



# Morland Area CE Primary School

## Communication Policy



**Policy agreed: 26<sup>th</sup> March 2026**

**Policy review: 26<sup>th</sup> March 2029**

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## 1. Introduction and Aims

At Morland Area CE Primary School, we believe that clear, open communication between the school and parents has a positive impact on pupils' learning because it:

- Gives parents the information they need to support their child's education
- Helps the school improve, through feedback and consultation with parents
- Builds trust between home and school, which helps the school better support each child's educational and pastoral needs

The aim of this policy is to promote clear and open communication by:

- Explaining how the school communicates with parents
- Setting clear standards and expectations for responding to communication from parents
- Helping parents reach the member of staff who is best placed to address their specific query or concern so they can get a response as quickly as possible

In the following sections, we will use 'parents' to refer to both parents and carers.

## 2. Roles and Responsibilities

### 2.1 Headteacher

The headteacher is responsible for:

- Ensuring that communications with parents are effective, timely and appropriate
- Monitoring the implementation of this policy
- Regularly reviewing this policy

### 2.2 Staff

All staff are responsible for:

- Responding to communication from parents in line with this policy and the school's ICT and internet acceptable use policy

- Working with other members of staff to make sure parents get timely information (if they cannot address a query or send the information themselves)

Staff will aim to respond to communication during core school hours (9am to 5pm, Monday to Friday), or their working hours if they work part-time. In line with promoting staff wellbeing and helping our staff find a suitable work-life balance, staff may work around other responsibilities and commitments and respond outside of these hours, but they are not expected to do so.

Links to our ICT policies:

[Online Safety Policy:](#)

<https://www.morlandarea.cumbria.sch.uk/attachments/download.asp?file=55&type=pdf>

[Acceptable Use Policy:](#)

<https://www.morlandarea.cumbria.sch.uk/attachments/download.asp?file=389&type=pdf>

## 2.3 Parents

Parents are responsible for:

- Ensuring that all forms of communication with the school (in person, by telephone, or via email) are respectful and constructive at all times
- Making every reasonable effort to direct communications to the appropriate member of staff in the first instance
- Responding to communications from the school within 2 working days wherever possible
- Checking all communications from the school regularly

### Standards of Communication

The school expects all communication from parents to be polite, respectful, and solution-focused. This applies equally to written communication, telephone calls, and face-to-face interaction.

Communication that is aggressive, abusive, threatening, or passive aggressive in tone will not be accepted. This includes written messages that, whilst stopping short of explicit threats, are intended to intimidate, demean, or pressurise members of staff.

Where communication falls below these standards, the school will respond as follows:

- A first instance will be addressed directly with the parent, either in writing or in a meeting with a senior leader present
- If poor conduct continues or escalates, the school may restrict communication with that parent to written form only, require that all meetings are held with the headteacher or a senior leader present, or take formal action under the Parent Code of Conduct and Complaints Policy
- In cases of serious or threatening behaviour, the school reserves the right to involve relevant authorities

Parents should not expect staff to respond to communication outside of core school hours (9am to 5pm, Monday to Friday) or during school holidays.

## 3. How We Communicate with Parents

The sections below explain how we keep parents up to date with their child's education and what is happening in school. Parents should monitor all of the following regularly to make sure they do not miss important communications or announcements that may affect their child.

### 3.1 Email

We use email to keep parents informed about the following:

- Upcoming school events
- Emergency school closures (for instance, due to bad weather)
- Scheduled school closures (for example, for staff training days)
- School surveys or consultations
- Class activities or teacher requests
- Payments and voluntary contributions (also through the Arbor app)
- Short-notice changes to the school day

### 3.2 Text Messages via the Arbor App

Text messages will also be sent via the Arbor app. These are generally used as a follow-up to other communications or for brief, time-sensitive notifications.

### 3.3 School Calendar

Our school website includes a full school calendar for the term. Key dates are also available in the half-termly school newsletter.

Where possible, we try to give parents at least one to two weeks' notice of any events or special occasions, including non-uniform days, special assemblies, visitors, or requests for pupils to bring in special items or materials. Any such event will be included in the school calendar.

