



The Outdoor Ed School - Communication policy

1. Purpose

The purpose of this Communication Policy is to establish clear and effective guidelines for how communication will occur between the company, schools, students, parents, and staff during outdoor learning activities.

This policy aims to ensure transparency, clarity, and consistency in all interactions, ensuring a positive and safe learning experience.

2. Objectives

- To ensure all stakeholders are informed before, during, and after outdoor learning activities.
- To establish protocols for urgent and non-urgent communication.
- To provide channels for feedback and queries to improve service quality.
- To guarantee that safety and logistical information is communicated clearly to all relevant parties.
- To maintain professionalism and confidentiality in all communication.

3. Scope

This policy applies to:

- Communication with schools, teachers, and students.
- Interaction with parents and guardians.
- Communication between staff members and management.
- External communications with outdoor activity national governing bodies and government bodies.

4. Communication Channels

4.1 Internal Communication

- **Staff Meetings:** Regular team meetings will be held for planning, updates, and coordination.
- **Emails:** All important updates, safety information, schedules, and confirmations will be communicated via email.
- **Phone/Texts:** Used for urgent matters, last-minute updates, and real-time communication on activity days.

4.2 External Communication

- **Email:** To confirm bookings, send pre-event information (itinerary, safety guidelines, clothing requirements, etc.), and to share any changes or updates.
- **Website:** A central hub for general information, FAQs, and downloadable resources for schools and parents.
- **Phone:** Available for urgent enquiries, especially for schools or parents who may need immediate clarification.
- **Social media:** Used for promotional purposes and to share success stories, upcoming events, and general news about The Outdoor Ed School.

5. Communication Protocols

5.1 Pre-Event Communication

- **Booking Confirmation:** Once a school books their activity event, they will receive a detailed confirmation email outlining the itinerary, safety instructions, location, and other essential details.
- **Pre-Activity Orientation:** Schools will be contacted prior to their activity start date to confirm details, to address any concerns, and go over specifics.
- **Parental Communication:** When providing an activity camp or alternative learning program a medical form will need to be completed by a parent or guardian.
- **Emergency Contact Information:** A list of emergency contacts for participants and medical forms will be shared with the staff providing the activities.

5.2 On-Site Communication

- **Daily Check-Ins:** A designated staff member will check in with the school's contact person to provide updates on the progress of activities.
- **Incident Reporting:** In the case of any incidents, the school's contact person, parents (if necessary), and company management will be immediately informed. (Please see our emergency action plan for more information).
- **Real-Time Updates:** Staff will communicate directly with schools through mobile devices or face to face in case of schedule changes or any other urgent issues.

5.3 Post-Event Communication

- **Feedback Request:** After the event, schools and parents will be asked to provide us with feedback on the experience.
- **Follow-Up Reports:** If an incident or accident took place during the session The Outdoor Ed School will contact the school and or parent/guardian, to investigate the outcome of the incident which will be recorded. The follow-up report, including a summary of the incident (What, when, where, and how it happened) will then be sent to the school and or parent/guardian.
- **Thank You and Rebooking:** A personalized thank you note will be sent to schools and participants after every event, expressing appreciation for their participation and highlighting key moments from the event. There will also be an option for the school or individual to book another session.

6. Emergency Communication

- **Immediate Response:** In the event of an emergency, the designated point of contact at the school or the individual's emergency contact will be notified immediately by phone.
- **Emergency Contacts:** Staff will always have access to up-to-date emergency contact information for each student.
- **Incident Management:** The company will provide a detailed report to the school after any significant incident, ensuring transparency and collaboration on how to prevent future issues.

7. Confidentiality & Data Protection

- All personal and sensitive information, including student details, medical conditions, and emergency contacts, will be stored securely and shared only with necessary parties (such as first-aid responders or school administrators).

- The company will comply with all relevant data protection laws, including GDPR (General Data Protection Regulation). For more information, please see our Privacy policy.

8. Tone and Professionalism

- Communication should always be respectful, clear, and empathetic, especially when dealing with students, parents, schools, and government bodies.
- All company representatives will maintain professionalism in all interactions, using language that fosters trust and respect.
- In the case of disagreements or conflicts, the company will approach the situation with the goal of finding a collaborative and constructive solution.

9. Monitoring and Review

- The effectiveness of communication methods will be reviewed regularly through direct feedback from schools, students/ participants, parents, and staff observations.
- This policy will be reviewed when required and updated as needed to improve communication strategies and ensure compliance with any new regulations or best practices.

10. Responsibilities

- **Management:** Responsible for overseeing the communication strategy and ensuring it is implemented effectively.
- **Staff:** Expected to adhere to the communication protocols and report any concerns to management in a timely manner.
- **Schools and Parents:** Expected to engage with communications in a timely manner, ensuring their responsibilities are clear.

By adhering to this Communication Policy, we aim to foster a positive, safe, and transparent learning environment for all students and participants, ensuring that everyone is well-informed and confident in the outdoor learning experience we provide.