



East Meon CE Primary School

Communication Policy - September 2026

Document status: Policy Document

School: East Meon CE Primary School

Phase: Primary

Governance: Voluntary Controlled (VC) Primary School (Hampshire County Council / Diocese of Winchester)

Location: East Meon, Petersfield, Hampshire

Date created: September 2026

Review date: September 2027

Policy owner: Headteacher

Operational lead: School Business Manager

Linked governor committee: Full Governing Body

1. Purpose

This policy explains how East Meon CE Primary School communicates with parents, carers, pupils, staff, governors, visitors, external agencies and the wider village community. Good communication helps pupils feel safe, families feel informed, staff work effectively and the village school community trust each other. Poor communication can lead to confusion, frustration, missed support, safeguarding risk and unnecessary complaints.

The purpose of this policy is to make communication:

1. Clear
2. Respectful
3. Timely
4. Accurate
5. Inclusive
6. Professional
7. Secure
8. Consistent
9. Appropriate to the issue
10. Focused on pupils' education, safety, Christian values and wellbeing

2. Scope

This policy applies to communication involving:

- Parents and carers
- Pupils
- Staff
- Senior leaders
- Governors and Foundation Governors
- Volunteers and helpers
- Visitors
- Contractors
- Hampshire County Council local authority officers
- Diocese of Winchester representatives
- External professionals
- Community partners and All Saints Church, East Meon
- Lettings users and community groups
- Members of the public where the communication relates to school business

It covers communication through:

- Face-to-face conversations
- Telephone calls
- Emails
- Letters
- Parent messaging system
- School website
- Newsletters
- Reports
- Meetings
- Google Classroom / Online Learning Platforms
- Official social media channels
- Governor communication
- External agency communication

- Emergency communication
- Informal contact at the school gate

3. Principles

East Meon CE Primary School will communicate in a way that is:

1. Respectful
2. Honest
3. Clear
4. Proportionate
5. Kind
6. Professional
7. Inclusive
8. Confidential where needed
9. Focused on solving problems
10. Consistent with school policies and Christian ethos

The school expects parents, carers, staff, governors and visitors to always communicate respectfully with each other.

4. Roles and Responsibilities

4.1 Headteacher

The Headteacher will:

- Lead the school's communication culture and model positive values.
- Oversee communication about serious, sensitive or statutory matters.
- Approve significant public communication and press statements.
- Handle communication regarding complaints, safeguarding concerns, serious incidents and structural school changes.
- Support staff where communication with parents becomes challenging or complex.
- Report significant communication themes to the Governing Body.
- Maintain strong communication links with Hampshire County Council and the Diocese of Winchester.
- Manage website administration and statutory disclosures.

4.2 Senior / Lead Teachers

Senior/Lead Teachers will:

- Support communication about curriculum, assessment and teaching priorities across phases.
- Support teaching staff with parent communication regarding pupil learning and progress.
- Coordinate communication linked to educational visits, church services, and village events.

4.3 SENDCo

The SENDCo will:

- Lead communication regarding Special Educational Needs and Disabilities (SEND),

- inclusion and pupil premium support.
- Support communication with families who may require adapted or direct communication methods.
- Coordinate multi-agency communication with Hampshire County Council services and external health or educational professionals.
- Maintain clear and secure records of sensitive family and pupil information.

4.4 School Business Manager

The School Business Manager will:

- Oversee school office communication systems and phone lines.
- Coordinate whole-school parent communications and updates.
- Support communication regarding school finances, dinner money, payments, lettings and administration.
- Maintain GDPR-compliant and secure record storage for school communications.

4.5 Office Staff

Office staff will:

- Provide a welcoming, efficient and friendly first point of contact.
- Direct enquiries accurately to relevant staff members.
- Record accurate messages and escalate urgent or safeguarding matters immediately.
- Maintain full confidentiality and data privacy standards.
- Support families with routine enquiries and digital communications access.

4.6 Class Teachers

Teachers will:

- Communicate regularly with parents regarding learning, progress, behaviour, and class routines.
- Share concerns early and proactively with parents.
- Respond to non-urgent parent messages within published timescales.
- Maintain professional boundaries and use approved school communication routes only.
- Avoid discussing confidential matters in public areas such as the playground or gate.

4.7 Support Staff

Support staff will:

- Communicate respectfully with pupils, parents, and colleagues.
- Pass important pastoral or academic notes to class teachers or senior leaders promptly.
- Maintain strict confidentiality regarding pupil and family information.

