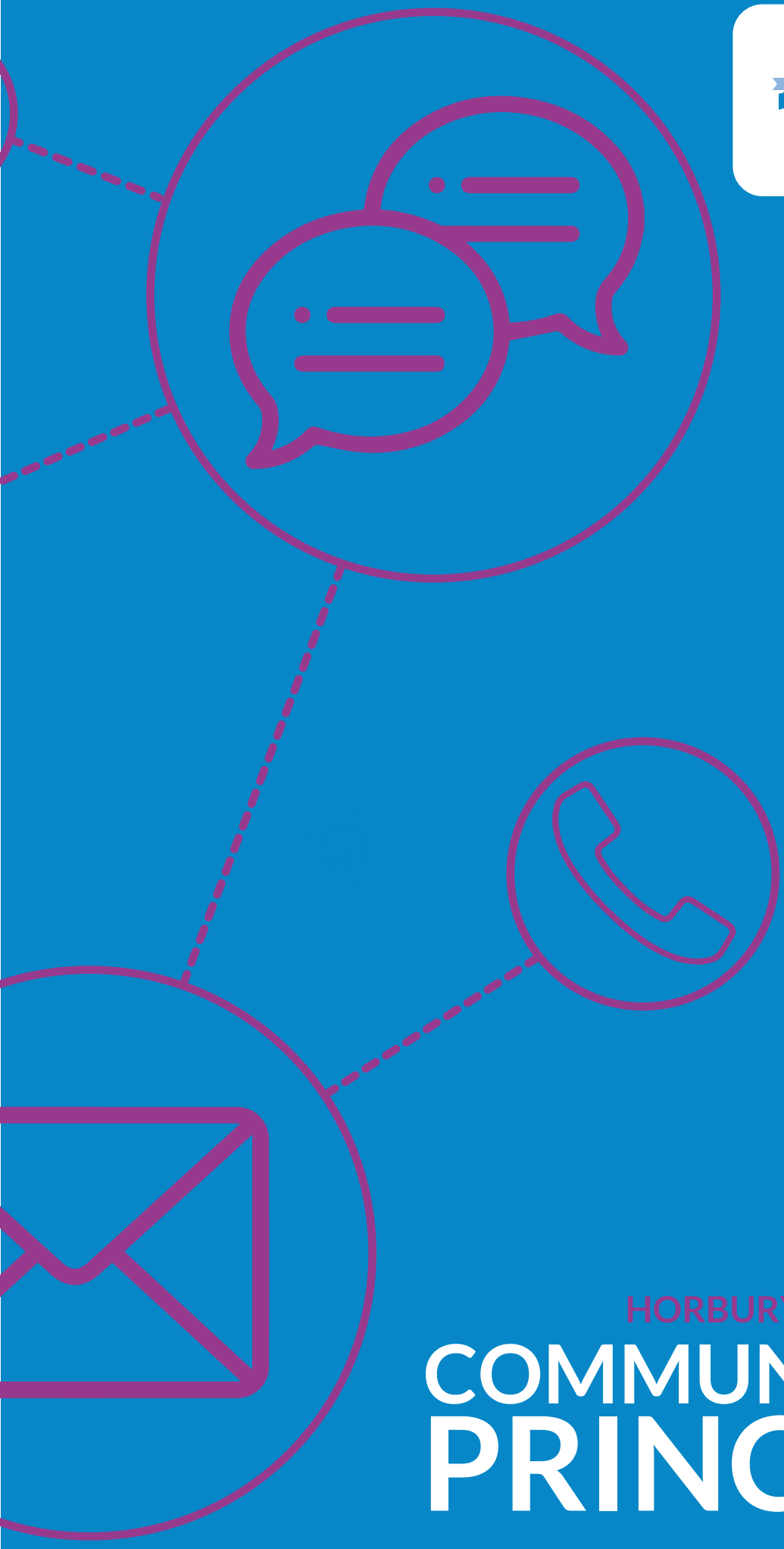


HORBURY ACADEMY

COMMUNICATION PRINCIPLES

HORBURY ACADEMY
Communication Principles

Horbury Academy recognises the importance of clear and effective communications with all stakeholders (pupils, parents/carers, governors, outside agencies, local and national bodies, etc), and is committed to being accessible through a range of communication channels. Our key stakeholders, as for any academy, are our parents/carers.

The academy appreciates that the vast majority of parents/carers contact the academy in a reasonable and professional manner. The academy expects all parents/carers and academy colleagues to treat each other politely and with courtesy and respect.

This document aims to highlight the ways in which the academy will ensure effective two-way communication takes place and the expectations of each, as follows:

My Child at School (MCAS) Parental App

This app (available to download on Android and iPhone devices) is our main method of communication to parents/carers, used for letters, announcements, booking appointments, and for looking at reports, timetables and our academic calendar etc.

Pupil Planner

This is a key tool for learning, monitored weekly by parent/carer and form tutor.

Website

The academy website, at www.horbury.accordmat.org provides access to key information, dates, policies and whole-academy/year group letters.

Email

Email enquiries (to be made as below) will be acknowledged within three working days.

- enquiries@horbury.accordmat.org – generic enquiries or responses to parental letters, suggestions etc.
- Pastoral Year Leader email contacts are displayed under the 'Contacts' tab on the website.

Meeting Requests

Horbury Academy is a pupil facing organisation, and we therefore ask that all requests for meetings are placed in advance, so we can triage these accordingly.

