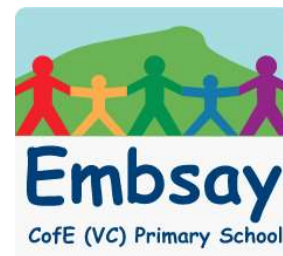


COMMUNICATION SURVEY

RESULTS

SPRING 2023



INTRODUCTION

In the spring of 2023 Governors sent out a communication survey to parents and other parties within the school community to ascertain parent views on the level and method of communication by Embsay School.

This survey has been proposed after mixed feedback from parents about the use of the new school website as a communication platform.

In order to increase transparency with the school community the results from the survey are detailed below. It was great to receive feedback from a good proportion of the families at the school. It is wonderful to celebrate the positives highlighted as a result. We will also be using the comment and suggestions to further improve the school in the future so thank you so much to everyone who took the time to complete it.

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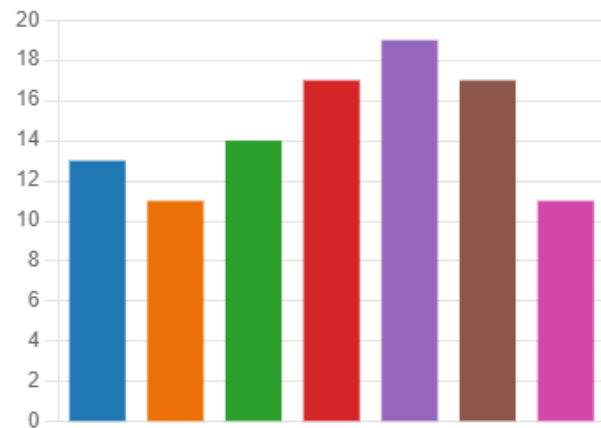
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There are enough opportunities to talk to staff about your child and raise any concerns you may have?.....	5
What method of reminders (eg, for non uniform days, class trips, open classrooms) do you / would you find most effective?.....	5
Have you accessed the new website.....	5
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Please rank the areas you access most?.....	6
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RESULTS

STATS

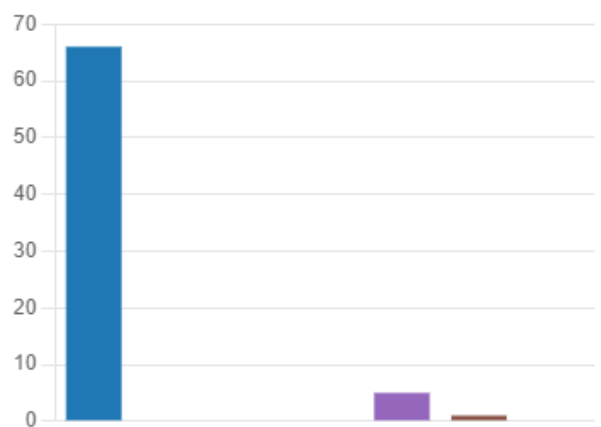
Represented Year Groups

● Reception	13
● Y1	11
● Y2	14
● Y3	17
● Y4	19
● Y5	17
● Y6	11



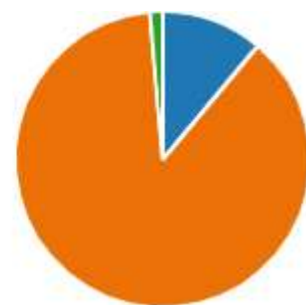
Stakeholder Category

● Parent	66
● Grandparent	0
● Carer	0
● Childminder/Au Pair / Nanny	0
● Member of Staff	5
● Governor	1
● Other	0



Gender

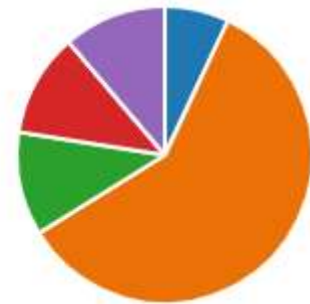
● Male	8
● Female	63
● Prefer not to say	1



CHARTS

The school communicates effectively with parents.

Strongly Agree	5
Agree	42
Neither Agree or Disagree	8
Disagree	8
Strongly Disagree	8



78% of parents are neutral or agree that the school communicates effectively.

You are happy with the volume of communication with the school

Too Much	6
Just Enough	46
Not Enough	19



64% of parents think that there is enough communication from the school. 27% would prefer more, 9% would prefer less

Please rank the following in order of preference based on how you would like to receive communications from the school about news and events

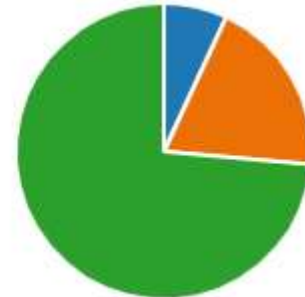
Rank Options



Interestingly most parents preferred emails and asked for a Friday newsletter however their preferred communication method is parent pay. This was not mentioned in any comments from parents during question 6.

