Parent Communication Strategy



Northway Infant School and Carrant Brook Junior School

Vision for our communication Strategy

Dear families.

In our Two Schools, One Community, we believe that strong partnerships between home and school are fundamental to every child's success, wellbeing and sense of belonging. We are committed to fostering open, respectful and purposeful communication that builds trust, encourages collaboration and places children at the heart of all conversations.

Our vision is to create a culture where parents and carers feel informed, valued and listened to, and where communication is timely, accessible and responsive. By working together with honesty, professionalism and mutual respect, we aim to ensure that every child is supported to thrive academically, socially and emotionally.

Our shared goal is to ensure that every child and family feels safe, respected, and supported - both in school and online.

Through clear and consistent communication, we will celebrate achievements, share important information, address concerns constructively and strengthen the partnership between families and school. Guided by our shared commitment to children's wellbeing and success, we will promote positive relationships that reflect our school values and contribute to a welcoming, inclusive and supportive community for all.

Warm regards,



Danielle Morley

Headteacher
Northway Infant and Carrant Brook Junior School

"The strongest school & home partnerships are built through personal connections; therefore, we value face-to-face communication as the most effective way to engage, support, and work alongside our families."

Communication Platforms

Our Two Schools, One Community we use the following platforms to communicate information with parents and between our schools.

01 ARBOR

- Important information about your child
- Emergency contact information
- Medical and Dietary requirements
- Emails from school regarding upcoming events
- Emails from class teachers regarding curriculum
- Requesting parent feedback

02 Websites

- Policies and documents
- Curriculum content
- Year group curriculum updates, including homework expectations
- Admissions information
- Uniform requirements
- Menus and term dates

03 Weekly Newsletter

- Weekly update from Headteacher
- Things to celebrate
- Important messages
- Extra-curricular clubs
- Upcoming diary dates
- Two Schools updates

04 ClassDojo

Sharing photos from your child's classroom and school including:

- Classroom provision
- Various lessons
- External visitors
- School trips
- Residentials
- Whole-school events
- Reminders

05 Parent's Evening

- Time for parents and teachers to work together
- Attendance data
- Academic progress and acheivement
- Personal development of your child
- Attitude to learning
- Effort and attainment



Changing the angle, not the story.

Celebrating every moment. Protecting every child.

You may have noticed that we are starting to make changes to how we are sharing the images of children across our platforms.

As part of an ongoing committment to safeguarding, we're adapting how we showcase school life in response to growing concerns around the use and manipulation of children's images through the use of AI.

It doesn't mean we will stop sharing the wonderful moments that happen in school, it simply means we're changing the angle!

Backs of heads

We can still show the moments that matter

Hands on content

Learning, exploring and creating without showing faces.

Photo Permissions

You can give your photo permissions on ARBOR.

You can update your photo consent at any time by just using the ARBOR app.

Photo consent for activities for outside school will be sought separately e.g. publicity in local news etc...

To support a positive partnership between home and school, we ask all parents and carers to commit to the following:

Parent Pledge

- [ ] Communicate with all members of the school community respectfully and courteously.
- [ ] Use the school's agreed communication channels for questions, concerns and updates.
- [ ] Contact the school directly about issues relating to my child rather than using social media or parent WhatsApp groups.
- [ ] Use WhatsApp and social media responsibly, avoiding discussion of individual children, families, staff members or confidential matters.
- [ ] Inform the school promptly of my child's absence and provide the required reason for non-attendance.
- [ ] Keep the school updated with any changes to contact details, medical information or circumstances affecting my child.
- [ ] Read and respond to school communications when required.
- [ ] Work in partnership with the school, recognising that all communication should support the wellbeing, safety and success of every child.



- This is our main form of communication with parents
- ARBOR contains all your child's data, emergency contact details, medical and allergy information
- Payments for school visits, booking parent's evenings and signing your child up for clubs.
- You can update your pemissions for photographs, consent for local walks and ClassDojo.

School will communicate:

- **ARBOR emails**
  Emails will be sent from ARBOR to both school parent communities. If a parent sends in a email, please expect a response within 24 - 48 hours.
- **Booking events**
  Send out booking links for clubs, school visits and parents evenings via ARBOR. We will endeavour to send reminders prior to links to events going LIVE.
- **Attendance**
  We will log your child's daily attendance and reasons for absence, following registration in the morning and afternoon.
- **Lunch**
  Caterlink lunches ordered by your child, will be added to their lunch account.

Parents can:

- **Update/ Edit Contact Details**
  All parental details and emergency contacts can be updated via the ARBOR app. If/when details are changed or updated by parents, school is notified of this change.
- **Book onto Events, Visits and Clubs**
  Log onto the app to book appointments, reserve club spots, and pay for visits.
- **Select Permissions e.g. Dojo, Photographs,**
  Click on parental consents to
- **Update child's medical or allergy information**
  Parent's can update medical conditions and/or allergies on the ARBOR app. We would also advise that if medical conditions/ allergies are updated, a meeting is arranged with your child's class teacher.

