Parent/Carer Communication Strategy & Policy

- **Last Reviewed:** October 2026
- **Next Review Date:** October 2028

1. Vision and Rationale

At Bishopbriggs Academy, our vision **'Together we care. Together we learn. Together we thrive.'** underpins our commitment to strong, transparent, and collaborative partnerships between home and school. We recognise that working closely with parents and carers is critical to ensuring all young people achieve their full potential.

Effective communication is at the heart of this shared vision. When **we care together**, we build mutual trust and foster a supportive educational environment. When **we learn together**, we enhance pupil engagement and academic growth. When **we thrive together**, our entire school community prospers.

This policy outlines our commitment to timely, accessible, respectful, and clear communication with parents and carers, while establishing clear expectations for mutual respect and digital safety.

2. Core Communication Principles

To ensure our partnership with parents and carers is effective, all school communication is guided by five core principles:

1. **Clarity & Accessibility:** Information is provided in clear language, avoiding jargon, and accessible across multiple formats and devices.
2. **Timeliness:** Routine updates are communicated in advance; urgent matters are escalated promptly.
3. **Two-Way Engagement:** Communication is designed to foster dialogue, encourage feedback, and support joint problem-solving.
4. **Professionalism & Mutual Respect:** All interactions—written, digital, or face-to-face—must reflect professional standards and mutual respect.
5. **Data Protection & Safeguarding:** All communications strictly adhere to GDPR principles and Scottish child protection guidelines.

3. Communication Channels & Their Purpose

Bishopbriggs Academy utilises distinct channels for specific types of communication to ensure clarity and avoid information overload.

Primary Channels

Channel	Primary Purpose	Examples / Usage
School Website	Static information, policies, school calendar, and curriculum overviews.	Term dates, policy documents, course choice guides, handbooks.
Parent Portal	Personalised, day-to-day pupil management and routine communication.	Attendance tracking, timetables, consent forms, announcements, excursion details.
Satchel One	Digital homework system replacing traditional paper diaries that improves communication between teachers, pupils and parents/carers enabling meaningful parental engagement.	Provides real-time notifications and visibility into pupils' homework tasks, timetable, behaviour and progress. Shares detailed information on specific events.
E-mails, School Newsletters and Official Social Media	Celebrating student success and broad community updates.	Achievement highlights, sports results, school events, Performing Arts performances.
Direct Calls	Safeguarding, urgent attendance concerns, matters relating to specific pupils.	Unexplained absences, medical incidents, urgent wellbeing or progress concerns, celebrating success.
Text Messages	Direct, time-sensitive, or target-group notifications.	Emergency closures, key event reminders, specific class notifications.

4. Reporting Progress & Learning Outcomes

We are committed to keeping parents and carers fully informed of their child's academic progress, attendance, and wellbeing throughout the academic year.

Academic Reporting & Engagement Schedule

- **Satchel Notifications:** Issued daily sharing details of homework tasks, submission status, assessment results, behaviour points and specific praise and feedback.
- **Progress Reports:** Issued 4 times per academic year for each year group (S1–S6), providing monitoring and tracking information on Effort, Behaviour, Homework, Broad General Education (S1-3) Curriculum Levels such as National Progress and Individual Progress and Senior Phase (S4-6) levels in the form of Target Grades and Working Grades.
- **Parents/Carers' Evenings:** Held twice annually for each year group at key times of the session, providing dedicated in-person and online meeting time with subject teachers.
- **Education Planning Meetings for Additional Support Needs:** Team Around the Child meetings held termly for pupils receiving targeted support within education.
- **Parent Information Evenings and Family Learning Events:** Targeted events for S1–S6 parents/carers regarding transition programme, wellbeing, subject option choices, Qualification Scotland examinations, and post-school destinations.

5. Protocols for Contacting the School

To ensure queries are resolved efficiently by the appropriate member of staff, parents and carers are encouraged to follow our communication pathway. The school office can be contacted via phone (01419552351) or e-mail (Office@bishopbriggs.e-dunbarton.sch.uk) and admin staff will advise and refer matters to the most relevant member of staff. Please note, staff are not expected to read or respond to emails outside of standard school opening hours.

Step	Level & Role	Focus & Responsibilities	Typical Initial Response
01	Principal Teacher of Guidance (PTG)	Day-to-day pupil wellbeing, progress, attendance & routine pastoral concerns.	Within 24–48 hours
02	Depute Head Teacher (Year Head)	Complex, elevated, or unresolved issues following initial Guidance contact.	Within 24-48 hours
03	Head Teacher	Final stage for formal escalation, sensitive, or critical high-level concerns.	Scheduled consultation

Note: EDC Parent/Carer Communication Protocol states a reasonable response time to parent/carer enquiries is five working days.

6. Parent Voice & Parent Council Engagement

The **Bishopbriggs Academy Parent Council** plays an active role in school leadership, policy review, and community engagement.

- **Regular Meetings:** The Parent Council meets six times a year during term time. Dates of the meetings are published on the school website as are the minutes.
- **Consultations:** Parent voice is sought through regular surveys regarding school events, improvement priorities, policy updates, and curriculum changes.
- **Focus Groups:** Periodic focus groups are convened to address specific initiatives (e.g., uniform guidelines, digital learning integration).

7. Expectations & Code of Conduct

A positive partnership relies on mutual courtesy and respectful conduct across all communication formats.

School Commitments to Parents/Carers

- We will listen attentively and address concerns constructively and fairly.
- We will communicate respectfully, transparently, and without unnecessary delay.
- We will respect family privacy and keep personal data strictly confidential.

Expectations of Parents/Carers

- Treat all school staff with courtesy and respect in written messages, telephone calls, and face-to-face meetings.
- Refrain from discussing individual staff members or pupils on public social media platforms.
- Schedule appointments in advance prior to visiting the school premises, as drop-in meetings with staff are generally not possible due to teaching commitments.

Unreasonable, abusive, or threatening communication toward staff will be escalated to the Senior Leadership Team.

8. Data Protection & Accessibility

- **GDPR Compliance:** Contact information will only be used for legitimate educational purposes and will never be shared with third parties without explicit consent.
- **Inclusivity & Translation:** Information can be provided in alternative formats (e.g., large print, translated documents, or via translation software) upon request to ensure equitable access for all families.

9. Policy Monitoring & Review

This policy is reviewed **every two years** by the Senior Leadership Team in collaboration with the Parent Council and Pupil Leadership Forum to ensure it continues to meet the needs of the Bishopbriggs Academy community.