledged and responded to in a timely fashion.

The school also responds appropriately to suggestions and comments.

Media relations

The school seeks to gain positive media coverage of the work it does in order to raise awareness of the school amongst parents/carers and the local community.

Media communication is the responsibility of the Headteacher (where appropriate in liaison with the Chair of Governors and the Chair of the Communications Committee).

Reactive media work

All media enquiries are routed initially to the office where a record is kept of the nature of the enquiry, the urgency and the source. All enquiries should then be passed to the Headteacher (or Deputy Head in his/her absence). The Head (and Deputy Head where appropriate) will always act as the spokespeople for the school.

The Head (or Deputy Head) will assess the media enquiry on the basis of the:

- opportunity for positive coverage;
- potential for negative coverage;
- likelihood of the story "growing."

On the basis of this analysis he/she will decide whether to involve the Chair in the process.

If a school emergency arises, Senior Managers and staff will follow the guidance and procedure for dealing with the media which is outlined in the school's *School Emergency/ Business Continuity Plan*.

Proactive media work

During Communication Sub-Committee meeting the Headteacher, the Chair and the governors will identify events as they arise which they believe will be of interest to the local media. A summary of these with dates and contact details will be distributed to local media and followed up by the Head (or Deputy) nearer the time.

National Media

In the case of enquires from the national media the Headteacher liaises with the Chair of Governors/Chair of Communications before responding. If the subject

matter is sensitive and there is a possibility of negative publicity, the school liaises with the Local Authority's Press Office.

Portfolio

The school keeps a file of press cuttings which is made available to governors at Communication Sub-Committee meetings.

The School Website

One function of the school's website (<http://rhodesavenue.school/>) is to keep parents and carers informed. The school ensures that it publishes on its website the information (see Appendix 1 for greater detail) outlined in the DfE guidance: (<https://www.gov.uk/guidance/what-maintained-schools-must-publish-online>).

The school publishes the required information on its website:

- The school's contact details;
- Admission arrangements;
- Ofsted reports;
- Exam and assessment results;
- Performance tables;
- The Curriculum;
- Behaviour policy;
- School Complaints procedure;
- Pupil premium;
- PE and Sport premium;
- Special educational needs (SEN) and disability information;
- Governors' information and duties;
- Charging and remissions policies;
- Values and ethos.

Above is a mandatory list but not an exhaustive record, many policies, key dates and posts are regularly added to the website to keep the school community informed. The Head teacher and Communications Committee review the content of the website at Communications Sub-Committee meetings to ensure that it is accurate, useful and up to date.

The school website complies with the following regulations for maintained schools:

- *The School Information (England) Regulations 2008 legislation.gov.uk;*
- *The School Information (England) Regulations 2012 legislation.gov.uk;*
- *The School Information (England) Regulations 2016 legislation.gov.uk.*

Signage

This is reviewed regularly to ensure that it is:

- accurate;
- up-to-date;
- informative;
- clear and accessible.

School Notice Boards

The school office is responsible for maintaining clear and easy-to-use notice boards around the school - Early Years Foundation Block, Administration area, standing board near the main gate, in the playgrounds and corridors - which will display relevant up-to-date information.

Fliers or posters may be displayed on these designated spaces only with the permission of the Headteacher/Governors. This consent to display advertising material does not imply that it is preferred over other similar products or services and the school takes no responsibility for the quality of the product or service.

School Boundaries

Temporary advertisement specific to RAPSAs school and social events calendar and/or letting events details which may display images/symbols of companies and display sponsorship details - 'donated by', 'funded by' - or similar by-lines which are attached to the school boundaries or displayed inside the school grounds will be editorially reviewed and checked by the Headteacher and the Communications Committee and permitted at their absolute discretion.

Marketing

The school does not support the advertising of goods/products nor will it endorse or recommend commercial services. The school will remain independent of the promotion of commercial interests (local/national) to ensure that the school can be run purely to serve the educational interests of its stakeholders.

Resources

The school will allocate a budget for communications and an appropriate level of funding will be used to support all school communications.

The Head teacher and Deputy Head will be given responsibility for communications in liaison with the Chair of the Communications Sub-Committee.

There is a designated member of staff that is given time and responsibility to update and improve the website.

