



Home/School Communication
Policy
Spring 2026

www.woodsideschool.co.uk

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Statement of intent

At Woodside School we are committed to fostering a positive relationship with our families. Crucial to this is building and maintaining effective ongoing communication between our school and our families about children's academic performance and personal wellbeing.

Nurturing a positive communicative relationship with families can help to establish a relationship of trust and confidence for both the school and family. It can also help the child's attendance, attainment and wellbeing, and better understanding of the individual needs, abilities, and interests of the children.

Having effective communication in place helps to ensure that families are more involved in their child's life at school. Effective communication can also ensure that families are involved in decision-making about their child's needs in the school, such as PCPs, EHCPs or any other actions that impact on the child's educational experiences which require parental involvement.

This policy outlines how Woodside School puts appropriate systems in place to ensure that communication always remains professional, and that communication doesn't become excessive, unjustified or otherwise unengaging for our families.

1. Legal framework

This policy has due regard to relevant guidance, including, but not limited to, the following:

- DfE Toolkit for schools: communicating with families to support attendance
- DfE Working together to improve school attendance: guidance for maintained schools, academies, independent schools, and local authorities

The policy is implemented in conjunction with the following school policies:

- Home-school Agreement Policy
- Remote Education Policy
- Attendance Policy
- Behaviour Policy
- Online Safety Policy
- Child Protection and Safeguarding Policy
- Complaints Policy
- Managing the Behaviour of Parents & Carers Policy

2. Roles and responsibilities

The Trustee Board will be responsible for:

- Ensuring that channels of communication between the school and families are clear, effective, and understood by all.
- Reviewing any pre-existing channels of communication and identifying any improvements that could be made.

The Headteacher will be responsible for:

- Ensuring that channels of communication between the school and families are clear, effective, and understood by all.
- Ensuring that families understand how they can best and most appropriately contact the school.
- Leading, developing and implementing any new strategies of communication between the school and families.

Teachers will be responsible for:

- Responding to queries, comments, and concerns from families in a positive and proactive fashion.
- Initiating first contact with families by introducing themselves to the families of pupils at the start of each academic year.
- Working closely with families to best support their children in their educational experiences.

Families will be responsible for:

- Ensuring that parental contact details are up to date.
- Reading the key communications circulated by the school and responding or acting on these when required, e.g. by attending Parent Consultations.
- Regularly checking the school website for detailed information about the school calendar, term dates, monitoring and assessments, school achievements and other useful information.

- Raising any issues or concerns they may have with the appropriate point of contact, e.g. contacting the class teacher with education-related issues.
- Split families should notify office staff of any communication they wish to receive (i.e., emails to both parents, etc.)

3. Value of communication

There are a variety of benefits to the school developing and maintaining positive and consistent channels of communication between themselves and families. The school will use effective communication to inform families about its overall aims, ambitions and ethos, whilst using more targeted approaches to inform families of more specific details pertaining to their children on a more individual basis.

Families want to know how their child is progressing at school, in both their academic performance and personal wellbeing, whilst teachers want to understand the needs and backgrounds of the children in their classroom. The school will employ an effective system of two-way communication to allow for these details to flourish.

Positive parental support will greatly impact on the children themselves. Supportive rapport between the school and families will increase children's confidence and engagement in their learning. This in turn will help to increase how involved families are in their child's education.

4. How the school communicates with families

The school will utilise a variety of physical and digital mediums to communicate with families.

Channels can include, but aren't limited to, the following:

- The school website
- Facebook
- Apps
- Phone calls
- Text messages
- Letters
- Face to face meetings

We provide face-to-face Parent Consultations 3 times per year (termly) giving parents/carers time to discuss the academic and personal progress of their child. If a child has a plan for SEND, a longer PCP meeting is offered termly. An annual written report is also provided in the summer term.

The school will avoid technical or complicated educational jargon when communicating with families – instead emphasising accessibility for families of all backgrounds. A warm, friendly, welcoming tone across all channels will be utilised to aid in fostering that trustworthy relationship. The school will always respond promptly to emails, letters, and phone calls from families. This will be within 48 hours.

5. Appropriate forms of contact

Woodside School will ensure that contact details are clearly signposted for the benefit of families; however, the school will also ensure that appropriate means of contact are always prioritised. To clarify

means of contact, the school will highlight the most appropriate channels through which families can contact the school. **Please see Appendix 1.**

The school will have an email address and telephone number for general enquiries publicly available on the school website. Enquiries meant for specific staff members (i.e. class teachers or senior leaders) can then be referred to the appropriate member of staff.

When necessary, the school will also communicate through more formal and proper channels, e.g. email. This is to ascertain a clear and documented record of the conversation between the parent and the school. The school will also feature a dedicated avenue of contact for complaints or concerns from families in accordance with our Complaints Policy.

6. Excessive contact

The school will ensure that it avoids overloading families with excessive communications. This can be derived from sending similar updates from too many platforms, e.g. social media, text messaging, emails, newsletters.

Woodside School will avoid using excessive contact to minimise the risk of overwhelming or demotivating families' interest in their children's education.

