

BURFORD SCHOOL



# Burford School

---

## Policy on Public Relations



INVESTOR IN PEOPLE





# Burford School

---

## POLICY ON PUBLIC RELATIONS

**This policy was approved by the governing body in Nov '06**

**This policy will be reviewed in Nov'08**

### AIMS

The aim of this policy is to help the school make a planned effort to **retain a good reputation.**

It will guide us in establishing, maintaining and improving **mutual understanding** between ourselves and the people and organisations we come in contact with.

### PRINCIPLES

Our communication (by verbal, paper or electronic means) both within the school and to those outside will be:

- Honest
- Accurate
- Reliable
- Consistent
- Timely
- Respectful of confidentiality

### OUTCOMES

- A well-informed community of adults and children within the school
- Parents who feel both well-informed and that their views are respected
- A local community that feels the school is a community asset and good value for money
- Profitable links with local business
- Other educational organisations (LA, local pre-schools, secondary schools) are aware of our good practice and work well with us in partnership

## **METHODS**

We will:

- Appoint a press officer to arrange regular press releases
- Produce a community newsletter
- Communicate regularly with parents through letters home and the School Profile
- Share school events with the community e.g. Christmas concerts, open evenings
- Introduce a system to encourage feedback and comment
- Maintain a regularly updated school website

*Revised by the Community Liaison committee: 15 November 2006*  
*Approved by the Governing Body: 27 November 2006*