Websites

www.northwayinfants.org.uk

www.carrantbrook.org.uk

- We have 2 webites, one for each school. Some information is unique to each school but we have also tried to ensure there is alignment of information so both schools do have identical sections.
- There are sections on the website that sign post you to GLA/ School policies, statutory information and admissions.
- There is a parent section where you can access calendar dates, term dates, Caterlink menus and newsletters.
- Each class has a class page, where information linked to your child's teaching and learning is shared.

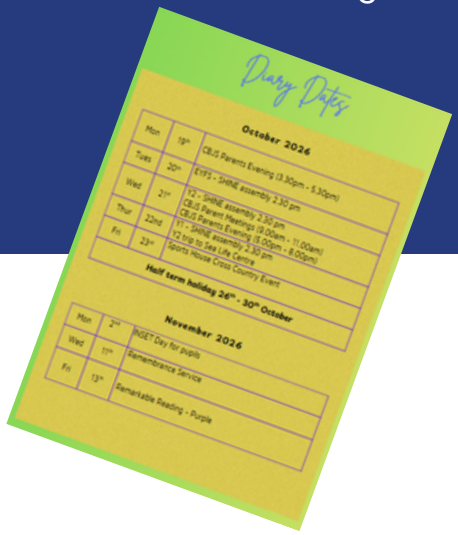
Weekly Newsletter

- Each Friday, our Two Schools, One Community school newsletter is released and posted to the parent hub section of the website.
- The newsletter will contain highlights of the week, for example, weekly message from the headteacher, names of children chosen for weekly awards etc...
- There is always a 'Diary Dates' page, where upcoming events will be listed so parents can help plan ahead.
- PTFA events, fundraising events, notices and messages are on the newsletter.


TWO SCHOOLS ONE COMMUNITY NEWSLETTER

EDITION 46 - 16TH OCTOBER 2026

Dear Parents and Carers,


Diary Dates

October 2026

November 2026

ClassDojo

- ClassDojo will be used as the school's primary platform for sharing class-based updates and celebrating children's learning.
- Teachers will use ClassDojo to share positive achievements, learning highlights, and relevant information about pupils' experiences in school.
- The platform will support strong home-school partnerships by promoting regular, positive, and accessible communication.

ClassDojo is intended to support positive home & school communication. Urgent matters, safeguarding concerns, complaints, or changes to end-of-day arrangements should be communicated directly to your child's class teacher or via the school offices.

School will:

- Provide clear, timely, and professional communication through ClassDojo.
- Update class pages at least weekly.
- Use ClassDojo to celebrate achievements, share learning, and keep parents informed of class-based information.

Please note that our schools does not use the messaging facility on ClassDojo

Parents can:

- Select permissions for ClassDojo via ARBOR. Once permission has been given, parents will then recieve a notification to the school which will give them access to ClassDojo.
- Regularly check ClassDojo for class based messages, updates, and announcements.
- Inform the school promptly of any relevant information that may support their child's wellbeing, learning, or attendance.

Parent's Evenings & Reports

- Parent's evening's take place twice a year.
- The first parent's evening takes place in October. The focus of this meeting is about how your child has settled into the new school year and provides the opportunity to meet the class teacher to establish a strong start to the year.
- The second parent's evening takes place in the Spring Term. There is more of a focus on academic achievement alongside personal development.
- We advise that you plan in time to look through your child's books prior to your appointment time. These will be available for you to browse through.
- In the summer term, usually July, a written report is sent to parents which reports on all areas of your child's personal and academic achievements for the year.
- Following parents receiving their child's report, there is always a designated evening for you to speak to your child's class teacher if you wish to discuss the report in greater detail.
- Attached to your child's report, a parent voice/ feedback form is included and we encourage all our families to complete together and send back into school.

Please note: If you are unable to attend a parent's evening or a review such as a My Plan review, alternative meetings between 8.15am and 4.30pm can be requested with our teaching team or leaders. This can be in person, online or via the telephone to suit.

Parent Feedback

Our 'Two Schools' really value parent feedback and we often send online questionnaires for you to complete. This can be in a more formal approach such as 'Parent View' or a more informal such as how you enjoyed an event, for example, Come Dine with Me!

Your voice is really important to us as we work together to provide the best possible learning experiences for you and your child.

SEND My Plan/ My Plan + Reviews

- SEND reviews take place three times a year and the date windows for reviews are always sent to parents of children with SEND in advance (Autumn, Spring and Summer).
- These meetings can take place in person, over the phone or an online meeting to suit your preferences - class teachers and parents organise these reviews together so you can review and set new targets for your child with SEND.
- The SENDCo will only be involved in meetings when requested by parents, staff, or where the complexity of need requires their attendance.

Pastoral/Behaviour Support

- Pastoral support for each child is always classroom based first. This allows the teaching team who work with your child daily and know them best to provide support as needed.
- The class teaching team will communicate as agreed with parents to ensure school & home communications are clear, timely and supportive.
- If additional, more bespoke support is required, then further support can be requested from the pastoral team, via the child's class teacher.

Attendance

- Parents must call or email the school office daily to report an absence. This allows class teachers to understand reasons for absence, which will enable support to be provided on a child's return.
- If a child is absent for 5 days or more, and communication is limited, then a home visit will take place by staff from school as per our policy.
- Parents can view their child's attendance, including reasons for absence, via the ARBOR app.

Two Schools, One Community

Together We **SHINE**