



Academy
Oldbury

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Communication with Parents and Pupils Policy

STATUS:

Approved

REVIEW DATE:

September 2025

“The Academy believes that inclusive practice is central to developing quality teaching and learning. As such we endeavour to provide a supportive framework that responds to pupils’ needs and overcomes potential barriers for individuals and groups of pupils and to ensure that pupils of all abilities and needs are fully included in the life of the school. The ethos of this statement underpins all Oldbury Academy’s policies.”

This policy should be read in conjunction with other school policies as/where necessary.

Communication with Parents and Pupils Policy

Rationale

Oldbury Academy recognises the importance of clear and effective communications with all stakeholders (pupils and parents/carers, governors, Local Authority, outside agencies, national bodies, etc.), and is committed to being open and accessible for all who have an interest in the school.

The key stakeholders for a school are staff, parents and pupils and this policy addresses the main ways in which the school ensures effective three-way communication between home and school. Communications can take a variety of forms: verbal (through meetings or by telephone), written (through letters, email and texts). Occasionally a communication may be received second hand or through an intermediary.

Effective telephone communication can sometimes be a problem in a school, where teachers may be teaching full time and running clubs or otherwise working with pupils at lunchtime or after school. Parents may be exasperated if they feel that a message elicits no immediate reply, when in fact there has been no available opportunity for the member of staff to reach a telephone to return a call.

For this reason, the school has been particularly proactive in encouraging the use of modern communication methods, with staff email contacts being published and all parents/carers being encouraged to give an email address for prompt and effective communication. Surveys indicate that the majority of parents are satisfied or very satisfied with the two-way communications they have with school. However, this does not mean that the school always gets things right and this policy aims to clarify the parameters within which we operate to ensure that communication is carried out with all stakeholders and interested parties effectively and clearly.

Aims of the policy:

1. To improve the quality of service given to students at Oldbury Academy by ensuring that effective communication and consultation takes place between the school, parents, pupils and other stakeholders.
2. To improve the quality of service by ensuring robust processes for consultation between the school, parents and pupils on key service areas.

Communication

Communication between the school and parents operates in the following ways:

1. Prospective parents are invited to an Open Evening early in the Autumn term preceding the year of entry to the school. All prospective parents receive a school prospectus with relevant information and details of examination results
2. Prospective parents receive a number of letters from the school prior to their child starting in September, these include invitations for them and their child to attend induction evenings where the main channels of communication are outlined and information about the school is presented
3. Parents are invited to a 'Year 7 Settling in Evening' in the first half term of Year 7 to meet staff and review how the student has settled into the school
4. Edulink is a vital means of communication and enables parents to monitor many aspects of their child's school life, all parents will receive a password to enable access and usernames and passwords can be requested via the school office if misplaced.

5. Edulink is also available to all students and they have access to this in school.
6. Communication about pupil progress takes place formally for each student, once a term, through a Grade sheet, which reflects a “snapshot” of their progress towards targets, effort, behavior, etc. or through a full report, once a year.
7. Details about events at the school are published in the school newsletter (published on the website) and through texts where appropriate.
8. The website is a key vehicle for communicating in a variety of ways: advising parents and pupils about safety alerts and updating them about forthcoming issues.
9. The school also uses social media platforms, namely Facebook and X (formerly Twitter), to reach parents and the wider community.
10. The weekly newsletter gives an insight into the life of the school; petitioning for parental views; publishing the results of consultations, etc.
11. Queries about events at the school may be made by phone to the school or by e-mail
12. The school has published the following service standards to ensure a prompt response for communication requests by parents. These standards are reviewed on an annual basis by members of the Parents Forum group.

Service Standards at Oldbury Academy

The following response times are usually adhered to:

Responding to parents – any requests for information, any concerns, requests for references or progress are dealt with within 5 working days (term time only). We endeavour to acknowledge all communications within 24 hours and sooner than this where possible

Complaints Procedure

Initially, concerns should be addressed to the appropriate Form Tutor, Head of Year, or Head of Faculty by letter, e-mail or phone call.

If concerns remain unresolved or parents feel it is more appropriate, the Head Teacher or another Senior Manager may be contacted.

The school Complaints procedure is available on the website or by hard copy on request.

There is a system in place for monitoring the nature of complaints at the school in order to identify trends and address any recurring issues.