

Porthcawl Comprehensive School

Communication Policy



Approved by: Full Governing Body	Date: 11 th May 2026
Last review on: May 2026	



Porthcawl Comprehensive School is committed to safeguarding and promoting the welfare of children and young people and expects all staff, volunteers, students and visitors to share this commitment. All outcomes generated by this document must take account of, and contribute to, safeguarding and promoting the welfare of children and young people at Porthcawl Comprehensive School.

Introduction

Every member of staff has a responsibility to support effective communications and needs to recognise that the quality of their communication reflects on the school's reputation.

Parents, carers and students also have a part to play in reflecting the school's reputation. We strive to ensure that communications between all members of the school community are clear, professional, timely and effective in their purpose.

Porthcawl Comprehensive School uses several different methods to maintain effective communication with parents and carers, other schools, the wider community and outside agencies. Depending on the nature of the communication, the school will use the most practicable means to contact the recipient.

Communication on issues that affect the safety and wellbeing of a student will be treated as a priority. The school holds emergency contact details for all students, and families are asked to alert the school immediately if contact information needs to be revised.

Staff will always seek to establish positive relationships with parents and carers, but they will ensure relationships are professional and parents/carers will be addressed in a formal manner (staff to avoid developing close relationships with parents and carers). Staff should be mindful of the EWC Code of Conduct in all communications. We recognise our own responsibility to be a role model and public figure, to hold public trust and confidence in the education profession. Our communications will formally reflect this responsibility.

EWC Code of Conduct: [Code of Professional Conduct and Practice](#).

This Communication Policy embraces the principles of the school's Equal Opportunities, Positive Relationships & Positive Behaviour and Parental Conduct Policies.

The key stakeholders for a school are parents, carers and students and this policy addresses the main ways in which the school will ensure there is effective two-way communication between home and school.

The school recognises that engaging and working with parents and carers is a vital key in providing their child with an excellent education. Parents and carers are offered opportunities throughout the year to convey to us what they expect from and think of the school. Our wish is to involve all parents and carers in their child's education.

Aims

Our aims include the following:

- To make Porthcawl Comprehensive School as welcoming and inclusive as possible.
- Clear, informative and positive signage.
- All written and telephone enquiries will be dealt with promptly and parents and carers can expect an acknowledgement within 2 working days and a response within 5 working days.



- A variety of forms of communication with parents and carers for example, telephone contact, e-mail, post and Class Charts announcements.
- Parents and carers are contacted for positive as well as negative reasons.
- Information is given to parents and carers on what students will be taught and tips for helping their child will be provided.
- Parents and carers will be encouraged to help or support their child's learning at school and at home. Information will be provided in a timely way to enable this support to be effective.

Communication with Parents and Carers

Letters

Staff will always reply to a letter from parents and carers as quickly as possible. A response to acknowledge receipt of a letter will be made by telephone, letter or email within 2 working days and responded to within 5 working days. However, any letter of an abusive nature will be ignored.

Any letters of concern or complaint will be dealt with in accordance with the school's Complaints Policy. (See the school website for details).

E-mail

E-mail is a quick, effective way of communicating necessary information and is the school's preferred method of communication. Emails received will be treated in the same way as letters: acknowledged within 2 working days and responded to within 5 working days. However, any email of an abusive nature will be ignored.

Parents and carers may wish to contact the school via email for a general enquiry as an alternative to telephone or letter. The school email address is info@porthcawlschool.co.uk. If the message is for a specific member of staff, parents and carers are asked to communicate at the time to help direct the query.

Telephone Calls

Effective telephone communication can sometimes be a problem in a school, where teachers may be teaching full-time and running clubs or working with students at lunchtime or after school. Parents and carers may be frustrated if they feel that communication via telephone elicits no immediate reply, when in fact there has been no available opportunity for the member of staff to reach a telephone to return a call.

In a non-emergency a return call will be made within 2 working days, with any follow up action from the request /query/problem being dealt with within 5 working days. Staff will make a record of a telephone conversation with a parent/carer on the student log.

Formal complaints will be dealt with in line with the School's Complaints procedure (different response timescale - please see Complaints Policy on School website).

If an emergency arises parents and carers should contact the office staff who will need to be given sufficient information to quickly alert the most appropriate person(s).

Meeting with Parents and Carers

Parents and carers wishing to meet a member of staff must contact the school to make an appointment. This request will be responded to within 2 working days.

Parents and carers should report to Reception prior to meeting with a member of staff. Another member of staff will normally accompany them, this may be a colleague, member of the Leadership Team or a member of the Admin team who are able to provide note taking.



Staff will end the meeting in the event of the parents or carers becoming angry or abusive. This will be reported immediately to a member of the Senior Leadership Team. Threatening behaviour will be reported to the Police. The school has a separate Parental Conduct Policy, and if required, action will be followed as outlined within the steps of this policy.

ClassCharts

This system is used to share general school information with parents/carers registered to the app. This is the preferred method of the school for parents/carers to report absence/medical appointments. This system is not often used to correspond with individual parents/carers.

Absence

If a child is absent from school, parents/carers should contact the school via ClassCharts or telephone by 9.00am on the morning of the absence, for full details please refer to the Attendance Policy.

Social Media

The School has several social media accounts such as Facebook, X and Instagram which are used to provide updates to parents/carers and students who wish to subscribe to this. It is not compulsory to do so and therefore any key messages will be relayed through formal school communication channels.

Reports and Progress

Parents and carers receive a progress report each term. Generally, the Autumn and Spring reports contain data (Interim Reports) and the Summer report contains comments (Full Written Report) as well as data.

In addition, parents and carers have the opportunity to meet their child's subject teachers once a year, at a progress evening. Parents and carers should contact the school if issues arise about their child's progress or wellbeing. The first point of contact should be the child's Head of Year.

We welcome the presence of any other adult a parent or carer wishes to invite to a school meeting for support or to act as an interpreter.

Accessibility

We will endeavour to make any reasonable adjustments that may be necessary to enable a parent or carer with a disability to participate fully in a meeting or to receive and understand a communication.

Before sending or posting information electronically staff should test to ensure cross platform access.

School Website

The school website provides a range of information about the school, including key policies and term dates.

It is used to promote the school to a wider audience and is updated regularly.

School Website: [Porthcawl Comprehensive School | Ysgol Gyfun Porthcawl](#).



Appendix A – To whom should my query or concern be addressed?

General Query

If you have a general query or concern, not specific to your child, please email the school on info@porthcawlschool.co.uk

Query Specific to your Child

My query is about my child's learning:

In the first instance you should email your child's Head of Year / Assistant Head of Year or ALNCo if related to additional learning needs (contact details to be found on school website). This may then be escalated to the line manager of the respective Head of Year if you do not feel that the matter has been resolved.

My query is about my child's wellbeing, behaviour or non-compliance:

In the first instance you should email your child's Head of Year. If, following the communications to the Head of Year you are still dissatisfied with the response or you would like to discuss this further, please contact the line manager of the Head of Year.

Complaints

If, following the communications route above you are still dissatisfied with the response you may raise a concern or complain to the school. Please refer to the school's Complaints Policy available on the school website.

Part time staff may take longer to respond due to working hours.

