Community Communications Policy

The Trustees, Headteacher and Staff will ensure that the policy is implemented equally in all cases, without regard to ethnic origin, cultural differences, gender, disability or sexuality issues. They will ensure that students are listened to and that their concerns are appropriately addressed. This policy should be read in conjunction with other key policies and procedures.

This policy will be monitored by the Senior Leadership Team

Agreed: February 2024
Last reviewed: August 2026

Introduction

The Community Communications Policy supports the school's vision of creating and maintaining:

"A Caring Community, Nurturing Creativity, Inspiring Global Citizens".

The policy aims to support the school mission:

"Provides a human-centred approach to learning, ensuring that individuals are nurtured to be self-directed creative thinkers that contribute to making their communities and the world around them a better place."

This policy outlines our communications practices that support the achievement of our vision and mission.

Aims

- To highlight the standardised and expected methods of communication between stakeholders
- To promote staff wellbeing
- To promote good safeguarding and GDPR practices

Who is this policy for?

- All school staff

- Parents and guardians

Modes of communication

Listed below are the ways in which communication takes place between the school and parents, guardians and outside agencies.

Email

Email is often the most efficient method of communication between staff and parents. Staff will aim to respond to emails within three working days. Please be mindful that a number of our staff work on a part time basis. All emails from school should be written in a professional tone. When emailing you must not 'cc' or forward emails to any unnecessary parties, especially where sensitive information might be included. Please note that if an email trail is developing into a long conversation, it may be more efficient to arrange a meeting to resolve the issue. Whenever possible, emails should be sent during the school opening hours between 08:00-17:30. The 'schedule send' function can be used for those who prefer to work outside working hours. Where possible, we request that parents aim to communicate within these hours and/or use a schedule send function to support good practices and staff wellbeing. When not available (e.g. during school holidays), staff are encouraged to put an 'out of office' automatic reply for incoming emails (examples in appendix 1).

Parent Newsletter

A weekly newsletter for parents and guardians is sent out on Fridays during term time via email. These newsletters are the best place to find information about upcoming school events; notices about the upcoming week; information about clubs; and a reminder of contact information. We strongly encourage parents and guardians to read this letter before the upcoming week as it always has pertinent information that they should be aware of.

Toddle

Note: *Toddle is currently being used as a method of communication in the primary department, with the intention to phase this into the secondary as and when appropriate.*

This is an online learning platform that is also used for communication from staff to parents and students. Teachers can upload activities such as home-learning to Toddle (this information is available for students and teachers). Photos of students and their work will be uploaded to the Toddle portfolio. Parents are encouraged to engage (like and comment) on these posts. Announcements for classroom reminders will be sent via Toddle from class

teachers. End of term reports will be sent out through Toddle. Previous year's reports are also available to view on the platform.

Telephone calls
This is the best way to reach the school office for urgent or pressing matters. School will call parents via submitted contact information if your child needs to be collected (e.g. due to illness etc). To ensure the school can get in contact with parents and others on the contact list it is vital that parents provide three contacts, keep contact details up-to-date and complete the Landmark Student Details Form anytime there are changes. Phone appointments are not the best way to contact teachers directly, although an appointment for a telephone conversation can be made via email.

Face-to-face meetings
Sometimes it is beneficial and necessary to have face-to-face meetings between parents and teachers. These meetings can be arranged via email. When requesting a meeting, it would be useful to include the reason for meeting and points to address. Where necessary, school staff may send out an agenda for the meeting. Most face-to-face meetings will be given a 15 - 30 minute time slot unless otherwise stated.

Parent consultations (via school cloud)
Parent consultations take place remotely via the 'school cloud' online system. Parents will be offered predetermined timed slots to book in advance to discuss student progress with teachers.

Social Media
The school will post photos, blog posts and information about the school via the school's social media channels (X, instagram, YouTube and facebook). General queries and requests should not be sent by social media. Teachers should not communicate with students/parents via social media or visa versa.

