

# Communication Strategy & Code of Conduct

## Parents, Carers, and Visitors

Cambian Wing College

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## 1. Monitoring & Review

This policy will be reviewed annually or earlier where required due to:

- Changes in legislation or statutory guidance
- Updates to safeguarding requirements
- Operational or organisational changes
- Feedback from inspection or regulatory bodies
- Responsibility for reviewing this policy rests with the principal.

Signed:

Cassandra Pollitt

Principal

June 2026

## 2. Purpose – Aims & Objectives

At Cambian Wing College we believe that positive behaviour, mutual respect and clear communication between the College and families are essential to achieving the best outcomes for students and young people.

This policy establishes:

- Expectations for conduct within the College community
- Standards for respectful and effective communication
- Guidance on appropriate use of communication channels
- Clear procedures where behaviour or communication becomes unacceptable

The policy applies to all parents, carers, visitors, students and stakeholders interacting with the College or its Residential Homes. Strong partnerships between families and the College support students to develop:

- Independence
- Social understanding
- Communication skills
- Confidence in preparation for adulthood.

This Code of Conduct is an unsigned agreement between parents, carers, visitors and Cambian Wing College.

At Cambian Wing College, we are very proud and fortunate to have a very dedicated and supportive staff community across both care, education and clinical teams. We expect that all staff, governors, parents/carers, visitors and other stakeholders recognise that the

successful education and development of our children and young people depends on positive and respectful partnership work. The purpose of this policy is to provide a reminder to all who visit Cambian Wing College about the expectations we have with respect to working proactively and with us in the best interests of our young people.

Cambian Wing College understands the significance of good working relationships. Positive interactions equip our students with the necessary skills to fully engage in their education and develop positive and appropriate social skills to help them conduct themselves appropriately in public and develop skills and appropriate levels of independence to support their adult lives. We welcome and encourage parents and carers, and others, to participate fully in the life of our College and Residential Homes and expect those interactions to be as positive and respectful as possible.

Our Code of Conduct provides expectations around the demeanour of all parents, carers and visitors connected to Cambian Wing College and the Residential Homes. Creating the best outcomes for our young people requires the relationship between home and College to be based on the principles of care, integrity, trust and mutual respect. The maintenance of this relationship is important to ensure that all within the Cambian Wing College community are safe and not open to undue distress, anxiety, vexatious claims and unrealistic expectations.

We are committed to resolving difficulties in a constructive manner and through positive and honest dialogue. We all have a duty to model positive behaviours in order to support the best outcomes for our young people.

Cambian Wing College has a code of conduct in place for all employees. This policy aims to clarify the types of behaviour that will not be tolerated at Cambian Wing College and seeks parental and collegiate commitment to these expectations. The policy also sets out the actions the Principal, Cassandra Pollitt, can take should this code be ignored or where persistent breaches occur.

### 3. Statutory and Regulatory Framework:

This policy supports compliance with statutory guidance and inspection expectations, including:

- Keeping Children Safe in Education
- Education and Inspections Act 2006
- Equality Act 2010
- Education (Independent School Standards) Regulations 2014

It should be read alongside the following College policies:

- Safeguarding and Child Protection Policy
- Staff Code of Conduct
- Positive Behaviour Support Policy
- Complaints Policy

- Acceptable Use Policy
- Equality, Diversity and Inclusion Policy
- These policies collectively ensure the College meets safeguarding, welfare and governance responsibilities expected by Ofsted.

## 4. Safeguarding Culture

The welfare and safety of students is the highest priority at Cambian Wing College. All members of the College community must contribute to maintaining a strong safeguarding culture by:

- Acting in the best interests of students and young people
- Reporting concerns promptly
- Maintaining respectful and professional interactions
- Supporting an environment where students feel safe and valued
- Behaviour or communication that threatens the safety, wellbeing or dignity of students or staff will be addressed promptly and may be referred to relevant authorities where appropriate.
- Safeguarding responsibilities also apply to online behaviour and communication.

