



# RUSHDEN PRIMARY ACADEMY

## Parental Engagement Strategy



**Respect** yourself and others

Take **pride** in your environment

**Achieve** your goals

Review process:

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Review Due             Sept '26

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## 1. Introduction

Rushden Primary Academy recognises the vital role that parents and carers play in supporting pupils' learning, wellbeing, and development. Positive relationships between home and academy contribute directly to pupils' success. This strategy sets out the framework for effective, respectful, and consistent communication between the Academy and families.

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## 2. Purpose and Aims

The purpose of this strategy is to ensure that:

- Communication between home and Academy is clear, open, and timely
  - Parents and carers understand how the Academy communicates and how they can raise questions or concerns
  - A respectful and professional environment is maintained for staff, pupils, and families
  - Parental engagement supports high standards of behaviour, learning, and attendance
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## 3. Principles of Communication

All communication at Rushden Primary Academy will be:

- Open and transparent
  - Respectful and courteous
  - Timely and appropriate
  - Focused on the best interests of the child
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## 4. Academy Communication with Parents and Carers

The Academy ensures that parents and carers are informed about routines, expectations, policies, and events through a variety of channels, including:

- **Academy Website** – A comprehensive resource where parents can find policies, curriculum information, key updates, and term dates.
  - **Class Dojo** – Frequent updates on classroom activities, direct messaging with teachers, and important school-wide announcements.
  - **Weekly Principal Updates** – Regular messages from the Principal providing updates on school-wide news, reminders, and important notices.
  - **Email Communication** – Periodic updates highlighting key events, attendance, changes in school procedures, and reminders for parents.
  - **Letters** – Letters are issued as part of more formal processes and when there is a suspension or exclusion.
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## 5. Communication from Parents and Carers to the Academy

At Rushden Primary Academy, we believe that open, respectful and timely communication is central to a strong and successful home–academy partnership. By working together, we can address concerns efficiently and ensure the best possible outcomes for all pupils.

To support clear and effective communication, parents and carers are asked to use the Academy’s agreed channels:

- **Class Teachers**  
First point of contact for learning, behaviour, and day-to-day matters. Contact via Class Dojo.
  - **School Office**  
For general enquiries, messages, and to arrange appointments with senior staff, including the SEND Team and Principal.
  - **Senior Leaders**  
Where appropriate, Key Stage Leaders, the Assistant Principal, Deputy Principal, or Principal may support queries.
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## 6. Parent Conduct and Behaviour Expectations

Rushden Primary Academy is a respectful, inclusive and supportive community, and we ask all parents and carers to contribute positively to this environment.

By choosing Rushden Primary Academy, parents and carers commit to working in partnership with the Academy and agree to:

- Treat all pupils, staff, and members of the school community with courtesy and respect
- Communicate calmly, politely, and constructively
- Use appropriate language and behaviour in person, in writing, and online
- Raise concerns through appropriate Academy channels
- Attend meetings and appointments when requested, or provide timely notice if unable to do so

To maintain a positive and trusting community, we ask parents and carers to refrain from sharing concerns or grievances about the Academy, its staff or pupils on social media or other public forums. Addressing concerns directly with us enables misunderstandings to be resolved quickly and fairly.

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## 7. Raising Concerns and Complaints

We are committed to resolving concerns at the earliest possible stage and find that most issues can be addressed quickly through open and respectful dialogue.

Parents and carers are encouraged to follow the Academy’s chain of communication, which supports clarity and consistency:

1. Class Teacher

2. Key Stage Leader
3. Assistant Principal or Deputy Principal
4. Principal

If a concern cannot be resolved informally, parents may submit a formal complaint in line with the **Trust Complaints Policy**, available on the Academy website.

- Formal complaints will be acknowledged within **5 working days**
- A full response will be provided within **30 working days**, where possible

Throughout any stage of the process, we are committed to listening carefully, communicating openly and working constructively with families in the best interests of the child.

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## **8. Listening to and Acting on Parental Feedback**

The Academy values parental feedback and gathers views through:

- **Annual Parent Surveys:** Data from these surveys informs school improvement priorities.
- **Principal & Parent Tours:** An opportunity to see the school in action and feedback on your experiences.
- **Appointments with the Leadership Team**
- **Academy Parent Ambassadors (APAs):** Serving as a bridge between parents and the Academy Board to ensure parental voices are heard at a governance level.

Feedback informs priorities for Academy improvement.