Links to other policies and documents

- School Prospectus
- Safe Use of Images
- Data Protection
- General Data Protection Regulation
- Governors' Annual Report to Parents
- Freedom of Information
- Complaints
- Home School Agreement

Data Protection

In the course of its public service duty Rhodes Avenue Primary School collects and uses personal information about pupils, parents/carers and other individuals who it comes into contact with. This information is gathered in order to enable it to provide education and other associated functions. In addition, there may be a legal requirement to collect and use information to ensure that the school complies with its statutory obligations.

In accordance with the *Data Protection Act* (1998) Rhodes Avenue Primary School will endeavor to ensure that the personal information that is collected, used, recorded, stored and destroyed, irrespective of whether it is held in paper or electronic file is dealt with sensitively, securely and correctly.

Equalities

Rhodes Avenue will ensure that it complies with its duties under the Equality Act 2010 and have due regard to the need to eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under the above mentioned Act.

Procedures for policy monitoring and evaluation

All members of staff and governors will receive a copy of this policy. Hard copies are available to parents/carers on request free of charge and can be downloaded from the school's website. This Policy has been approved by the Governing Body and the School Leadership Team and it will be reviewed in line with the school's policy schedule.

Persons Responsible

Headteacher
Deputy Headteacher
The Communications Committee

Appendix 1

What the school must publish on-line

School contact details

- school's name
- school's postal address
- school's telephone number
- the name of the member of staff who deals with queries from parents and other members of the public

Admission arrangements

- weblink that guides parents and carers to Haringey's Admission page

Ofsted reports

- a copy of our most recent Ofsted report

Exam and assessment results

- most recent Key stage 2 results:
 - average progress scores in Reading, Writing and Mathematics;
 - average 'scaled scores' in Reading and Mathematics;
 - percentage of pupils who achieved the expected standard or above in Reading, Writing and Maths;
 - percentage of pupils who achieved a high level of attainment in Reading, Writing and Mathematics.

Performance tables

- a link to the performance tables (<https://www.gov.uk/school-performance-tables>)

Curriculum

- the content of our school curriculum in each academic year for every subject;
- the names of phonics or reading schemes Key Stage 1;
- how parents or members of the public can find out more about the curriculum your school is following;

Behaviour policy

- school's Behaviour for Learning policy which complies with [Section 89 of the Education and Inspections Act 2006](#).

School complaints procedure

- downloadable copies of our Complaints Procedure, which complies with [Section 29 of the Education Act 2002](#).

Pupil premium

- school's strategy for the school's use of the [pupil premium](#) for the current academic year, including:
 - school's pupil premium grant allocation amount;
 - summary of the main barriers to educational achievement faced by eligible pupils at the school;

- how we will spend the pupil premium to address those barriers and the reasons for that approach;
- how we will measure the impact of the pupil premium;
- the date of the next review of the school's pupil premium strategy;
- for the previous academic year it includes:
 - how we spent the pupil premium allocation;
 - the impact of the expenditure on eligible and other pupils.

The information we publish online refers to the academic year.

PE and sport premium

- how much funding we receive;
- a full breakdown of how we have spent the funding or will spend the funding;
- the effect of the premium on pupils' PE and sport participation and attainment;
- how we will make sure these improvements are sustainable.

Special educational needs (SEN) and disability information

school policy for pupils with SEN which complies with:

- [Section 69\(2\) of the Children and Families Act 2014](#);
- [Regulation 51](#) and [schedule 1](#) of the Special Educational Needs and Disability Regulations 2014;
- [schedule 1 of the Special Educational Needs and Disability Regulations 2014](#),
- [section 6 of the 'Special educational needs and disability code of practice: 0 to 25 years'](#);
- Accessibility Plan in compliance with [paragraph 3 of schedule 10 of the Equality Act 2010](#).

Governors' information and duties

- details of the structure and responsibilities of the governing body and its committees;
- information about each governor's:
 - business interests;
 - financial interests;
 - governance roles in other schools.

Charging and remissions policies

- details of:
 - the activities or cases where the school will charge pupils' parents;
 - the circumstances where the school will make an exception on a payment you would normally expect to receive under our Charging Policy.

Values and ethos

- statement of our school's ethos and values.

Requests for paper copies

- requests for a paper copy of the information on our school's website, will be provided free of charge.