



Dear Parent/Carer,

Introducing Our New Communication System

As you know, our academy has grown significantly in recent years and is now one of the largest schools in Dudley. With this growth, we are committed to ensuring timely and effective communication with all our families. To achieve this, we have reviewed our current processes and are introducing a new system designed to streamline communication and improve efficiency.

What is Changing?

From **Monday 23rd February 2026** all parent/carers communication will move to a new **online system**, accessible via our school website under the **'Contact Us'** tab. This system will replace the current method of handling queries by phone, email or in person.

Why Are We Making This Change?

Our school receives hundreds of phone calls and individual emails daily, covering a wide range of issues. Whilst we value your engagement, this volume makes it challenging to ensure that every query reaches the right person promptly. The new system will:

- Direct your query to the appropriate staff member.
- Allow our dedicated admin team to triage and prioritise concerns effectively.
- Enable both you and the school to track the progress of your query.

How Will It Work?

When you submit a query through the online system, you will be asked to complete mandatory fields. This information helps us route your concern to the correct team quickly. Please refer to the attached **'How to Contact Us'** guide and the **BHA Communication Protocol** for detailed instructions.

Important Information

- Unless there is an immediate safeguarding concern, all queries must be submitted through the online system.
- Queries will not be handled outside this system, and it will not be possible to walk into school and be expected to see a member of staff immediately due to existing commitments.
- Our staff are focused on teaching and managing the day-to-day operations of the school, so it is not always possible to meet parents without prior arrangement or appointment.



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We appreciate your cooperation in following this new process from **Monday 23rd February 2026**. This change will help us respond to your concerns more effectively and ensure that communication remains clear and consistent.

Thank you for your continued support.

Yours sincerely,

S. Dhami

Mr. Dhami
Principal