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## **9. Informing Parents About Pupil Progress and Achievement**

To ensure parents are well-informed about their child's academic progress and achievements, we provide:

- **Parent-Teacher Meetings:** Formal meetings twice per year, with additional meetings available on request.
  - **Academic Reports:** End-of-term and annual reports detailing pupil attainment, progress, and targets.
  - **Celebration Assemblies & Award Ceremonies:** Regular recognition of student achievements in academic, social, and extracurricular activities.
  - **Curriculum Showcases & Open Events:** Opportunities for parents to view students' work and understand classroom learning experiences.
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## 10. Supporting Parental Involvement in Academy Life

We encourage parents to be actively involved through:

- **Volunteer Opportunities:** Assisting in reading programs, classroom support, school trips, or library management (subject to DBS clearance).
  - **Parent-Teacher Association (PTA):** Organising school events, fundraisers, and community activities.
  - **School Events:** Including seasonal concerts, curriculum showcases, Family Reading, Monthly Maths, and sports days where parents can participate and engage.
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## 11. Supporting Parents to Contribute to Learning at Home

We provide parents with tools and guidance to support their child's learning at home through:

- **Workshops, Information & Training Sessions:** These change annually and are in response to parental engagement/request. Annually, we hold EYFS information evenings, SATs information sessions, phonics and early reading and early maths sessions. This year there is a focus on SEND, with training being offered to parents via the PINS project.
  - **Family Reading Sessions & Monthly Maths Events:** Encouraging shared learning experiences.
  - **Big Picture Documents:** Parents receive a termly Big Picture Document that outlines the current term's learning and key curriculum focuses.
  - **Home Learning Resources:** Online platforms and website resources are available to reinforce classroom learning at home.
  - **Early Help & Support Services:** Providing referrals and guidance for families who require additional assistance.
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## 12. Use of Management Information Systems (Arbor)

We use **Arbor** as our Management Information System (MIS). Arbor offers a comprehensive suite of tools for parents, including:

- **Payments** – Simplified online payments for school meals, trips, and clubs.
  - **Parents' Evening Bookings** – A seamless system to schedule meetings with teachers.
  - **Trip Management** – Consent forms and payment tracking all in one place.
  - **Club Enrolment** – Sign up for extracurricular activities efficiently.
  - **School Meals** – Pre-order and manage your child's meals.
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### 13. Parent Teacher Association (PTA)

Our PTA enriches the school community by organising events such as:

- School Discos & Fetes
- Mother and Father's Day Shop
- Fun events for students
- After-school events for the parent community

The funds raised by the PTA directly benefit the students by improving their school environment. We are always looking for new members, so if you're interested in joining, please reach out!

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### 14. Academy Parent Ambassadors (APAs)

The Academy Parent Ambassadors play a crucial role in:

- **Stakeholder Engagement:** Overseeing and responding to feedback from parents and other stakeholders.
- **Governance:** Ensuring the school meets statutory requirements, such as forming Governor Disciplinary Committees (GDCs) for pupil suspensions and exclusions.
- **Board Reporting:** APAs have the opportunity to report to the Academy Board and meet the CEO annually.

Supported by the Corporate Affairs Director, APAs are backed by a professional secretariat and the Resolutions Group, a team trained to manage complaints and feedback effectively.

Our APAs are: Lisa Francis (Y3 parent) and Beth Fielden-Weston (Y4 Parent)

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### 15. Transitions and Welcoming New Families

#### Early Years Foundation Stage (EYFS)

Before your child's first day, we aim to make the transition into the Academy as smooth as possible:

- **Welcome Pack:** A comprehensive introduction to school life at RPA.
  - **Parent Information Meeting:** A chance to ask questions and understand what to expect.
  - **Individual Meetings:** For families requiring additional provision or support.
  - **School Visits:** Planned opportunities for your child to visit the classroom during the school day to become familiar with the team and the setting.
  - **Stay & Play Sessions:** Enjoy after-school sessions with your child to explore the new environment (3:30 – 4:30 pm).
  - **Nursery Visits:** Our team will visit local nurseries to meet the children in their setting.
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## **16. Monitoring, Review and Governance**

This policy is reviewed regularly by the Principal to ensure it remains effective, compliant, and reflective of best practice. Updates are informed by parent feedback, survey results, and evolving academy priorities. Any major changes will be communicated to parents via Class Dojo, email and the academy website.