



Communications Policy

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Purpose

To promote an effective working relationship between the college and key stakeholders through efficient and timely communication.

Principles

The Fowler Education and Football Academy (FEFA) uses a number of different methods to maintain effective communication with students, parents and carers, other education institutions, the wider community and outside agencies. Depending on the nature of the communication, the college will use the most practicable means to contact the recipient.

This Communication Policy articulates how students and parents/carers should communicate with college and how the college will respond.

Communication on issues that affect the safety and wellbeing of a student will be treated as a priority. The college holds emergency contact details for all students and parents/carers are asked to alert the college immediately if contact information needs to be revised.

Staff will always seek to establish friendly, professional and productive relationships with students, parents/carers and other stakeholders.

FEFA will not tolerate aggression, inappropriate language or harassment of its staff and will, if necessary, take formal action to resolve any such unacceptable behaviour.

Methods of Communication

Please refer to the tables on pages 4-8 regarding how we approach communication to different stakeholders at FEFA.

The information below relates to all methods and instances of communication:

Accessibility

We will endeavour to make any reasonable adjustments that may be necessary to enable a parent/carer with a disability to participate fully in a meeting or to receive and understand a communication.

Safeguarding Concerns

In the case of a safeguarding concern, parents/carers should contact the College by telephone (0151 458 7373) or visit Main Reception and ask for the Safeguarding Officer.

College Website

The College website (www.fowleracademy9.com) provides a range of information about the college, including:

- College events and latest news
- Kit/uniform information
- Student Bursary information
- Holiday dates
- College prospectus, including course information
- Policies

It is used to promote the College to a wider audience and is updated regularly.

Social Networking

The College has a Facebook (@FEFAUK), Instagram (@FowlerAcademy9) and Twitter (@FowlerAcademy9) account which is used to provide updates to parents/carers and students who wish to subscribe to this. It is not compulsory to do so and therefore any key messages will be relayed through formal college communication channels (see 'Methods of Communication', below). The College would ask that all staff, parents/carers and students use social media responsibly and avoid posting disparaging comments about individuals and/or organisations' who work at, attend and/or are connected with FEFA.

Dealing with the Media

All media requests should be sent to the Principal for a response.

The Principal must approve all external official communications before they are sent.

A representative of the Senior Management Team will send all authorised articles/statements to the local media contacts we hold on record, in addition to publishing them via our own communication channels.

Severe Weather and Emergency Closure

In the event of emergency closure, communication will be made to parents/carers and students via the Player 360 platform, via Microsoft Teams and through our social media platforms, listed above.

Staff will be communicated to in accordance with the Emergency Closure Policy.

Complaints

Complaints are covered by a separate policy that can be found on our website. Please follow the guidance in this policy when making a formal or informal complaint.

Data Protection

All stakeholders should be mindful of General Data Protection Regulations (GDPR) when sending written communications and avoid stating personal details within letters and/or emails unless absolutely necessary. Emails containing personal data should be encrypted and any files attached to email, which contain personal data, should be password protected. Please refer to the Data Protection Policy for more information.

Supporting parents and carers of pupils with Special Educational Needs and Disabilities (SEND)

The College recognises the importance of positive relationships with parents/carers of all students with additional needs. The SEND Code of Practice emphasises the importance of positive, supportive attitudes to parents and carers and user-friendly information and procedures. All staff will make every effort to ensure effective communication with parents /carers, in addition to the students themselves.

All staff within the College are expected to help and support parents/carers understand how to contribute effectively to their child's education and will make every effort to ensure that parents understand their rights and responsibilities. All relevant information will be provided in a way for all to understand and respond to.

Both students and parents/carers are encouraged to communicate immediately where they have a concern about their/their child's needs' not being met.

