



Moorlands Church of England Primary Academy

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Diocese of Norwich
Education and
Academies Trust

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Dear Parent/Carer

A huge thank you to all the parents who completed our communication questionnaire.

Communication is a two way process and can be very valuable with the parental questionnaire on uniform directly influencing the updated uniform policy for example. Our parental questionnaire at the end of the last academic year was very useful and gave us some constructive feedback. Some of the key information from this was shared with parents in September and the plan was that this would be the driving force for our Parent Forum. The result of the questionnaire were shared in their entirety with those parents who attended, but this was a very disappointing number and the Parent Forum is not something that will be continuing. We are still looking at ways of sharing the outcomes from this questionnaire in a meaningful way with all parents.

We will use the feedback from the communication survey to adapt how we communicate with parents and the key details from the answers are summarised below;

- 50 questionnaires were completed
- The preferred means of communication was either email (46%) or SZapp (34%)
- 74% of parents rated communication 5 or better, with over half rating it 6 or better

There were also a range of written comments which fell into four main areas and will be taken into account when updating our communication preferences policy;

Hard copies

There were several comments expressing a desire to have hard copies of letters which are sent out. Hopefully this will be dealt with in the new arrangements which are explained in the 'Communication Preferences Policy' which will be shared shortly. Hard copies of dates is a difficult issue as, on occasion, events do have to be rearranged and then the printed list of dates is incorrect.

Communication within the school

There is an issue with all staff being aware of the things that are happening in school. This is an issue that has been raised in staff meetings and also through our appraisal process. All staff also now have the app and have been included in any emails which are sent to parents.

Notice of events

There were several comments around the amount of notice given for events. This is something we have worked hard on since September. All significant events have been in the school calendar on the website and also listed as Facebook events from the beginning of the term. In addition, weekly updates have been emailed to parents and put on the website with reminders of the upcoming events over the following two weeks.

Platforms

We are pioneering the SZapp in the East and as such have secured it for a nominal set up payment. The advantage of the app is that it will address many of the issues raised around the fact that Facebook, the website and Twitter require parents to proactively check them. It is clear that the two most popular ways to communicate are the app and email.

This hopefully shows that as a result of the questionnaire and, in conjunction with the 'Communication Preferences Policy' that will be shared with you shortly, we will continue to improve our communication and engagement with parents and carers.

Yours faithfully

K Lee
Head Teacher