

Madeley Academy



Parent Strategy

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Vision, Aim and Responsibilities

Our Vision

At Madeley Academy, we believe that **parents are partners in learning**. Working together strengthens outcomes for students, builds trust and belonging, and creates a resilient school community where we are all 'Focused on Success'

Strategic Aim

Our over-arching aim is to deepen and sustain meaningful parent participation across Academy life by:

- strengthening leadership and clarity
- removing barriers to engagement
- empowering parents to support learning
- increasing involvement in Academy life
- maximising community partnerships

This strategy aligns directly with the Parentkind Parent-Friendly Schools Framework and responds to Madeley Academy's current profile and priorities.

Strategy Objectives

Driver 1: Leadership, Ethos and Resources: To embed parent participation as a shared leadership responsibility across the school.

Key Actions (2026–2028)

- Publish and share parent strategy with all stakeholders.
- Leaders to be involved in shared vision of parental participation, both through internal and external CPD.
- Train staff annually on the importance of parent participation and the impact it can have on inclusive practice and flexible engagement. Provide examples of good communication.
- Co-ordinate pastoral teams to support with high levels of engagement and communication. Strong Year Head team co-ordinates and directs communication effectively.
- Maintain the Academy as a welcoming environment from the reception through to further meeting spaces; ensure safeguarding processes are clear at all stages.
- Maintain strong tiered support for families with higher needs and systematically review impact.

Success Indicators

- Parents can identify leadership roles clearly
- Staff confidence in engaging parents increases
- Parental engagement reviewed annually with evidence of impact

Driver 2: Two-way Communication: To maintain high-quality, inclusive communication and strengthen parent voice and feedback loops.

Key Actions

- Keep a consistent communication schedule, shared by all staff.
- Seek parent views through Parent View and create “You said, we did” feedback cycle
- Provide a range of communication avenues and formats for parents, both online and face-to-face and with reasonable adjustments.
- Thorough tracking of all parent feedback
- Ensure the home-school agreement has clarity around two-way communication ethos

Success Indicators

- High engagement rates with communications
- Increased parent trust and response to surveys
- Clear evidence of feedback shaping decisions

Driver 3: Home-based Learning: To strengthen home-school learning by equipping parents with the confidence, knowledge and resources they need to support their child's learning, development and wellbeing at home.

Key Actions

- Communicate importance of parental engagement in homework.
- Communicate homework through various avenues such as emails and on the school website.
- Provide Parents’ Briefings to explain curriculum, place of home based learning and how to understand progress data; to also use this as a chance to gain feedback on how we can strengthen home learning.
- Provide half-termly curriculum updates to parents.
- Strengthen transition support (e.g. KS2–KS3, KS4–post-16) using alumni voice.

Success Indicators

- Increased parent attendance at learning events
- Parent confidence in supporting learning improves
- Smooth transitions with positive parent feedback
- Successful student outcomes

Driver 4: Involvement in School Life: To create accessible, inclusive and valued pathways for parents to contribute to school life.

Key Actions

- Audit how parents could support the Academy including skills, interests and careers outreach opportunities.

Success Indicators

- Parents contributed skillset to support the Academy
- Positive staff and parent feedback on involvement

Driver 5: Community Engagement: To strengthen Madeley Academy's role as a community hub while sustaining inclusive partnerships.

Key Actions

- Jointly host events and assemblies with partners in the community
- Review and widen the community network annually
- Collect structured feedback from partners, parents and students in regards to events such as the Careers Fayre
- Celebrate partnerships publicly in Academy Update
- Further promote connections with outside agencies

Success Indicators

- Increased community engagement through Academy events and assemblies
- Strong referral outcomes for families

Accountability and Impact

Parent Participation is evaluated through a range of evidence, including:

- Progress and attainment of different groups
- Attendance and behaviour data
- Participation in wider opportunities
- Student voice and lived experience
- Parent View at Parents' Evening

The Parental Engagement Lead will annually review the drivers and adapt actions required to remain a Parent-Friendly school.

Review and actions reviewed by SLT and Governors.

Conclusion

This strategy provides a clear framework for strengthening partnerships between home, school and the wider community through effective leadership, open communication, support for home learning, meaningful involvement opportunities and collaborative community engagement. Through regular evaluation and a commitment to continuous improvement, we will ensure that parent voice remains central to our decision-making and ensure we create a culture where students, families and staff are truly 'Focused on Success'.