4.8 Governors

Governors will:

- Communicate professionally, strategically, and confidentially.
- Refrain from becoming involved in day-to-day operational matters or informal parent discussions.
- Direct operational concerns or complaints to the Headteacher or standard school procedures.

- Use designated school email accounts for governor business.

4.9 Parents and Carers

Parents and carers are expected to:

- Communicate respectfully with staff, pupils and other members of the community.
- Use official school channels for enquiries and updates.
- Keep home contact details, emergency contacts and medical records updated via the school office.
- Read regular school newsletters and communications.
- Avoid using personal social media to comment on pupils, staff, or school decisions.
- Give staff reasonable time to respond to routine enquiries.

5. Main Communication Channels

Channel	Primary Use	Operational Guidelines
School Office	General enquiries, absence reporting, appointment scheduling, payments, lost property.	Main point of contact. Phone lines and office reception open during standard school hours.
Parent Messaging System / App (Arbor)	Urgent alerts, reminders, trip details, school closures, letters.	Short, clear messages sent directly to primary parents/carers.
School Email	Written records, detailed communications, formal notifications.	Staff use official @eastmeon.hants.sch.uk accounts only. Personal emails are strictly prohibited.
Telephone	Urgent matters, daily attendance follow-ups, sensitive pastoral updates.	Summary notes recorded on internal file following significant calls.
Face-to-Face	Informal gate check-ins, scheduled parent meetings, SEND reviews, Attendance meetings,	Complex or confidential issues must be moved to a private room by appointment.
School Website	Statutory disclosures, admissions, policies, term dates, curriculum maps.	Managed by the Headteacher and regularly updated.
School Newsletter	Weekly updates, term dates, celebrating learning, community and parish/church links.	Published digitally and archived on the school website.
Class Dojo	Recording conduct, behaviour and learning behaviour across the curriculum for all pupils.	Only to use to communicate scores, the highest scorer from each class is celebrated in Collective Worship.

6. Communication Timescales

The school aims to respond to communications within reasonable and realistic timescales during term time:

- **General Office Enquiries:** Within 2 school days.
- **Teacher Enquiries:** Within 5 school days.
- **Senior Leader / Headteacher Enquiries:** Within 5 school days.
- **Safeguarding / Urgent Safety Matters:** Immediate / Same-day action.
- **Complaints:** In line with the formal School Complaints Policy.
- **Subject Access / FOI Requests:** Processed in accordance with statutory deadlines (GDPR/FOI guidelines).

Note: Staff are not expected or required to monitor or respond to non-urgent emails or messages during evenings, weekends, or official school holidays.

7. Reporting Pupil Absence and Collection Changes

Parents must report pupil absence to the school office before 9:00 AM on the first day of absence stating:

1. Pupil name and class
2. Specific reason for absence (e.g., illness details)
3. Expected duration of absence

Changes in routine end-of-day collection arrangements must be communicated to the school office via phone or message before 2:30 PM to allow adequate time for notification to class teachers. Staff will not release a child to an unauthorised adult or without direct confirmation from the parent.

8. Safeguarding and Data Protection

Safeguarding and child protection concerns must be reported immediately to the Designated Safeguarding Lead (DSL) or Deputy DSL following school procedures.

Safeguarding details, pupil records, medical data, and personal details must never be discussed in public areas or transmitted via unencrypted personal channels, personal social media, or unauthorized messaging apps.

9. Artificial Intelligence and Digital Safeguards

Staff must not upload, input, or process identifiable pupil, family, or staff data into unapproved external Artificial Intelligence (AI) platforms or web tools. AI tools may only be utilized for generic administrative planning or drafting where no confidential, personal, or identifiable school data is present.

10. Respectful Communication and Unreasonable Conduct

East Meon CE Primary School operates a zero-tolerance approach toward verbal abuse, aggressive language, threats, or harassment directed at any staff member, governor, pupil, or parent.

Where communication becomes abusive, hostile, or excessively burdensome, the school

reserves the right to implement communication protocols (e.g., restricting contact to written communication or nominating a single point of contact) in line with Hampshire County Council guidance and school safety procedures.

11. Linked Policies

- Safeguarding and Child Protection Policies
- Attendance Policy
- School Complaints Policy
- SEND Policy
- Behaviour Policy
- Data Protection Policy & Privacy Notices
- Online Safety & Acceptable Use Policy
- Educational Visits Policy