College Policies

All College policies can be viewed on our website - www.fowleracademy9.com/policies

Stakeholders Involved in Communication	Nature of Communication	Approach to Communication
Parents/Carers to College	Reporting Pupil Absence	Report pupil absence by calling the College on 0151 458 7373.
	Urgent Queries	<ul style="list-style-type: none"> • Urgent queries are defined as those of a safeguarding nature, for example a concern about the immediate well-being of a student or, for example, a missing student. • In the case of such a concern, parents/carers should contact the college by telephone (0151 458 7373) or visit Main Reception and ask for the Safeguarding Officer.
	Non-Urgent Queries	<ul style="list-style-type: none"> • Non-urgent queries should be sent to the staff member concerned via the Player 360 System. • Staff will respond, during working hours, to non-urgent queries, via the Player 360 system, within 5 x college days. • If you are not sure who the staff member concerned is, then a non-urgent query can be sent to 'general enquiries', via the Player 360 System, in the first instance.
	Request for a Meeting	<ul style="list-style-type: none"> • Requests for a meeting should be sent to the staff member concerned via the Player 360 system. • Staff will respond, during working hours, to requests for a meeting within 5 x college days and will meet parents/carers within 10 x college days of the request being acknowledged. • Meetings are by appointment only; staff will not meet with parents/carers who 'walk-in' and request an immediate meeting unless the issue is 'urgent' as defined above.
Parents to Staff	Non-Urgent Queries	<ul style="list-style-type: none"> • Non-urgent queries should be sent to the staff member concerned via the Player 360 System. • Staff will respond, during working hours, to non-urgent queries, via the Player 360 system, within 5 x college days.
	Request for a Meeting	<ul style="list-style-type: none"> • Requests for a meeting should be sent to the staff member concerned via the Player 360 system. • Staff will respond, during working hours, to requests for a meeting within 5 x college days and will meet parents/carers within 10 x college days of the request being acknowledged. • Meetings are by appointment only; staff will not meet with parents/carers who 'walk-in' and request an immediate meeting unless the issue is 'urgent' as defined above.
Parents to Students	Parent/Carer contacting their child/children	<ul style="list-style-type: none"> • Students are not allowed to leave lessons to come to the telephone to accept an incoming call. • Parents who wish to contact students to relay an urgent message may do so by telephoning Main Reception (0151 458 7373). To minimise disruption to teaching and learning we would

		<p>request that this facility should be reserved for emergencies. Any urgent messages will be passed to the student concerned.</p> <ul style="list-style-type: none"> • Students must keep their mobile phones on silent during lessons and in their bag and on silent when training. Parents should avoid calling their child/children during college hours. • The use of mobile phones, by students, when in lessons or training is strictly prohibited. If students use a mobile phone during this time, this will be treated as a breach of this rule and will result in the confiscation of the phone under the College's Behaviour Policy. If students need to contact home during the day, they should do so when not in lessons/training and when it would not result in inappropriate disturbance to others.
Students to Staff	Queries re Education	<ul style="list-style-type: none"> • Microsoft Teams should be used by Students to communicate with staff regarding all academic related queries, for example asking questions regarding work undertaken during lessons and/or homework. • Staff will respond, during working hours, to student queries within 5 x college days. • Correspondence is to remain professional at all times. Messages should be college related and appropriate in content.
	Queries re Coaching/Matches	<ul style="list-style-type: none"> • Player 360 should be used by Students to communicate with staff regarding all coaching related queries, for example asking questions regarding training sessions and/or matches. • Staff will respond, during working hours, to student queries within 5 x college days. • Correspondence is to remain professional at all times. Messages should be college related and appropriate in content.
Staff to Students	Queries/Comments re Education	<ul style="list-style-type: none"> • Microsoft Teams will be used by staff to ask and/or reply to questions to/from students, for example: queries about the content of a lesson, homework or academic event, such as careers. • Correspondence is to remain professional at all times. • Staff will only discuss college related queries in responding to, or when asking, questions from/to students. • Staff will never use their personal email account(s) and/or phone number(s) when communicating with students.

