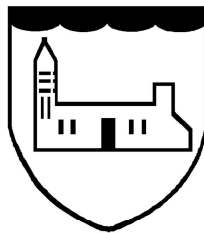


Markinch Primary & Nursery School

Communication Strategy



Links with UNCRC:

Article 12 – Right to be Heard

This is the cornerstone for any communication strategy in schools. It states that children have the right to express their views freely in all matters affecting them, and for those views to be given due weight according to their age and maturity

Article 13 – Freedom of Expression

Children have the right to seek, receive, and impart information and ideas of all kinds

Article 42 – Awareness of Rights

Governments must make the rights in the Convention known to adults and children.

Articles 2, 3, and 4 – Non-discrimination, Best Interests, and Implementation

These articles provide the foundation for inclusive and equitable communication strategies.



Updated October 2026

MPS Communication Strategy

This policy sets out Markinch Primary & Nursery School's approach to communication, ensuring clear, consistent, inclusive, and effective communication between the school, parents/carers, pupils, staff, Fife Council, and the wider community. The aim is to build trust, strengthen partnerships, and support the wellbeing and learning of all pupils.

It is vital that communication between all Stakeholders is clear:

- Pupils (nursery and primary)
- Parents/carers and families
- School staff (teaching and non-teaching)
- Parent Partnership
- Fife Council / Education Service
- Wider local community

In line with Fife Council and Education Scotland guidance, communication will be:

- **Child-centered and family-friendly** – focusing on the needs of children and their families.
- **Clear and accessible** – using plain language, avoiding jargon, and available in multiple formats.
- **Regular and predictable** – ensuring information is timely and consistent.
- **Respectful and responsive** – valuing feedback and responding promptly.
- **Inclusive and equitable** – recognising and meeting diverse needs.
- **Two-way and collaborative** – enabling feedback and shared decision-making.

Communication Methods

Method	Purpose	Audience	Frequency	Responsibility
Newsletters	Curriculum, events, updates, achievements	Parent/Carers	Termly	HT – School DHT - ELC
Website	Policies, term dates, calendar, news	All Stakeholders	Ongoing – reviewed termly	SLT Admin Ast ICT lead
Email	Targeted messages, individual updates	Parents/Carers Staff	As required	SLT Admin/Clerical Teachers
SMS/Text Alerts	Emergencies, urgent updates	Parents/Carers Staff	As required	SLT Admin/Clerical
Social Media/Seesaw/Showbie	Sharing achievements, reminders, celebrations	Parents/Carers Community	As required	SLT Admin Ast ICT lead Teachers/EYOs

Letters home	Formal notices, accessible options	Parents/Carers	As required	SLT Admin/Clerical
Parents meetings/workshops/ Sharing Learning	Curriculum information, feedback opportunities	Parents/Carers	Termly	SLT Teachers EYOs
Pupil Voice	Enable pupil Views and feedback	Pupils	Termly	SLT Teachers EYOs
Parent Partnership	Partnership, consultation	Parents/Carers SLT	Termly	Headteacher Chair of Parent Partnership
Noticeboards/posters	Visible information for parents & visitors	Parents/Carers School & ELC Community	As required	SLT Teachers EYOs
School Improvement Plan Standard and Quality Report Pupil Equity Fund Plan	To share improvement priorities and evaluations	Parents/Carers School & ELC Community	Yearly	SLT

Communication with staff

In addition, the above communication methods for all stakeholders there is clear internal communication methods to ensure consistent communication with all staff across the school and ELC and detailed below. We ensure there is Yearly, Termly, Weekly and Daily communication.

Method	Purpose	Audience	Frequency	Responsibility
School & ELC Year Overviews	Yearly overview of all key dates, QA activities and collegiate activities	All staff	Yearly – Finalised in August of each year Termly reminders/updates	School – HT ELC - DHT
School Improvement Plan Standard & Quality Report Pupil Equity Fund Plan	To share improvement priorities and evaluations	All staff	Yearly – Finalised in Term 1 of each year	SLT
Quality Assurance Calendar	To share an overview of all quality assurance activities	All staff	Yearly – Finalised in August of each year Termly reminders/updates	SLT
Staff Handbook for School and ELC	To share important information about the school and ELC	All staff	Yearly – Finalised in Term 1 of each year Termly reminders/updates	SLT

Newsletters	Curriculum, events, updates, achievements	All staff	Termly	School – HT ELC - DHT
Weekly Bulletin	Weekly updates, diary dates	All staff	Weekly	HT
Email/messages	Daily updates sent via email or direct message if required	All staff	Daily	SLT

Accessibility and Inclusion:

- Translation services available for key documents and parent/teacher meetings
- Large print, Easy Read, and alternative formats provided where needed.
- BSL interpretation arranged as required.
- Both digital and paper options offered to reduce digital exclusion.
- Tailored communication for families with Additional Support Needs, in line with Fife Council policy.

Response Standards:

- **Acknowledgement of enquiries:** within **3 working days**.
- **Full response:** within **7 working days**, or interim update if more time required.
- **Regular updates:** newsletters monthly; website refreshed monthly; social media weekly; parent meetings termly.

Monitoring and Evaluation

- Annual survey of parents, pupils, and staff on communication effectiveness.
- Feedback from Parent Partnership incorporated.
- Review of website and social media analytics.
- Termly review of complaints and compliments related to communication.
- Bi- annual review of this policy.

Alignment with Fife Council Guidance:

This strategy aligns with: - Fife Council policies on Additional Support Needs and family engagement. - Fife Council data protection and confidentiality standards. - Education Scotland's guidance on family-friendly communication and partnership working.

Policy Ownership: K.Easson, Headteacher

To be Approved by: Parent Partnership

Review Date: Bi- Annually – September 2028