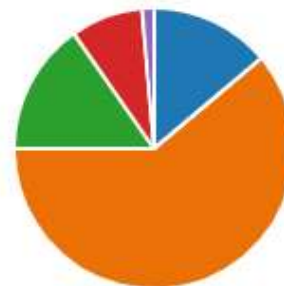
When would you prefer school communications to be sent?

● Scheduled	5
● As important events or items oc...	14
● A mix of both	53



Do you feel that the school provides adequate notice for events?

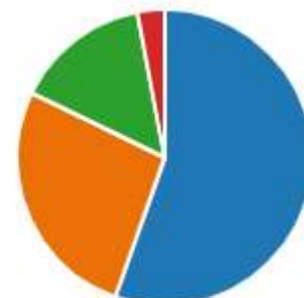
● Always	10
● Usually	44
● Sometimes	11
● Rarely	6
● Never	1



Most parents seem happy with the notice given for events however this was a common theme picked up from written comments in question 6

What are your preferred ways of communicating with the school when you wish to pass on a message?

● Email the school office	56
● Phone the school office	27
● Speak to a member of staff	15
● Other	3



The majority of parents prefer to email or phone the school.

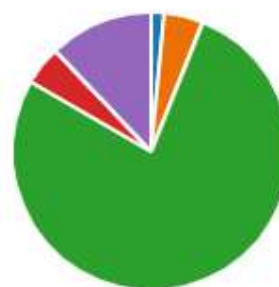
There are enough opportunities to talk to staff about your child and raise any concerns you may have?

● Strongly Agree	7
● Agree	31
● Neutral	13
● Disagree	12
● Strongly Disagree	7



What method of reminders (eg, for non uniform days, class trips, open classrooms) do you / would you find most effective?

● Verbal reminders from my Child	1
● Social Media	3
● Emails via Parent Pay	51
● School Website Notices	3
● Other	8



Several requests for text message reminders

Have you accessed the new website

● Yes	66
● No	6



Have you saved the app version of the school website on your Phone

● Yes	44
● No	19
● Dldnt know you could do that	9

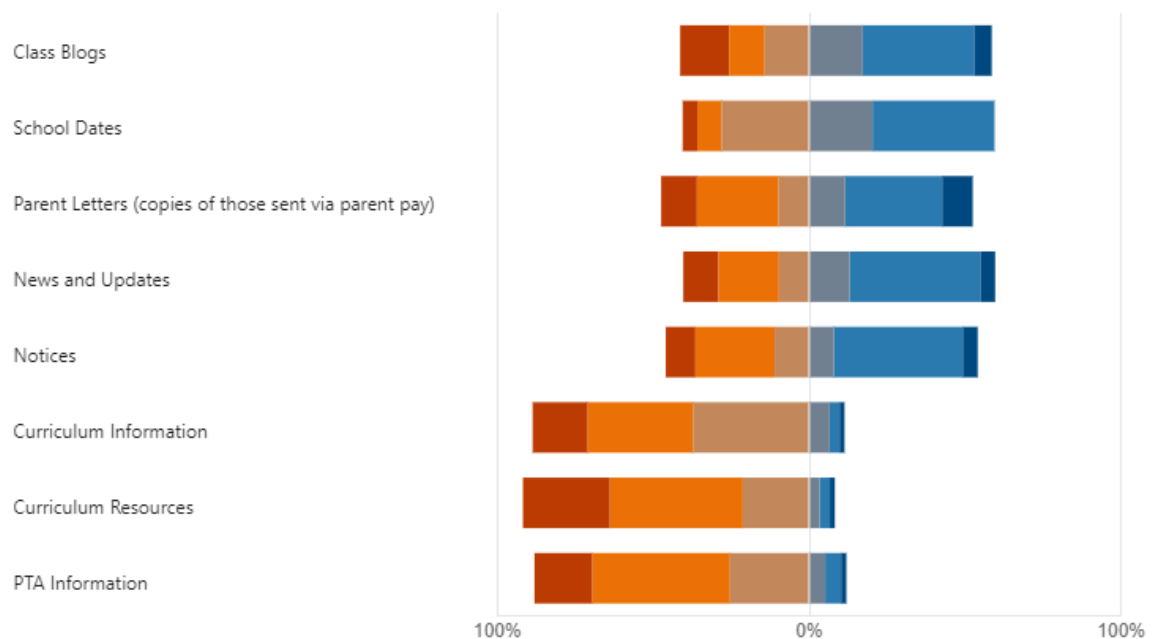


Please rank the areas you access most?



