



Communications strategy September 2022

Purpose: to establish clear lines of communications between school staff and parents that are consistent and reliable.

Parent communication to school:

<i>Use:</i>	<i>For:</i>
Email admin@westhampstead.camden.sch.uk or Telephone 020 7435 8646	<ul style="list-style-type: none"> • Seeking appointments with HT, DHT, SENDCo, phase leader (e.g. bullying/behaviour concern, special needs enquiry, sharing a complaint or concern) • Enquiries about whole-school/admin issues e.g. uniform, payments, after-school and breakfast club, admissions. • Changing arrangements for collecting your child from school.
Email year group email e.g. Year6@westhampstead.camden.sch.uk	<ul style="list-style-type: none"> • Seeking appointment with your child's class teacher • Enquiries about homework, spellings, reading, the school curriculum, minor behaviour issues • Informing class teacher about something e.g. change in family circumstances.
Speak to class teacher on playground at end of day	<ul style="list-style-type: none"> • Brief enquiries about homework, spellings, reading, the school curriculum, missing uniform, minor behaviour issues etc • If the conversation will take more than 2 minutes, please email to make an appointment
Parent app	<ul style="list-style-type: none"> • Booking a parents evening appointment

School communication to parents:

<i>Use:</i>	<i>For:</i>
Website	<ul style="list-style-type: none"> • Copies of letters sent home (in Parent Information > School Letters Home) • Sharing policy documents and curriculum information
Twitter	<ul style="list-style-type: none"> • Celebrating and publicising school events e.g. Beryl Gilroy mural unveiling, The Reading Festival, trips, visitors
Email	<ul style="list-style-type: none"> • Sending a letter e.g. trip, sports competition, school information • Sending WHPS Weekly newsletter (for now)
Phone call	<ul style="list-style-type: none"> • Seeking an appointment to meet • Follow up on a concern (e.g. behaviour issue, responding to a complaint)
Text message	<ul style="list-style-type: none"> • Short notice and unexpected changes only e.g. school closure due to extreme weather

Note: Class Dojo is **not** to be used to communicate with parents, only for them to see their child's progress towards 50 points.