Unfortunately, we will not be able to meet with parents/carers who arrive at the academy without prior notice.

SharePoint

We regularly post news for the attention of our pupils on our academy Pupil SharePoint site.

Written

Copies of whole-academy or year group letters are available on the academy website under the 'Parent' tab. Enquiries into the academy by letter will be responded to within five working days.

Verbal

Telephone calls can be requested using the email contacts provided above, or by calling the academy on 01924 282740.

Literature

Although we aim to avoid unnecessary printing, copies of materials published by the academy can be provided as hard copies upon request. Such documents are also made available on the academy website.

Social Media

The academy uses Facebook and Twitter to promote academy events, news and successes. Our social media accounts will not be used as a means of two-way communication.

Parents' Evenings

To coincide with pupil progress updates, parents/carers can book appointments, via MCAS, to meet with class teachers and discuss progress and concerns.

Parental Reports

Data progress reports are made available to parents/carers via MCAS.

Parent Forum

This parental focus group meets on a termly basis to discuss a pre-agreed agenda of topical items or proposals for consultation.

Supporting Success Events

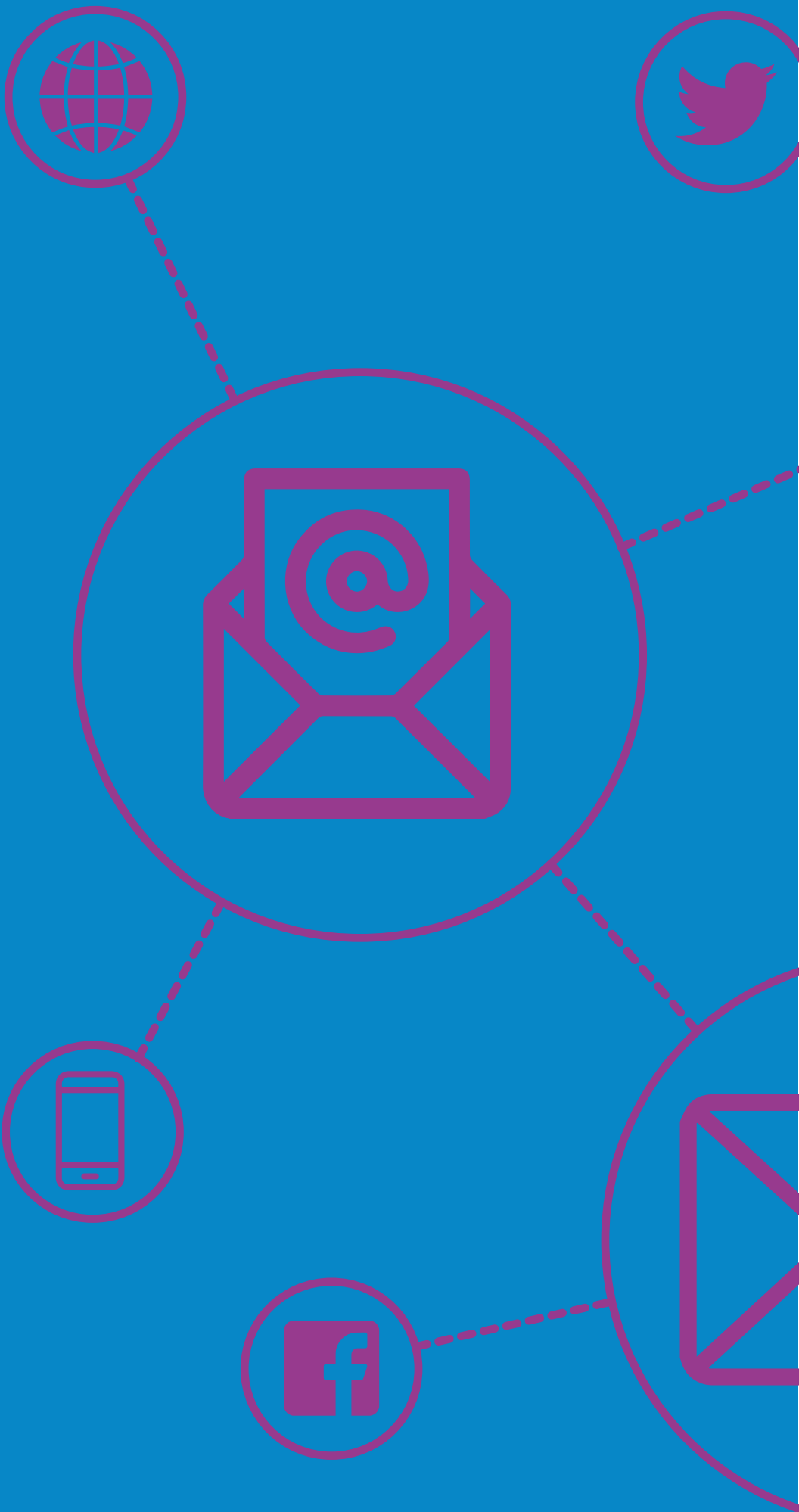
The academy hosts a Supporting Success Event for each year group annually. This provides parents/carers a further opportunity to meet with academy leaders to discuss academy provision.

Calendar of Events

Available on our academy website and via MCAS. Parents/carers are notified of particular events via MCAS.

Newsletters

Published every Half Term on the academy website and social media, with the aim of keeping parents/carers up to date with news and events.



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horbury.accordmat.org