

“Treat everyone you meet with dignity. Love your spiritual family. Revere (worship) God. This is the kind of life you’ve been invited into, the kind of life Christ lived. He never did one thing wrong, Not once said anything amiss.”

1 Peter Chapter 2: Verse 17-23



Contacting Parents Policy

Author:

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May 2026

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Introduction

Our Academy vision is “Living Well Together with Dignity, Faith and Hope”. We aspire to take dignified decisions and afford dignity to all members of our community, regardless of background or circumstance. Our position as a Voluntary Aided Church Academy means that the Christian faith has a central role in all of our actions and decisions. We strive for excellence in all that we do, enabling our students to transform their lives and to hope for happy and successful futures.

This policy outlines our commitment to working with parents and carers by ensuring that we have implemented systems to support effective communication with the Academy believing that students and families will achieve dignity in their interactions, faith in the work of the Academy and increased aspiration and hope through the positive support they receive.

We welcome contact with parents/carers knowing that positive working relationships foster mutual understanding and support which has a positive effect on student performance and well-being. Effective communication promotes a partnership. The Academy wants to ensure that parents/carers always have an appropriate and helpful response to their communications.

Purpose

In order to achieve the most effective outcomes for students, parents/carers and staff, we have always followed these principles:

- We welcome contact from our families and operate a number of systems to facilitate effective communication.
- We respond as promptly as possible to concerns and requests, aiming for a maximum response time of 48 hours.
- We actively seek opportunities for families to be involved in the work and life of the Academy.
- We share information as often and as fully as possible with parents/carers.

Communication to Parents/Carers

We use a variety of methods and systems in order to ensure swift and effective communication with parents/carers:

- **SMS Messages:** Messages concerning attendance, absence, behaviour sanctions or other quick messages are often communicated using a text message. The Academy will always endeavour to communicate during the working day but there may be times when a message will need to be sent at other times of the day or at weekends.
- **Emails:** Email can be a very effective way of sending more detailed information to parents/carers and we send emails through Edulink and through our own Academy mail system. Emails will always be relevant and professional in tone.
- **Edulink One:** The Edulink One system is an online platform and app that connects many areas of the Academy and provides functionality for all members of the Academy community – staff, students and parents/carers. It gives access to a wide range of information - attendance, achievement, behaviour, catering; as well as school documents, including student Flight Plans, Annual Reports, exam information and the Academy Newsletter. Parents/carers are able to notify the Academy of changes to contact details and book appointments for events such as Parents’ Evenings through this platform.
- **Letters:** Letters will either be posted to home addresses or will be given to students to take home. Copies of letters which are sent to full year groups, or other large cohorts, will be available on our website and Edulink.

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- **Website:** Our website provides excellent support information for families and includes policies and procedures, information about activities at the Academy and also provides Academy contact details. The Academy seeks to put as much up-to-date information as possible on its website. Most general information that parents/carers would seek can be readily found by logging on at www.allsaintsacademydunstable.org. The website also contains our newsletters which are our main means of communicating to parents/carers. Parents/carers are encouraged to view the website on a regular basis.

We ask that parents/carers notify us immediately if their address, home phone number, mobile number or email address changes.

Communication from Parents/Carers

The following guidelines show how we aim to respond to parents/carers when they contact the Academy:-

- **Emails:** We operate the email address office@asadunstable.org for general contact with the Academy. We also have a central email address to support communication with the Academy parentcontact@asadunstable.org. This may be particularly useful when parents/carers are unsure as to who is best placed to deal with their query.
- **Telephone calls:** All telephone calls from parents/carers are received through the main switchboard by the Receptionist or the option menu which will result in connecting callers to the appropriate extension.
- **Urgent calls:** If the member of staff requested is not available, the call will be put through to the most appropriate or available member of staff.
- **Non-urgent calls:** If the member of staff requested is not available, the Receptionist will normally take details of the parent/carer’s name and telephone number and purpose for calling. This information will be given to the member of staff concerned who will try to respond as soon as possible and by the end of the next Academy day whenever possible. If more time is required to provide a fuller response or to arrange a meeting, members of staff will acknowledge the call within 48 hours and provide details, in the acknowledgement, of when a full response will be available or details of when meetings will take place.
- **Messages for students:** In emergencies or at other times when it is unavoidable, reception staff will help parents/carers by taking messages for students. As we operate a “no mobile phone” policy at the Academy, parents/carers are asked to refrain from contacting their child on their personal mobile devices during the Academy day.
- **Letters:** The Academy will always try to acknowledge letters and emails received from parents/carers within two working days. The Academy email is office@asadunstable.org. Staff will try to respond to the most pressing concerns of parents/carers as quickly as possible. Academy staff will endeavour to reply to correspondence within 24 hours but if this is not possible, they will acknowledge receipt of the correspondence within 24 hours and give an indication of when the full reply can be expected.

Meeting the Needs of All Families

The Academy understands that situations and circumstances are different from family to family. We also understand that communication can be difficult and, in order to support families, we can produce duplicate copies of correspondence, reports and information. Parents/carers who require duplicate information to be sent to them should contact the Academy to arrange this.

Where a family has requested that communication is arranged around working hours or family circumstances, or where communication with a family is undertaken by a named member of Academy staff, this information will be stored on SIMS and all staff should check this information before contacting parents/carers.

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Monitoring, Evaluation and Review

The Governing Body has delegated to the Executive Principal the responsibility for reviewing the implementation and effectiveness of this policy. The Governing Body will approve all major changes to this policy. The policy will be promoted and published throughout the Academy.