## 5. Core Values

The College promotes the following core values:

- Respect
- Kindness and Empathy
- Positivity and Gratitude
- Responsibility
- Perseverance
- Integrity



These values serve as a compass for decision making and social interactions within the college community. They are shared beliefs and ideals that promote a positive and inclusive learning environment. Values include concepts that foster a sense of academic excellence and of the key life competencies needed in adulthood. We hope that our staff, students, parents/Carers and external stakeholders recognise the importance of these values and uphold them at all times.

## 6. Roles and Responsibilities

The principal is responsible for:

- Ensuring communication with families is professional, respectful and timely
- Overseeing responses to concerns regarding behaviour or communication
- Ensuring compliance with safeguarding expectations
- Reviewing this policy regularly

All staff are responsible for:

- Communicating respectfully with parents and carers
- Responding to communication within appropriate timeframes
- Working collaboratively to resolve concerns
- Modelling positive communication strategies
- Providing regular updates regarding student progress and wellbeing
- Education and wellbeing staff typically respond within working hours (8:30am–5:00pm Monday–Friday).
- Care staff respond in line with shift patterns within residential provision.

Parents and carers are expected to:

- Communicate respectfully with college staff
- Contact the appropriate staff member regarding concerns
- Respond promptly to requests for meetings
- Keep the College informed of relevant medical or contact information
- Check College communications regularly

Students are expected to:

- Communicate respectfully with staff and peers
- Engage positively in discussions about their learning and wellbeing
- Follow College expectations regarding behaviour and communication.

## 7. Communication with the College

The College communicates with families through a variety of methods.

Parents and carers should monitor communications regularly. Due to the nature of teaching and support responsibilities, staff may not always be immediately available during the College Day.

Meetings may be arranged:

- when concerns need discussion
- when staff wish to discuss student progress or wellbeing
- When an EHCP Review or transition meeting is required
- where safeguarding or support needs require further conversation

Meetings may take place:

- in person
- via Microsoft Teams

Parents should request meetings through the student's Education Tutor. The College aims to arrange meetings within 3–4 working days where possible.

Email is the preferred method for non-urgent communication. To support effective responses:

- messages should be clear and concise
- concerns should be explained simply

The College aims to respond within two working days, although complex issues may require additional time.

- Where necessary, the College will provide a revised response timeline.

Telephone Communication:

- Urgent concerns should be directed to the College Admin Office.
  - College Admin Office: 01202 635630
- Parents must notify the College before 9:30am if a student will be absent.

The College will contact parents where:

- a student becomes unwell
- a student is injured
- a safeguarding concern arises
- hospital admission occurs

If a caller becomes abusive or aggressive, staff may end the call.

## 8. Reports and Updates

Parents receive regular information regarding their child's progress including:

Academic Reports Issued three times annually:

- Autumn term
- Spring term
- Summer term

Clinical and Residential Reports:

- Provided during annual reviews and updated throughout the year where required.
- When students transition to another provider, information will be shared to ensure continuity of support.

## 9. College Website

The College website provides key information including:

- Term dates
- Policies and procedures
- Curriculum information
- Events and announcements
- Contact information

Parents are encouraged to check the website before contacting the College for general information.

## 10. Inclusion and Accessibility

Cambian Wing College is committed to inclusive communication. Parents and carers should inform the College of any communication barriers or accessibility needs so that appropriate support can be provided.

