

WILLOWBROOK PRIMARY SCHOOL

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Strengthening Partnerships with Parents Communication

Dear Parents and Carers,

At Willowbrook, we believe that a **thriving school community** is built on **strong, positive relationships** between **parents, staff and pupils**. By fostering open and collaborative partnerships, we can create an environment where everyone feels supported and valued. As part of our ongoing efforts to nurture these connections, we want to remind parents of the valuable opportunities we have to **enhance our collaboration** and **strengthen our school community**.

This year, we are refining several initiatives that will allow us to work together more effectively. These initiatives are designed to foster **transparent communication**, strengthen our parent council and expand volunteering opportunities. We truly value the contributions of all members of our school community and believe these efforts will create even more opportunities for connection and involvement. Further information regarding the parent council and volunteering will be shared later this term and we encourage everyone to take part in these initiatives to help our school thrive.

COMMUNICATION ROUTES

We recognise the importance of clear and consistent communication to keep parents informed and engaged. Our approach to communication will take a holistic view, ensuring that we use a variety of mediums to reach all families in ways that best suit their preferences. We are committed to keeping everyone connected and well-informed.

Our communication strategy encompasses: Classroom Door Chats, Telephone Calls, Booked Meetings, Parents' Evenings, social Media, access to an informative website, Newsletter and emails.

We encourage parents to actively engage with the different communication channels available – please see table below:

Medium	What is this used for?	What this is not used for?	How can this be accessed?
Classroom Door Chats	Immediate concerns/quick updates	In-depth discussions	End of day
Telephone calls	Immediate concerns/Quick updates		End of day.
Booked meetings	For more in depth discussions with the class teacher. If not resolved through these meetings arrange with Key Stage Lead, DHT & then HT.		Arrange a meeting through admin@willowbrook.essex.sch.uk For the complaints procedure please see link .
Parents Evenings	Understand child's progress	Broader school or class issues/concerns	2 x meetings per year 1 x written report
Knowledge Planner	Information about your child's activities, school events, and subjects being taught.	Managing everyday tasks that aren't related to learning.	Check emails, read newsletter, Website.
What's App	WhatsApp group for each class is intended for school-related discussions, reminders and updates.	Complaints/ sharing personal information or advertisements.	Via parent council
Social Media	Sharing school news and celebrating achievements.	Private or personal conversations with staff or teachers.	Follow the school's official social media accounts (e.g., Twitter). Stay updated on future platform changes.
Newsletters, and Emails	Regular updates about important dates, school events, achievements and other relevant information for parents to stay informed.	Immediate or urgent personal communication.	Receive directly through email, or refer to newsletters sent by the school.

We kindly ask for your understanding that while our staff strive to respond to phone calls and emails as quickly as possible, responses may not always be provided on the same day that a message is received. Thank you for your patience.

HOME SCHOOL AGREEMENT

We ask that parents **review** and **reaffirm your commitment** to the **Home School Agreement** that is attached. Kindly take the time to **re-read this agreement**, as it helps ensure a strong partnership between home and school in supporting your child's learning and development.

Our Core Values: **INDEPENDENCE** - HAPPINESS – **TEAM WORK** - CARING - **RESPECT** – HONESTY

