

Wednesday 10th January 2024

Dear Parents and Carers

Firstly, a huge thank you to all parents and carers that took part in our communication survey late last year. I am happy to share that on the whole, the responses we received were largely positive and we were pleased to learn that the majority of you are happy with the way we communicate at our academy.

We do however value your feedback (both positive and negative) and as a result, we are making some improvements to the way that we communicate with you. We have shared some of the main points raised in the survey below, as well as the measures we are putting in place. We are certain these improvements will make communication between parents and carers as efficient as possible moving forwards.

You said	We did
You have to wait too long to get through to reception on the phone, and sometimes your call is not answered.	We are introducing a second line for reception, where overspill calls will be answered by a member of our admin team. We will also be trialling call backs for numbers that we receive missed calls from on reception. We are certain that with both processes in place, we will reduce wait times and calls will be answered in a timelier manner.
You don't receive any acknowledgment that your email has been received to our Office mailbox.	We are introducing an automatic response to our Office mailbox so you are aware that your email has made it to us.
You don't always get a response when you email our Office mailbox.	All emails sent to our Office mailbox are forwarded to the relevant member of staff to respond to. However, we appreciate you may not get an immediate response from the member of staff so we will be responding to all emails, sharing details of which member of staff your email has been forwarded on to.

You said	We did
The website needs updating.	We have completed a full audit of our website and are working to update all outdated sections as soon as possible. Many of these have already been updated, with the last few pages being completed early in the new year.
You aren't always aware of upcoming dates and events	We always try to give as much notice of dates and events as possible. To ensure greater visibility for the whole academic year, we will be adding all events to our website calendar in the new year.

With the help of our survey, we discovered that a large number of parents and carers are not using our website or social media channels for information. Our main channels of communication will always be through emails, texts and My Child at School, however we do share a lot of information regarding upcoming events on our social media channels, Twitter/X and Instagram. We encourage parents and carers to follow us to keep up to date with our latest news @poolhayesacad on both platforms.

[Click here to follow us on Twitter/X](#)

[Click here to follow us on Instagram](#)

Our website is also home to a whole range of information, from accessing the My Child at School App and topping up School Money, to our term dates and contact details for a number of key members of staff. Please do have a browse if you haven't recently.

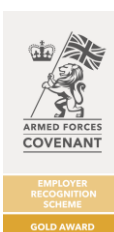
[Click here to go to our updated website](#)

We are currently in the process of collating and answering all of your questions from the communication survey and aim to share these with you next week. They will also be posted to our website for you to refer back to if needed here - [Parent & Carer Surveys - Pool Hayes Academy \(attrust.org.uk\)](#)

Yours sincerely



Mrs K Crawford
PA to the Principal



Pool Hayes Academy is on Instagram & X
@poolhayesacad
  Follow us to keep up to date with events and news from our academy.