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East Dunbartonshire Council

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Craigdhu Primary School
Promoting Effective Communication across our
School
2025 / 2026



Working together to develop confident learners for a bright future

Ready to Participate, Ready to Learn, Ready to Lead

#ENDEAVOUR

Rationale

Craigdhu Primary School has agreed a communications policy to ensure that communication between home and school is clear, effective and timeous. All communication will reflect our school vision and values. The school receives, creates and responds to a significant amount of communication on a daily basis. It is important for parents/carers and the school to have shared expectations and understanding about communication. This policy has been created in partnership with the Parent Council.

Policy Aims

This policy will ensure that all communication between home and school reflects our school vision and values as follows:

Vision

At Craigdhu we create a safe, happy and caring community where everyone feels included, valued and respected.

by following our **Values**:

- Kindness
- Effort
- Teamwork

We are aiming to :

- Promote open, two-way communication between home and school.
- Balance the expectations of parents/carers for frequent, useful and relevant communication with the needs and capacity of the school.
- Define roles and responsibilities.
- Ensure that home/school communication is inclusive and supports all parents/carers to participate.
- Ensure compliance with other EDC policies which link to home/school communication.

Roles and responsibilities

Head Teacher

The Head Teacher has overall responsibility for monitoring and reviewing the school's communications policy, in partnership with staff and parents/carers.

Senior Leadership Team

All year groups are linked to a member of the senior leadership team as follows:

P1 to P3 Mrs Crossey Acting DHT

Any queries via the school office will be responded to by the appropriate person. This will be Mrs Matthews Principal Teacher or Mrs Crossey Acting Depute Head Teacher in the first instance.

At Craighdu Primary, we are committed to promoting effective communication with our whole community to celebrate the successes of our pupils, families and staff and to ensure key events and information is shared timeously.

This guidance provides an overview of how we communicate with parents / carers across the school year through the use of:

1. Newsletters
2. Groupcall
3. Social Media
4. Reporting
 - SeeSaw
 - Target Setting
 - Parent Consultations

This guidance also details how parent and carers can contact the school. As a school, we value the views of our parent/carers, staff and pupils to support our self-evaluation processes to drive forward improvement in our school. This guidance details how we gather the views of our stakeholders.

Contacting the School

Our school admin staff are available between 8.30am and 4pm each day with the exception of Friday which is 3.30pm.

Our school phone number is 0141 955 2237.

All parents should contact the school office via phone or email in the first instance. It is helpful if you can share the nature of your query with our admin staff as they will be able to prioritise queries, response time and the member of staff best placed to deal the matter. If your query is of a confidential nature, please advise the admin staff and SLT will respond as a matter of urgency. All other enquiries will be responded to as quickly as possible.

Email enquiries can be made to office@craighdu.e-dunbarton.sch.uk. However, busy school offices means that our admin staff will check email periodically throughout the school day.

Contacting the school to report an absence

All pupil absences must be reported via the Parents Portal or by email before 9.30am on the day of the absence. If the Office staff have had no contact by 9.30am, they will make contact with families to confirm an absence.

Groupcall

Group call texting/email is used to share information with parents for a variety of reasons. For example:

1. Reminder of upcoming events e.g. school discos, fund raisers
2. Reminder of deadlines to return information to the school e.g. consent forms, surveys and questionnaires

Please note that Groupcall messages **do not** have a reply facility. Please do not try to reply to these messages as they do not come to the school office. Any queries should be made via the school office email or by telephone.

Groupcall Headings: we try to ensure these are as clear as possible to identify what the email is about. We also group all generic posters / adverts etc that come in over a week and send these in one email on a Friday.

Head Teacher Newsletter

The Head Teacher's shares newsletters with all families each term via Microsoft Sway. These provide information and reminders about the following:

1. Our Vision, Values and Aims and the activities children have been involved in to promote these
2. Dates of upcoming events e.g. school discos, celebration weeks, fund raising events
3. Celebrate the successes of pupils and the school
4. Parent Council and Parent Teacher Association Update

Head Teacher newsletters are shared with parents via a Sway link in Groupcall.

Class Teacher Newsletters

Each Class Teacher shares a newsletter 4 times per session as outlined in the table below. Class newsletters cover the following:

1. Key learning in Numeracy, Literacy and Health and wellbeing
2. Timetable reminders e.g. PE, Outdoor Learning, Playground
4. Key Diary dates e.g. Class assemblies, parents' nights

Class newsletters are shared with parents via SeeSaw.

Class Newsletters			
August	November	February	May

Social Media - Instagram and Facebook



@CraigdhuPrimary

Our Senior Leadership Team use social media to promote school events, share information with families and celebrate the successes of our pupils. Mrs Duffy also uses Twitter to share our wonderful outdoor learning experiences.

Reporting

Reporting to parents/carers on our pupils' learning takes many forms including sharing work via newsletters, social media, digital platforms, parental calendar and parent consultation.

SeeSaw

SeeSaw for Schools is a digital app-based platform that allows pupils, teachers and parents/carers to complete and share classroom work.

We use SeeSaw from Primary 1 to Primary 7 to share pupil work. Once a month class teachers will share a piece of work for each child in Literacy, Numeracy, Health and wellbeing and one other curricular area.

Parent Consultations

Parental consultation will be on a termly basis and will be a questionnaire via Microsoft Forms, the link for which will be shared by Groupcall. It will cover a range of areas, curriculum, learning and teaching, communication, health and wellbeing and new initiatives. This will inform planning, policy and self-evaluation across the session.

Parental questionnaire dates	
October	June

Policy updated November 2025

Review due November 2027