## 11. Standards of Conduct/Behaviour that will not be tolerated

- Disruptive behaviour which interferes or threatens to interfere with any of the College's or Residential Homes operations or activities anywhere on the premises or during offsite visits to include multi-agency meetings held off campus.
- Any intimidating behaviour on the premises or during offsite visits to include multi-agency meetings held off campus.
- Using loud or offensive/inflammatory language or displaying anger under any circumstances.
- Threatening or confrontational behaviour towards a member of staff, visitor, fellow parent/carer or young person either face-to-face, via email or over the telephone.
- Damaging or destroying Cambian Wing College property.
- Sending abusive or threatening emails or text/voicemail/phone messages or other written communications (including social media) to anyone within the College or Residential Homes community.
- Defamatory, offensive or derogatory comments regarding the College or Residential Homes or any of the students, parents/carers, staff, governors at the College on Facebook/X or other social media sites.
- The use of physical, verbal or written aggression towards another adult or young person – including physical, emotional or verbal punishment of your own child on Wing College premises or during off-site multi-agency meetings.
- Approaching someone else's child in order to discuss or chastise them because of the actions of this child towards your own child. (Such an approach to a young person may be seen to be an assault on that individual and may have legal consequences).
- Smoking, taking illegal drugs or the consumption of alcohol on Wing College premises. Wing College does not serve alcohol at celebratory events.
- Dogs being brought on to the school site, other than endorsed Guide Dogs, Hearing Dogs or Therapy Dogs, without the permission of The Principal or Registered Manager. DOGS MUST NOT BE BROUGHT INTO ANY BUILDING.
- Attending site to collect a young person in residential care without due parental responsibility, approval of the Social Worker (if appropriate) or without forewarning the home manager or College leadership team beforehand.
- Attending site without invitation or when it is deemed unsuitable or unsafe to do so.
- Openly maligning or slurring the College or Residential Home staff so as to cause reputational damage.
- Intentionally misrepresenting the actions and conversations of the staff team.
- Undermining or over-ruling the Residential Homes boundaries, rules, and routines, which are in place to ensure consistent and safe care of young people.

**This list is not exhaustive.**

Should any of the above occur, we may feel it is necessary to take action by contacting the appropriate authorities or consider banning individual(s) from entering the premises either on a temporary or permanent basis.

Note:

1. A ban from site can be introduced without having to maintain all the steps offered above in more serious cases
2. Site bans will normally be time limited in the first instance
3. A review of the suitability of a residential placement for the young person involved.

## 12.Social Media and Online Conduct

Social media must not be used to raise complaints about the College or staff.

Inappropriate online behaviour includes:

- Posting images of students without permission
- Making defamatory comments about staff or the College
- Publicly criticising College policies
- Cyberbullying or harassment
- Sharing confidential information

Where inappropriate online behaviour occurs, the College may:

- Request removal of the content
- Report the content to the platform
- Seek legal advice
- Involve the Police if necessary

## 13.Complaints

This code of conduct does not prevent parent/carers or visitors from raising a legitimate complaint in an appropriate fashion. In most cases we anticipate that all complaints and concerns can be resolved through open dialogue and discussion with relevant staff members.

Where you are not satisfied with responses received however, we would ask that you follow our complaints procedure as laid out in our Complaints Policy. This is available on our website, but if you would prefer, please contact the College Admin Office and we can arrange for a hard copy to be made available.

## 14.Responding to Unacceptable Behaviour

In cases where the unacceptable behaviour is considered to be serious and potentially a criminal matter, the concerns will, in the first instance, be referred to the Police. This will include any or all cases of threats or violence and actual violence to any child/young person, staff or governor in the College or Residential Home. Additionally, this will include anything that could be seen as a sign of harassment towards any member of the Wing College community: such as any form of insulting social media post or any form of social media cyber bullying. In cases where evidence suggests that behaviour would be tantamount to libel or slander, then the matter to Cambian's Legal Team for further action. In cases where

the code of conduct has been broken but the breach was not libellous, slanderous, or a criminal matter, then the Principal, Cassandra Pollitt, will send out a formal letter to the individual with an invitation to attend a meeting.

If the parent/carer or visitor refuses to attend the meeting then the principal will write to ask them to stop the behaviour causing the concern and warn that they risk being banned from Cambian Wing College's premises. If inappropriate behaviour continues, the individual(s) will again be written to and informed that a ban is now in place. The length of the ban will be dependent on the offending behaviour and will be reviewed on a half-termly basis.

The final decision rests with the principal and, where appropriate, the Governing Body.

## 15. Governance and Accountability

College leadership and governance are responsible for ensuring that:

- Policies are implemented effectively
- Safeguarding remains central to practice
- Behaviour expectations are consistently applied
- Concerns raised by parents or staff are addressed appropriately.

## 16. Commitment to Partnership

Cambian Wing College values positive partnerships between:

- Students
- Families
- Staff
- External professionals

Through respectful communication and shared expectations, the College aims to provide a safe, supportive and effective learning environment for all young people.

Thank you for respecting and abiding by this policy in our College and Residential homes.

Strong working relationships ensure that, together, we create a positive and safe environment for not only the young people but also all who work and visit our College and Residential Home.