



Liverpool College Communication Strategy Information for Parents

I. Introduction

Liverpool College recognises the importance of maintaining lines of communication with parents and carers, with other schools, with the community, with outside agencies, and within the school.

Good communication between all these groups is essential; Liverpool College is committed to being accessible and open to all who have an interest in the school. Effective communication will improve relationships within the College and promote partnerships with parents and the wider community. Quality communication will enhance the College’s reputation. This strategy addresses the main ways in which the College ensures effective, consistent and coherent communication.

To make our written communications as accessible and inclusive as possible, we seek to avoid bias, stereotyping or any form of discrimination. We recognise and celebrate the contributions made to our society by all cultural and other groups represented in our college and community.

All communications should:

- Keep staff, pupils and students, parents and carers, governors and the wider community well informed
- Be open, honest, ethical and professional. Both staff and parents/carers should follow the communication guidance in their codes of conduct
- Use jargon-free, plain English and be easily understood by all
- Be carried out within an agreed timeframe
- Use the method most effective and appropriate to the context, message and audience

2. Communication Platforms

Liverpool College uses a number of communication platforms. These platforms are outlined in the table below:

Stakeholder	Platform	Personal and individual	Academic and complex communication relating to behaviour/progress	Reminders and notifications	Calendar	News	News-letters	Invitations	Strategic, statutory, mission, policy, admissions
P	Letter	✓	✓						

P S	Phone Call	✓	✓						
P	Personal Email	✓	✓						
P PI S	MCAS			✓	✓		✓	✓	
PI, P, S, G, F, R	Website				✓	✓	✓		✓
PI, S	Screens			✓	✓	✓		✓	
PI, P, S, G, F,	TEAMS	✓		✓	✓				
S	CPOMS	✓	✓						✓

Stakeholders Key:

PI = Pupils

S = Staff

G = Governors

P = Parents

F = Friends (OLs, members of the community)

R – Regulators

3. Home - College Communications

All the forms of Home - School communication are outlined below:

3.1 My Child At School (MCAS) App and Browser

This is the College's main form of communication with parents/carers. The following information can be found on the platform:

- Attendance
- Behaviour
- Academic reports
- Electronic letters
- Newsletters
- Notifications- for example, general information, events, news items

- Calendar
- Sports information
- Announcements – for example, the late return of a trip, last minute changes to fixtures and training.

3.2 Telephone calls

Telephone calls, if not dealt with when they are received, will be responded to within 2 working days by the relevant person, or if necessary, their Line Manager.

3.3 Appointments

- In the primary phase, staff-parent/carer conversations at the 'school gate' are encouraged but appointments should be made for more in-depth conversations and concerns.
- An appointment should be arranged on the telephone or by email to the relevant Chapter email address or the Prep/PrePrep Secretary. These meetings can be held in school or online via Microsoft Teams.
- Appointments will be arranged as soon as possible, but an invitation to attend will be made within 2 working days following a telephone request or within 3 working days following an email request.

3.4 Letters and electronic letters

- All letters from College will be typed on headed paper, using standard English
- Letters will be typed using the font Gills Sans.
- The majority of letters will be sent via MCAS or occasionally by mail

3.5 Emails

Parents can email the College for a number of reasons including, but not exclusively for:

- expressing thanks or giving praise
- raising awareness of a medical condition
- expressing concern of a pastoral or academic issue
- advice
- making an initial complaint (see also the complaints policy).

Unless urgent or related to safeguarding (including allegations of child on child abuse) staff may take up to 3 working days to respond to external emails.

Primary Phase

- Parental emails can be addressed to the class teacher or Heads of School. The automatic reply will inform parents/carers that a response may take up to 3 working days, unless the email is urgent or is a safeguarding concern.

Secondary Phase

- With the exception of the Leadership Team, parents should email to the relevant Chapter email address, they should not email a member of staff directly. The automatic reply will inform parents that the response may take up to 3 working days, unless the email is urgent or is a safeguarding concern.

The Chapter email addresses are:

Chapter 7 – chapter7@liverpoolcollege.org.uk

Chapter 8 - chapter8@liverpoolcollege.org.uk

Chapter 9 – chapter9@liverpoolcollege.org.uk

Chapter 10 – chapter10@liverpoolcollege.org.uk

Chapter 11 – chapter11@liverpoolcollege.org.uk

Sixth Form - sixthform@liverpoolcollege.org.uk

- Parents have direct email access to our SENCO, Mrs K Crook by using the following email address. senco@liverpoolcollege.org.uk
- Parents are asked to report matters concerning safeguarding issues on the College safeguarding email address. The safeguarding email address is safeguarding@liverpoolcollege.org.uk . The safeguarding inbox is monitored during College working hours. Concerns will be acted on immediately.

3.6 Website

Liverpool College website provides a range of information about the College. The website is updated regularly to inform all members of the College and local community.

