



This INTERIM communication strategy outlines how the Trust will build on its existing communications strengths, continue to develop organisational messages and maximise the use of a wide range of communication tools to share a cohesive narrative with stakeholders during the current COVID-19 school closures.

Policy areas covered by this strategy include education, business and operational workings. A range of emergency policies will be distributed across the Trust to support with procedures and practice during the COVID-19 emergency.

Effective communication and reporting across the Trust will achieve many things. The key principles of good communication are to:

- Increase the organisation's knowledge and awareness of work being carried out in the Trust
- Increase the organisation's awareness of projects, work streams, departments & hub workings
- Prompt action linked to the Trust's vision and strategic objectives
- Illustrate and share best practice
- Reinforce knowledge, attitudes and behaviours across the Trust
- Influence perceptions, beliefs and attitudes within the Trust
- Increase effectiveness of communication and reporting at every level within the Trust

Audience

There are a number of different audiences that the Trust must regularly interact with. Continuing to engage with our stakeholders is critical to the ongoing success of TCAT and we recognise the importance of listening, engaging and communicating with them as we seek to deliver our vision and priorities, regardless of school partial closures. This interim communication policy is designed to support the internal organisation and is written primarily for members, trustees and staff. Part of the policy also involves wider stakeholders including pupils, parents and carers.

Staff communication

Strong internal communication is a key ingredient to the success of any organisation. The Trust will build upon existing staff communication tools alongside developing clarity around all activities and our vision. Where virtual meetings are taking place (Zoom) details around chairing, agendas, documentations etc. will be sent prior to the event.

Communication Lines and Network

The information within this policy will be shared across the Trust through key lines of communication. This is not an exhaustive list and additional meetings and communications will also take place as the need arises.

Action	Detail	Who
TCAT Strategy group / CIMT	Daily meeting 10am (Zoom) Overview of current guidance, pupil and staff numbers, continuity planning. Colleagues invited as and when required.	MG, AM, VB, TL AL, BL
Daily brief to all academies	Daily updates following strategy group meeting and LA actions (email)	AM
LA Strategic Group	Representation from the Trust to the wider local authority response. Daily phone conference	AM
RSC office	Regular communication with RSC and DfE links (informs daily brief)	MG
CET	Weekly meeting, Wednesday @1pm (Zoom)	CET
Operations (OPCAT)	Operational overview. Fortnightly meeting	MG, AM, TG, VB, AL, BL, DMC, JS
Primary Head Hub Secondary Head Hub	Weekly meeting, following any actions further to the CET meeting.	Heads
All hubs	Hub leads to arrange meetings respectively as necessary, focusing on curriculum provision, teaching & learning, assessment, post-Easter planning.	Hub leads
Trustees	MG to communicate with HP weekly. Monthly update meeting (Zoom, written report) Schedule 1 meeting per half term.	MG /Trustees
LGB	Regular updates to LGB Schedule two meetings over the summer period	
Communication with families	Refer to TCAT Guidance Document: Suggested schedule and keeping in touch	All Heads
Communication with school staff	Refer to TCAT Guidance Document: Suggested schedule and keeping in touch.	All Heads