



William Ransom Primary School

Communication Policy 2026

Parent and Carer

Adopted by Governing Body: Summer 2026

Next review: Summer 2028

Our vision

At William Ransom, every child is empowered to take ownership of their learning – be curious, creative, kind and prepared for life beyond the classroom.

WR Communication Policy

1 Purpose and aims

1. This policy sets out how our school communicates, and how parents, carers, staff and governors should communicate with the school, so that messages are clear, timely and go to the right person.
2. The policy is designed to streamline communication and set healthy boundaries for both parents and staff, including expected response times and appropriate contact routes.
3. We aim to support staff workload and wellbeing by making it clear that staff are not expected to check emails while teaching, or respond outside working hours.
4. We aim to build positive relationships with families, and recognise that some conversations are best handled face to face or by phone, where tone and nuance are clearer.

2 Scope and definitions

1. This policy applies to all staff, governors, volunteers, visitors, parents and carers when communicating about school matters.
2. "Working days" means Monday to Friday during term time, excluding INSET days, school holidays and bank holidays.
3. "Office Team" means the staff who manage the school's main phone line, reception and shared email inboxes, and who triage messages.
4. "Senior Leadership Team/SLT" means senior leaders authorised by the Headteacher to make decisions and communicate on behalf of the school (for example, in emergencies or when issues are sensitive).

3 Roles and responsibilities

1. The Senior Leadership Team is responsible for maintaining and enforcing this policy, supported by the Office Team.
2. The Office Team will acknowledge and triage parent communications within one working day, responding where they can and forwarding to staff when needed. In this instance, a holding reply will be sent to parents.
3. Staff are responsible for responding within agreed timeframes, using the correct channels, and escalating urgent safeguarding or safety concerns immediately.
4. Parents and carers are responsible for communicating respectfully, using the correct routes, and reading school communications so they do not miss key information.
5. Governors should communicate with staff and parents through the agreed channels, normally starting via email and the school office, and using GovernorHub where appropriate.

4 Approved channels of communication

1. Parents and carers should contact the school via the school office by email, phone, or in person, so communication can be acknowledged and triaged.
- 4 The school's default method for parent communication is email, with other school-approved platforms used only if the school has formally adopted them for specific purposes (for example, whole-school broadcasts or payments).
- 5 Social media is not used for direct communication about individual pupils, concerns or complaints, and will not be monitored as a route for enquiries.

5 Response times and availability

1. The Office Team will acknowledge parent emails within one working day (in term time), and will advise who will respond where needed.
- 6 Teaching staff will respond to parent emails within three working days, after the initial office acknowledgement, unless a longer investigation is required. If more time is needed, staff will send a brief holding reply explaining when a fuller response will be provided.
- 7 Staff are not expected to check emails while teaching, and there is no expectation to respond outside working hours.
- 8 Phone calls and voicemails will be responded to as promptly as possible, with a target of responding to voicemails within two hours during the school day.
- 9 If parents have not received a response within the published timeframe, they should contact the school office, who will chase your enquiry.

6 Professional standards, tone and boundaries

1. All communication must be respectful, professional and appropriate in tone, whether by email, phone or in person.
2. The school will not engage in prolonged back-and-forth email exchanges where a phone call or meeting would resolve the matter more effectively.
3. Any communication that is rude, aggressive, discriminatory or threatening may be ended or redirected to a senior leader, and may be managed under the school's home agreement.
4. Parents and carers must not contact staff through personal social media accounts, and staff must not accept "friend" or "follow" requests from parents on personal accounts.
5. Social media should not be used to raise grievances, fuel campaigns or make complaints about the school, staff, parents or pupils. Concerns should be raised using the routes in this policy.
6. Meetings or phone calls must not be recorded by parents, carers or staff without prior mutual consent.

7. Communication routes for safeguarding, pastoral matters, behaviour and complaints

1. For urgent safeguarding matters, serious family emergencies or time-critical issues, parents should telephone the school office rather than email.
2. Health and first aid incidents, including bumps to the head, will be communicated to parents and carers on the same day. We will telephone where monitoring, collection or further action may be needed, and may send a short written note via an email from Medical Tracker for minor incidents.
3. Pupil behaviour updates will be communicated to parents when the school deems it necessary. Not every incident will be communicated.
4. If a parent or carer has a concern, they should first contact the school office to pass on to the class teacher, and if unresolved, should approach a member of the leadership team. If this does not lead to a resolution, they should follow the steps in the school's Complaints Policy which can be found on the school website.
5. The school will not discuss another child with parents or carers, and will only share information about their own child, in line with confidentiality and data protection requirements.

8. Meetings

1. Class staff can be approached at the door each morning in Early Years (Reception) to resolve minor concerns and members of the Leadership Team are available on both of the playground gates. Meetings with teachers and leaders should be booked via the school office, rather than arranged informally.
2. Staff will try to offer face to face meetings or phone calls where appropriate, as this often supports better relationships and reduces misunderstandings.
3. Parents who arrive without an appointment may not be able to see a teacher or leader, except in safeguarding emergencies.
4. Senior leaders are available to parents by appointment, and may also be approached briefly at agreed points (for example, the two playground gates each morning) subject to availability and safeguarding priorities.

9. School communications to parents and the wider community

1. The school sends a fortnightly newsletter during term time, and non-urgent information will be included here wherever possible.
2. Newsletters are written and approved by the Headteacher and relevant business or administrative staff.
3. The school uses Instagram for marketing and celebrating school life. It is not used as a customer service channel and will not be used to discuss individual queries.

4. Parents and carers should keep the school informed of changes to contact details and family circumstances so that messages reach the right people quickly.

10. Emergency, critical incident and school closure communication

1. In an emergency or critical incident, the school's first priority is the safety of pupils and staff, and parents will be contacted as soon as possible afterwards, within the same working day.
2. The school will use a "single source of truth" approach, with official information issued via email, and phone calls used where appropriate, including to families who request or require them.
3. The Headteacher (or a Deputy in their absence) is responsible for drafting and authorising emergency communications.
4. Staff will follow the school's internal emergency communication protocol (for example, "Team SOS") so that the right people are alerted quickly.
5. If critical communication is required out of hours due to a threat to life or immediate serious harm, staff must call emergency services first, and then phone members of the leadership team.
6. Parents should not attempt to contact pupils directly during the school day and should contact the school office in an emergency.

11. Governors' communication

1. Governors should be contacted through the school office by parents and carers, normally by email in the first instance, and meetings should be arranged in advance where needed.

12. Accessibility, inclusion and monitoring

1. Where possible, the school will make reasonable adjustments, such as translation support, alternative formats, or phone calls.
2. Where separated parents require access to reports or key communications, the school will provide information in line with parental responsibility and may request relevant documentation.