3.7 Newsletters

During term time, the College produces three newsletters on a weekly basis. These are:

- The Principal's newsletter
- The Prep School's newsletter
- The PrePrep School's newsletter

The newsletters are sent out to parents/carers electronically via MCAS. They are also published on the website.

The newsletters provide an opportunity for the College to celebrate successes and share stories with our community. They also contain important messages for parents/carers about different aspects of College life.

3.8 Social Media

3.8i Twitter, Instagram and Facebook:

Because of GDPR concerns and because of the difficulty in managing the cohesiveness of communication, the College does not support accounts on twitter or on Facebook. Information and news items are published in the newsletters, on MCAS and on the website.

3.8ii WhatsApp groups

To aid communication between parents, carers and our PTA, many classes have parental WhatsApp groups, which operate independently of the College.

Class WhatsApp Groups

Class WhatsApp groups are a very useful and efficient way of communicating to the whole class. The aim of using WhatsApp is to send messages to an entire group, which are relevant to school. The messages in the class WhatsApp groups come from parents in their personal capacity or are messages forwarded on behalf of the PTA. The school does not post directly on any WhatsApp parent/carer groups.

Parents should adhere to the following guidelines when using class WhatsApp groups:

- The group should never be used as a platform to air views/grievances regarding a teacher, child or parent in the class or College
- The group is not a political platform for airing opinions on current affairs
- The group should not be used for private conversations with anyone else using the group
- The group should be used keeping in mind mutual respect and cultural sensitivity between all its members.

Please note, the College considers the following online activity inappropriate:

- Abusive or personal comments about staff, pupils or other parents
- Bringing the College into disrepute
- Posting defamatory or libellous comments
- Emails circulated or sent directly with abusive or personal comments about staff or pupils
- Using social media to publicly challenge school policies or discuss issues about individual children
- Threatening behaviour, such as verbally intimidating staff, or using bad language.

3.9 Parents' Evenings

Parents' evenings are held once a year for each secondary phase Chapter and twice a year for primary phase Chapters.

In the secondary phase, these meetings are held online via schoolcloud (the length of sessions with teachers and use of the platform is under review).

3.10 Parent Information Evening/Parent views

Parents are asked to fill in parental questionnaires during parents' evenings. The results are analysed and concerns addressed.

The Principal holds an online (Microsoft Teams) Parent Information Evening once a term which all parents are invited to attend. Information and updates are provided by school leadership on current issues and future plans. There is also an opportunity for parents to raise concerns or issues and questions on any area they wish to discuss.

3.11 Induction Meetings /other Information Evenings

Throughout the year the College invites parents/carers to attend information or induction meetings in person or online. A vast majority of these meetings are held at important transition points in a child's education and therefore attendance is encouraged.

The College also invites parents/carers to join us for events, celebrations and productions, which on the College calendar or are advertised in the newsletter, through electronic letters or on the website.

3.12 Open Evenings

Held twice a year each for prospective Reception, Year 7 and Sixth Form pupils. The parents/carers and pupils are invited to listen to an information session and take a tour around the campus and relevant buildings.

3.13 Parent Teacher Association (PTA)

The PTA encourages parents/carers to become involved in the life of the College. The main focus of the PTA is fundraising, and to organise events to bring the College community together.

The PTA publishes a weekly newsletter, a link to this is sent with the Principal's and primary phase's newsletters. Independently from the College, the PTA also has a Facebook page and has set up class WhatsApp groups to request volunteers and to advertise events.

3.14 Microsoft Teams

Online meetings, other than Parents' Evenings, are conducted on Microsoft Teams. If an online meeting is the preferred method of communication, a member of the College staff will organise and send a Microsoft Teams' invite to the parent/carer.

If for any reason the College site is closed on a school day, online learning would take place using Microsoft Teams as the learning platform.

4. Internal Pupil Communication

4.1 Pupil Emails

All pupils have their own individual email accounts. They are required to sign and follow an acceptable use policy.

If absent, pupils should not email teachers to request work. Absent pupils should be too unwell to work.

Sixth Form students receive regular information emails from the Head of Sixth Form.

4.2 Bromcom Pupil App

Pupils have access to relevant communication via the Bromcom 'Student App'. They can access the following information:

- homework
- attendance
- timetable
- behaviour record
- calendar
- reports and assessments

4.3 Pupil Voice

A Parliament of Houses meeting is held termly. This meeting provides a forum for pupils to voice their opinions on every aspect of College life.

Regular pupil surveys are conducted to gain pupils' opinions.

4.4 'Confide' on the Impero system

Pupils have access to 'Confide' anonymously via an icon on all College computer screens. Pupils can email this platform with their worries on any topic. This is monitored during school hours.

5. Statutory Compliance Communication:

Some communication, particularly on the website, is related to regulatory or compliance requirements. Mrs Cassidy (Vice Principal: Operations) is responsible for this statutory communication and content.