	Queries/Comments re Coaching/Matches	<ul style="list-style-type: none"> • Player 360 will be used by staff to ask and/or reply to questions to/from students, for example: queries about a training sessions and/or match. • Staff may, from time to time, convey urgent messages to students via social media platforms such as Instagram. These messages will be sent from the college account (@fowleracademy9), will be professional in nature and will be college related in content. • Correspondence is to remain professional at all times. • Staff will only discuss college related queries in responding to, or when asking, questions from/to students. • Staff will never use their personal email account(s), personal social media accounts and/or personal phone number(s) when communicating with students.
Staff to Parents/Carers	General Queries/Comments	<ul style="list-style-type: none"> • The Player 360 system will be used by staff to communicate with parents regarding all queries/comments. • Where a phone call is necessary, staff will use a college phone to make all phone calls or withhold their personal number if using a personal phone to contact parents/carers. Any written follow-up to a phone call will be made via the Player 360 system. • Correspondence is to remain professional at all times. • Correspondence is to remain professional at all times. Messages should be college related and appropriate in content.
Staff to external agencies	All Queries/Comments	When contacting external agencies, staff will use Microsoft Outlook (work email system) to send required emails.
Staff to Staff	All Queries/Comments	<ul style="list-style-type: none"> • Microsoft Outlook (work email system) will be used by staff to communicate, in writing, with other staff members. • Staff may also, as required, communicate via official FEFA staff What's App groups. • Staff may use the college phone system or their own mobile phone when verbally communicating with other staff. <p>When sending messages, staff are asked to:</p> <ul style="list-style-type: none"> ○ Consider whether an email is appropriate when face to face communication may be more conducive ○ Avoid send or reply all unless necessary

		<ul style="list-style-type: none"> ○ Copy in line managers where appropriate ○ Keep messages concise, use Standard English and bullet points if necessary ○ Check for messages not less than twice per day – it is not expected that staff check for messages before 8am and after 5pm (unless attending a college event outside of these hours, for example an evening match or open evening).
Staff to College	Attendance, behaviour, internal messages	The Player 360 system will be used for this type of communication from staff to the College.
	Safeguarding concerns	The CPOMS system will be used by staff to record all safeguarding concerns pertaining to students. Safeguarding concerns relating to staff should be, in the first instance, directed to the Principal or Assistant Principal or, if they concern the Principal, the Chair of the Board.
	GDPR (Data Protection)	All data protection queries/breaches and requests for information should be sent to the Data Protection Officer (DPO@fowleracademy.co.uk) using Microsoft Outlook (work email system).
	Complaints	<ul style="list-style-type: none"> ● All information pertaining to complaints should be sent to complaints@fowleracademy.co.uk using Microsoft Outlook (work email system). ● The relevant complaint reference number, if known, should be quoted in the subject line of all emails.
	H&S Training	The 'First Health and Safety' System will be used by staff to undertake health and safety training and record compliance.
College to Staff	Urgent/Emergency Messages	<ul style="list-style-type: none"> ● Urgent messages are defined as those relating to the safety of staff and/or students and/or those which have a profound impact on the operation of the college, for example: lockdown, fire evacuation, cyber incident, loss of power, one-off change to the timing of a lesson etc. ● In the case of such a message, the College will communicate to staff via the Player 360 platform and, as required, via the FEFA What's App group.
	Staff Briefing	The Staff Briefing will take place every week, on a Monday morning, to inform all staff of key notices pertaining to that week.
	Staff Bulletin	The Staff Bulletin will be sent monthly, on a Monday, via Microsoft Outlook (work email system) and will contain key information for all staff to be aware of.

College to Parents/Carers	General Information and News	<ul style="list-style-type: none"> • The College website and Player 360 system contains all general information for parents/carers and should be used as a first point of call for all parents/carers before contacting the College directly. • The College's social media (Facebook, Instagram and Twitter) accounts will be used to publicise news and events taking place at the College.
	Specific Information relating to your child/children	The Player 360 system is used for all specific information pertaining to students, for example: behaviour reports, attendance, academic and coaching updates etc.
	Urgent/Emergency Messages	<ul style="list-style-type: none"> • Urgent messages are defined as those relating to the safety of staff and/or students and/or those which have a profound impact on the operation of the college, for example: lockdown, fire evacuation, cyber incident, loss of power, one-off change to the timing of a lesson etc. • In the case of such a message, the College will communicate to Parents/Carers via the via the Player 360 platform and, when appropriate, via our social media channels.
	Non-urgent messages	The Player 360 system will be used by the College to send all non-urgent messages to Parents/Carers.
Any stakeholder to Non-Executive Board	Complaints	Complaints are covered by a separate policy that can be found on our website. Please follow the guidance in this policy when making a formal or informal complaint.
	Grievances	Staff grievances are covered by a separate policy that can be found on our website. Please follow the guidance in this policy when making a formal or informal grievance.
	Any Other Query	Should any stakeholder wish to contact the Non-Executive Board with a governance related query, then can do so by emailing their query to: NEB@fowleracademy.co.uk