*Delete and replace all blue italic text on this template with your own plans, based on intelligence obtained during your communications planning process*

***TEMPLATE***

***Your Wonderful Primary School (insert your school name)***

**Communications Plan 2019/20**

**Key strengths:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| *E.g. Small class sizes* | *Stable leadership* | *Nurturing environment* | *On-site nursery* | *Well-developed SEND focus* |

**Core message:**

E.g. *A nurturing, inclusive environment for every child to flourish happily, achieving their potential academically and holistically.*

**Our communication channels:**

We use these channels to promote our key strengths and core message, as well as other specific communications:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| *E.g. Weekly newsletter* | *Website* | *Facebook page* | *Open Day* | *Advertising* |  |  |

**Actions:**

|  |  |  |  |
| --- | --- | --- | --- |
| Channel | Action / Objective | By who | When |
| *E.g. Website* | *Make it more welcoming, easier access to core information especially nursery and SEND. Promote Open Days* | *Local web designer/parent* | *End of December* |
| *Weekly e-newsletter* | *Foster nurturing ethos, parent relationships, communicate good news stories and upcoming events* | *Parent volunteer /Comms Lead* | *Bullet points provided by Head every Wednesday, email drafted, reviewed and issued every Friday.* |
| *Open Days* | *Promote school to prospective parents* | *Working group, led by Comms Lead* | *November – January* |
| *Facebook page* | *Promote school, keep parents and community update with news* | *Comms Lead* | *Update at least weekly* |
| *Advertising* | *Promote school to prospective parents at all 6 local nurseries and Little Monsters soft play – send each a poster and 5 leaflets* | *Comms Lead/parent volunteers* | *End of November* |
|  |  |  |  |
|  |  |  |  |