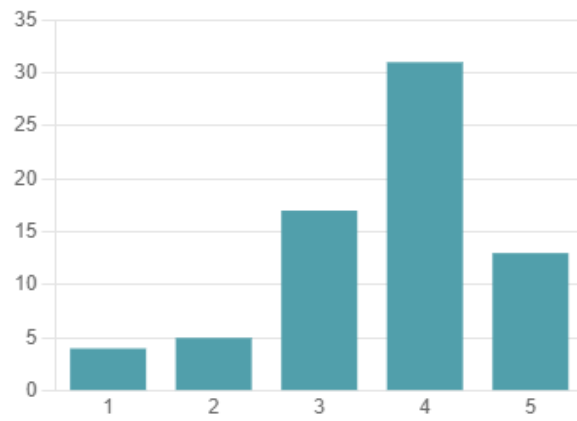
Please select how frequently you look up different areas of the website

■ Never
 ■ Rarely
 ■ Every 1/2 Term
 ■ Ever 3-4 Weeks
 ■ Every 1-2 Weeks
 ■ Most / Every Day



How would you rate the website out of 5?

3.63
Average Rating



QUESTION FEEDBACK GENERAL COMMENTS

Responses have been taken from the feedback and collated based on their theme for simplicity and to spot trends. Individual comments have been shared with the school's leadership team and Governors.

How do you feel the school could communicate more effectively with yourself?

Response Theme	QTY Responses
Simplify down locations of information.	3
Provide more notice to parents of events.	6
Friday Summary Email / Newsletter	20
Glad we can have face to face teacher feedback.	1
Happy with Communication received	4
Notification on the App	1
Emails about information	6
More responsive to communication	1
More face to face teacher interaction	3
Ability to contact teachers directly	2
Reduce emails about unimportant events	2
Increase the frequency of class blogs	2
Improve the style/tone/length of communications	2
Letter in school bags	1
Text Messages	4
Reduce the amount of communications	1
More detail of events	1
More information about student progress / support	2
More information around offsite visits	1
More information on staff changes	1
Less emails	1
Ensure parents have information before children	2
More events for parents	1
School facebook	1

Many parents seem happy with the level of communication in general. Most comments are about the collating information down in a simple newsletter for communication each week. Parents prefer the website to be a backup of that information. Additionally, working parents would like more notice to plan for events as the current notice is often not sufficient.

What could we do to the website to improve it

Response Theme	QTY Responses
Notifications	2
Additional resources	2
Weekly "events board"	3
Good as it is	3
Simplification of locations on the site	7
Use for communication backups not as primary means	4
Calendar events and related information update more regularly	3
Summary newsletter	1

Link to social media	1
Remove photos or have them on accessible via password	2
Improve the image quality	1
Update class blogs more regularly	1
Update Homepage photo	1

“Website is fine”

“It is so much better than it was, thank you”

What additional information would you like to see on the website

Response Theme	QTY Responses
More curriculum resources	1
Achievement / Good news notifications	1
Summary of important information per year group	1
More policies and minutes to be updated sooner	1
Photos and updates from school clubs children attend	1
Option to contact staff members / submit questions to teacher / school	2
Staff Pictures	1
More pictures of children and their work	1
Key events that week	1
Access to term teaching plan for each class	1
Terms / Holidays presented clearer	1
Ensure that communication is via other methods	1

FEEDBACK & SCHOOL RESPONSE

Area	Concern from Parent	Response	Action
Communication Methods	Weekly Newsletter was convenient and well regarded by parents	<p>The weekly newsletter was dropped with the move to the new school website for 2 main reasons:</p> <ul style="list-style-type: none"> - Admin time to put together - Information was going to be on the website or emailed via parent pay. <p>It is clear however that parents still value this method of communication to capture events, notices and dates</p>	<p>School to review what information would go into a weekly newsletter to parents to capture key information. Embsay Echo commenced Autumn 2023</p> <p>Half termly Celebration Newsletter to be sent each half term. First one to be emailed on 22.12.23</p>
Website	Ability to find information		
	Class Blogs		
	Weekly Summary		
	Achievements		
	Notifications		
	Better notification of dates for working parents	Calendar of events on website are updated each half term and added to regularly.	<p>School to work with website provider to provide access to a live calendar that parents can subscribe to: example: School Calendar (What's On) - Kingsley School Devon (kingsleydevon.com)</p> <p>School to review the notice period for activities especially any that require parental involvement and payment.</p>
	Access to Photos	Photos of school life are important to showcase what classes have been achieving for parents. These are also very beneficial on the	Continue to ensure that new starters in any year groups are aware of the use of photos and have the option to revoke consent.

	<p>website to allow prospective parents a snapshot into school life.</p> <p>Parents are notified when a child starts at the school that photos may be taken and used on the website. Should a parent wish to ensure their child is not in these photos then please inform the school office in writing.</p>	