The school will prioritise efficient means of communication throughout all channels used to ensure that communication channels are simplified and fit families' preferences, and to solidify a positive two-way communication.

7. Families responding to the school

As natural role models for our children, families will be required to model good behaviour when communicating and interacting with the school. Families will be made aware of the school's preferred methods of contact and that those methods will be used by the families when needed (**see Appendix 1**).

Families are also made aware of the appropriate procedures the school will take if families display unacceptable behaviour towards school staff in their communication.

When communicating with the school, families will be expected to do the following:

- Act in accordance with the school's code of conduct
- Support the school's ethos through their behaviour and actions
- Treat all members of staff, other pupils and other families with respect
- Work together with staff members for the benefit of their children.

8. When families should and shouldn't contact the school

Families will contact the school if they have a concern about their child, e.g. if a child is being bullied or bullying is suspected. The school has procedures in place for when families want to raise concerns with specific members of staff.

Families will refrain from contacting the school if they intend on displaying inappropriate behaviour towards the school.

Families will take the work/life balance of school staff into account by avoiding contact with the school or individual staff members outside of normal school hours. This will be with the exception of emergency situations, e.g. where a safeguarding concern requires immediate attention.

At Woodside School we have clear policies on Safeguarding and Online Safety. No adult in our school is permitted to use a mobile phone around children in school. Visitors are expected to leave mobile phones in the lockers provided on signing in.

Our school does not give permission for phone calls or meetings to be recorded.

We will always seek to find ways of communicating to resolve any concerns families have. However, if communication from parents/carers becomes abusive or is deemed to be excessive we reserve the right to communicate in a way that keeps all parties safe. We will also refer to our 'Managing unacceptable behaviour of adults' policy.

9. Communication plan

The school will implement the below communication plan template to streamline the school's lines of communication and ensure that staff members understand their duties regarding sending and receiving communications.

This template will be used in accordance with school policies and documents, including those pertaining to complaints and freedom of information requests.

Communication plan			
Method of communication	Details	Intended recipient/audience	Who is accountable for this?
Posts on the school website	Updated as necessary	Families, children, other professionals, public	Headteacher/Operations Manager
Social media posts on school accounts	At least weekly	Families, children, public	Operations Manager
Advertisements and marketing materials	As necessary	Families, other professionals, public	Headteacher/Operations Manager
Letters and emails sent to families	As necessary	Families	Senior Leaders/Office Coordinator
Apps	As necessary	Families	Operations Manager/Finance Manager

10. Monitoring and review

This policy will be reviewed annually by the Trustee Board, and any changes will be communicated to all members of staff.

APPENDIX 1

Woodside School Communication Chart

Stage 1 First point of general contact with school	
<p style="text-align: center;">Office Staff</p> <p>School events, trips, dates Attendance Clubs Payment queries School dinners Appointments/medical</p> <p style="text-align: center;">Ways to make contact:</p> <p>Call in to the main school office Phone: 01691 652446 Email: admin@woodsideschool.co.uk Text absence to: 07786 201172</p>	<p style="text-align: center;">Class Teacher</p> <p>Learning/academic progress Behaviour concerns Home/wellbeing/friendship issues/concerns SEND plans/targets PE/Forest School days</p> <p style="text-align: center;">Ways to make contact:</p> <ol style="list-style-type: none"> Brief face-to-face chat at the start or end of the school day Call the main school office on 01691 652446 and leave a message to arrange a call back/meeting Send an email to admin@woodsideschool.co.uk
Stage 2 When you require more focused support	
<p style="text-align: center;">SENCOs (Sian Baines for EYFS and Charlotte Towne for KS1/KS2)</p>	<p style="text-align: center;">Team Leaders</p> <p>Nursery: Gemma Humphreys Reception: Sarah Darlington KS1: Lauren Sheffield Years 3 & 4: Claire Jones Years 5 & 6: Kelly O'Reilly</p>
<p>SEND queries/concerns Referrals to external services Ongoing SEND correspondence Initial complaints/concerns re SEND practice</p> <p style="text-align: center;">Ways to make contact:</p> <ol style="list-style-type: none"> Call the main school office on 01691 652446 and leave a message to arrange a call back/meeting Email: senco@woodside.shropshire.sch.uk 	<p>Escalation of behaviour concerns Ongoing concerns around lack of support/progress</p> <p style="text-align: center;">Ways to make contact:</p> <ol style="list-style-type: none"> Brief face-to-face chat at the start or end of the school day Call the main school office on 01691 652446 and leave a message to arrange a call back/meeting Send an email to admin@woodsideschool.co.uk
Stage 3	
<p>If you have followed Stage 1 and Stage 2 of the communication chart but are unsatisfied and wish to speak to the Headteacher or Associate Headteacher, please use one of the following options:</p> <ol style="list-style-type: none"> Speak to Claire Donaldson (Headteacher) or Louise Jones (Associate Headteacher) on the front playground at the start or end of the school day. Call the main school office on 01691 652446 and leave a message to arrange a call back/meeting Send an email to admin@woodsideschool.co.uk <p style="text-align: center;">*Please refer to our Complaints Policy should concerns remain unresolved</p>	