### 3.4 Phone Calls

Our Attendance Policy requires us to carry out first-hour calling on a daily basis. We will contact parents of any child where no message has been received by phone or email, in order to identify the reason for the absence and offer support and advice if needed.

### 3.5 Letters

We generally send letters by email, but paper copies may be used for:

- Letters about trips and visits
- Consent forms

### 3.6 Reports

Parents receive reports from the school about their child's learning, including:

- A termly interim report, culminating in an end-of-year report covering achievement across the curriculum, progress, and attendance
- A verbal report from the class teacher at Autumn and Spring term parents' evenings
- A written report on KS2 SATs results
- A written report on Reception end-of-year Early Learning Goals
- Where the school chooses to share them, KS1 assessment outcomes. Whilst statutory teacher assessment reporting at KS1 has changed, we believe it is valuable to keep parents informed of their child's progress at this stage

We also arrange regular meetings where parents can speak to their child's teacher about their achievement and progress (see Section 3.7).

### 3.7 Meetings

We hold two parents' evenings per term in both Autumn and Spring terms. During these meetings, parents can talk with teachers about their child's achievement and progress, the curriculum or schemes of work, their child's wellbeing, or any other area of concern.

The school may also contact parents to arrange meetings between parents' evenings if there are concerns about a child's achievement, progress, or wellbeing.

Parents of pupils with special educational needs (SEN), or who have other additional needs, may also be asked to attend further meetings to address these needs, as well as to attend their annual review if they have an Education, Health and Care Plan.

### 3.8 School Website

Key information about the school is posted on our website, including:

- School times and term dates
- Important events and announcements
- Curriculum information
- Important policies and procedures
- Key contact information
- Information about before and after-school provision

Each class has its own page, updated half-termly, which contains practical information for parents including PE days, spelling test days, homework expectations, and any other regular class routines. Parents are asked to check their child's class page before contacting the school or class teacher with queries about timetabling or class activities, as this information is regularly maintained and kept up to date there.

Keeping the class pages as the primary source for this kind of information helps to reduce unnecessary duplication and allows staff to focus on responding to queries that genuinely require a personal response.

### **3.9 Home-School Communications App**

We use the Arbor app to communicate with parents. The app is used to:

- Record daily absences
- Update changes of address and contact details
- Provide an additional way for parents to contact the school
- Send messages to parents regarding meetings, clubs, events, and any cancellations

## **4. How Parents Can Communicate with the School**

We work in partnership with families to nurture every child. As part of this, the operational leadership of the school, including staffing, routines, and curriculum decisions, remains the responsibility of the headteacher and governing body. Parents are invited to contribute their views respectfully, but they may not direct or interfere with the school's operational running.

### **4.1 Email**

Parents should always email the school, or the appropriate member of staff, about non-urgent issues in the first instance. If the query relates to your child, please contact your child's class teacher. For general enquiries, please contact the school office at [admin@morlandarea.cumbria.sch.uk](mailto:admin@morlandarea.cumbria.sch.uk).

We aim to acknowledge all emails within 5 working days, and to respond in full (or arrange a meeting or phone call if appropriate) following this.

If a query or concern is urgent and parents need a response sooner than this, they should call the school on 01931 714668. Parents will be asked to indicate the nature of the call so that any information needed to respond accurately can be gathered beforehand.

### **4.2 Phone Calls**

If parents need to speak to a specific member of staff about a non-urgent matter, they should email the relevant teacher or the school office and the relevant member of staff will make contact within 5 working days.

If this is not possible due to teaching or other commitments, someone will respond to schedule a phone call at a convenient time. We aim to make sure parents have spoken to the appropriate member of staff within 5 working days of the request. Admin staff will ask for a brief description of the nature of the call so that the relevant member of staff can prepare.

If the issue is urgent, parents should call the school office. Urgent issues might include:

- Family emergencies
- Safeguarding or welfare concerns

### **4.3 Meetings**

If parents would like to schedule a meeting with a member of staff, they should email the appropriate address (see Appendix 1) or call the school office to book an appointment. We aim to schedule all meetings within 5 working days of the request.