School Website
This is the first port of call for parents wanting to find out information about the school and the curriculum. The website is regularly updated with information relating to policies, general school/curriculum information, and school blogs.

Abusive or inappropriate communication
At Landmark we uphold a zero-tolerance policy regarding abusive or inappropriate communication in regards to all members of our school community. Any issues or concerns regarding inappropriate behaviour or language will be taken seriously and promptly addressed.

Parents - Who to contact guide

Question, query or concern	Person and method of contact
Child absence due to illness	Email primary class teacher/secondary form tutor(s) and office@landmarkinternationalschool.co.uk before 8am.
On the day changes to pick up / after school care	Telephone office 01223 755100 Late stay contact for after 4:30pm 07518 768415
Question about child's progress	Parent-teacher consultation Email primary class teacher or secondary form tutor
Question about behaviour and wellbeing	Email primary class teacher or secondary form tutor
Discuss your child's special educational needs	Email primary class teacher or secondary form tutor and SENDCo Georgie Palfrey georgina.palfrey@landmarkinternationalschool.co.uk
Buses	Email the office - Term time only office@landmarkinternationalschool.co.uk
School lunches	Email the office office@landmarkinternationalschool.co.uk
Fees and Finance	Bobby Bennett and Vickie Jackson Bobby.bennett@landmarkinternationalschool.co.uk vickie.jackson@landmarkinternationalschool.co.uk
Clubs	Liz Baker liz.baker@landmarkinternationalschool.co.uk

Communicating via email - a guide for staff

Do	Don't
Maintain a professional tone	Send emails that are too familiar or informal in nature - especially when addressing parents or outside agencies
Think about who needs to be copied in	Copy in multiple unrelated people. Forget to copy in line managers to pertinent emails.
Use the bcc function when emailing unrelated parties for example multiple parents.	Share the contact details such as email addresses of unrelated parties.
Think about whether 'reply all' is needed	Click 'reply all' to all emails
Communicate within working hours whenever possible	Email outside of working hours, weekends or holidays.
Make use of the schedule send function	Send emails regardless of the time of day.
Aim to respond to parents or outside agencies within three working days. This may need to be a 'holding' email until an investigation or situation has been looked into.	Put off replying until the whole situation is resolved.

Communication and Staff Wellbeing

When considering the ways in which staff communicate at Landmark, wellbeing and work-life balance should be taken into consideration. Below are some ways in which staff members can maintain healthy boundaries while ensuring they effectively, appropriately stay within the guidance of this policy:

- Aim to keep all communication within the working hours of 08:00-17:30. If you need to work outside these hours consider the wellbeing of your colleagues and schedule send your email to arrive within the working hours.

- If you have a work gmail app on your phone, consider muting or turning off notifications. The emails will still land in your account but this will give you more control over when you read and reply.
- Add an out-of-office reply for time off, holidays and non-working days. This will let people know that you are not at work and sets an expectation across all staff that they are not available during such times.
- School related communication should stay on school related platforms. Consider whether it is appropriate to text, whatsapp, call another staff member with school related issues.
- Can the email be a quick face-to-face chat? Think about reducing the amount of emails landing in colleagues' inboxes and see if talking to them in the corridor might be more efficient.

Appendices:

Example Out of office email

Greetings,
I will be out of the classroom until (insert date).
If you need immediate assistance, please contact the school directly on 01223 755100.
If you are a young person struggling with your mental health or welfare the following services may be of use:
NHS 111 option 2 - 24/7 Mental Health First Response service
Samaritans - 24/7 confidential emotional support
Childline - "A free, private and confidential service where you can talk about anything. We're here for you online, on the phone, anytime."
Kind Regards,
(insert name here)

Example Email signatures (including working hours)

Insert Name

Insert Job Role

My working hours are 8:00 - 17:30, Monday to Friday

Landmark International School

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