

Analysis of Parental feedback about communication

Thank you to all you parents who took the time to complete the feedback form at the end of Summer term, this information is genuinely helpful in assisting us improve how we effectively communicate with you all. This document feeds back to you a summary of all of your responses. All the matters and ideas raised have been discussed by the new School Communication Team and lots have been included in an action plan for the coming year. We hope that this will improve communication as the year goes by.

	Strongly agree	Tend to agree	Tend to disagree	Disagree	Did not answer
I feel the new school website has improved my access to school related information.	37%	50%	4%	2%	7%
I feel the Its Learning pages keep me better informed about things I could do to help my child at home.	36.5%	48.8%	8%	0.6%	6.1%
I use the school's Twitter feed to keep me informed when the children are on school trips.	40.8%	18.9%	6.1%	22%	12.2%
I have enjoyed the opportunities to come into school to share curriculum days with my children.	65.2%	22.6%	3.7%	0.6%	7.9%

New Website feedback

We are pleased that so many parents are generally positive about the new website (87%). Of the parents who chose to not answer, this was partially made up of parents without the internet and others who don't use online services. There was a feeling from some parents that more detail of homework they could do with their children would be helpful. This would probably be best delivered via the Its Learning site rather than the website. A few parents asked for a better balance of Hardwick and Cambourne photos on the website and more pictures overall. We will add a few to the website to give it a better school feel, however most photographs of children will be on Its Learning and teachers have all be reminded to try to create a balance of pictures between the two campuses and hopefully you have seen this during the first half term. Photographs of teachers was also requested by one parent as was a news feed of events happening on a particular special day. Another interesting idea was adding videos of methods used in school for teaching the children things like calculation styles. One parent also requested more information about wellbeing at the school. These issues will be discussed by the team.

Its Learning feedback

Again, whilst we were pleased that 85.3% of parents were feeling positive about the Its Learning content, there was a general view expressed by some that some pages were not updated often enough or there was no signal to parents when pages have been updated. The school will explore how it could best keep parents up-to-date about new changes. Initially we have decided to use Twitter as an easy means of achieving this. We will simply tweet when certain pages have been updated. We know that not all parents have a Twitter account, but you can click on the Twitter icon on the school website to see our latest tweets without an account. Several parents requested that electronic copies of letters be available on the site. This is also something that the school will explore early this year. One parent asked whether documents could be displayed in the browser rather than as PDFs. Unfortunately the learning platform works by sharing files and not as a conventional website. This enables staff to share documents quicker. We use PDFs rather than Word docs because everyone can open and print a PDF. Other good ideas that the school will be exploring included publishing a suggested reading lists for year groups (which has now been added to the English page if Its Learning), sharing an after school club schedule, and creating more activities for parents to do at home with their children. One parent asked for the assessment record of every child to be available via a

password protected section. This would be a very complex, costly and time consuming exercise for the school so won't be considered at this time. There were some general criticisms of the navigation style of the site. We know it may not at first look like the most user-friendly site, but it is highly flexible for the varying demands of different groups in the school (staff, pupils, governors, etc). One parent pointed out that there was some missing information for some year groups (e.g. spelling lists). This will be pointed out to staff and hopefully will be rectified.

Twitter feedback

We are pleased that nearly 60% of parents are using the Twitter account to get mid-trip updates for their children. Of the parents who either disagreed, or did not respond, a high number of them either said that they did not use Twitter or that they were unaware that the school did this. Clearly the school needs to publicise how it uses Twitter (especially if it uses it more often in future). It has already been decided that the Twitter account will be used for informing parents of more than just trip updates and the school has started doing this during this term and will extend the use of Twitter as the year progresses.

Curriculum day feedback

Obviously we are happy that 87.8% of parents found this a helpful experience, however there was a feeling from many others that it was a shame that working parents could not attend and some feeling that a longer notice period would have been helpful for working parents to be able to book days off. There were some suggestions for more hands on support with helping your children with Maths and Literacy skills. In response to this we have trialled a couple of approaches to running workshops to support parents with Maths methods. These will be extended during the year after evaluations have been analysed. We would like to thank parents who have taken part in these and given us really helpful feedback.

Communication feedback

Other suggestions for improving the communication to parents included several requests for longer notice times for events. The school will try to provide as much notice of event dates as we can. These will be put on the Its Learning site as soon as possible and quickly communicated via Twitter. A summer parent's consultation was requested by one parent. We would like to remind all parents that following the end-of-year report parents may request a meeting to discuss the written report during the last two weeks. Finally there was a request for more regular information about progress data rather than a 1-to-1 meeting. The school will explore this issue alongside the changes to age related assessment and progress. We would also like to take this opportunity to let you know that we will be putting up on the school website, in the Parent Information section, all of the target journals for Reading, Writing and Maths. These will explain the concepts expected to be understood by all children in each year group by the end of the year. We hope these will be helpful to you in assisting your child in meeting the new (and quite demanding) age related expectations. This will happen during the next website update and will be before the Christmas break.

Governor communication

We would also like to remind parents that the minutes of Governing body meetings are also available on the Its Learning site. These will keep you informed about the strategic decisions made to help direct the school towards further improvement.

Andy Matthews