At the start and end of the school day, teaching staff have professional duties and responsibilities. They are not available for unscheduled conversations at these times. Parents who arrive at school without a prior appointment will be directed to the school office, where a meeting can be arranged at a mutually convenient time. Staff are not obliged to stop their duties to accommodate an unannounced visit, regardless of the nature of the concern.

Appointments are particularly important when parents wish to discuss:

- Any concerns about their child's learning or progress
- Pastoral matters, their child's wellbeing, or home circumstances that may affect school life

Where a matter is genuinely urgent, for example a safeguarding or welfare concern, parents should contact the school office by telephone immediately rather than arriving in person without notice.

#### **4.4 Home-School Communications App**

We use the Arbor app, which parents can use to communicate with us. The app is used to:

- Record daily absences
- Update changes of address and contact details
- Provide an additional way for parents to contact the school
- Send messages to parents regarding meetings, clubs, events, and any cancellations

#### **4.5 Social Media**

The school asks all parents to use social media responsibly and in a manner consistent with our school values of respect, kindness, and community. In particular:

- Do not post photos or videos of other children without the explicit consent of their parents or carers. Do not name children on social media.
- Do not use social media to raise concerns or complaints about the school, its staff, or other families. Concerns should always be directed to the school directly so they can be properly addressed
- Do not contact members of staff via their personal social media accounts; this is not an appropriate or sanctioned channel of communication
- Support the school's approach to online safety by modelling positive digital behaviour for your children.

#### **WhatsApp and Informal Messaging Groups**

The school does not endorse or moderate informal parent messaging groups. Parents who choose to participate in such groups do so independently of the school. We ask that the school's name is not used in the title or description of any such group, and that discussions within them reflect our school values. Concerns about children's wellbeing or school practice should always be raised directly with us rather than discussed in informal group settings, where information can easily be misunderstood or distorted.

## Serious or Harmful Social Media Conduct

The school takes seriously any use of social media that is defamatory, harassing, or harmful, whether directed at staff, pupils, or other families. Where such conduct occurs, the school reserves the right to take appropriate action, which may include referral to the platform concerned, legal advice, or notification of relevant authorities. This applies regardless of whether the content is posted in a public or private setting.

## 5. Inclusion

It is important to us that everyone in our community can communicate easily with the school. Parents who need any help communicating with the school can request the support that is required.

## 6. Monitoring and Review

The headteacher monitors the implementation of this policy and will review it every three years. The policy will be approved by the governing body.

## 7. Links with Other Policies

This policy should be read alongside our policies on:

- ICT and internet acceptable use
- Parent code of conduct
- Staff code of conduct
- Complaints
- Home-school agreement
- Staff wellbeing

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## Appendix 1: School Contact List

If you have questions about any of the topics below, or would like to speak to a member of staff:

- Email or call the school office: [admin@morlandarea.cumbria.sch.uk](mailto:admin@morlandarea.cumbria.sch.uk) / 01931 714668. We will forward your request to the relevant member of staff.
- Alternatively, contact the class teacher directly on their school email address.

Remember: check our website first. Much of the information you need is posted there.

We aim to respond to all emails within 5 working days.

The school office is open from 8:15am until 4:00pm, Monday to Friday.

I HAVE A QUESTION ABOUT...	WHO YOU NEED TO TALK TO
My child's learning / class activities / lessons / homework	Your child's class teacher
My child's wellbeing / pastoral support	Class teacher / SENCo / Headteacher
Payments	School office
School trips	School office
Uniform / lost and found	School office
Attendance and absence request	If you need to report your child's absence, call: 01931 714668 If you want to request approval for term-time absence, contact the Office or complete the form
School events / the school calendar	School office
Special educational needs (SEN)	School office / SENCo
Before and after-school clubs	School office
Hiring the school premises	School office
PTFA	School office or email pta@morlandarea.cumbria.sch.uk
Governing Body	School office / Chair of Governors
Catering / meals	School office