

Our Organisational Aims

- ⇒ We aim, through creativity and excellence, to meet the needs and aspirations of each young musician, school and music leader in Slough.
- ⇒ Through our passion for music, we want to inspire and empower, creating opportunity and enjoyment for all, enabling our diverse community to develop, achieve and celebrate through music.
- ⇒ The purpose of the hub is to bring together those who deliver music and the performing arts in Slough to share expertise, training and planning of services so that we can ensure the community of Slough has access to the full range of music services it demands.
- ⇒ We aim to respond to need and to collectively generate new ideas, approaches and activities.
- ⇒ Achieving greater engagement with the music curriculum through the development of our SMEP, we will provide commissioning and ensure high quality musical learning and activities are available and well publicised to schools, families and the community.
- ⇒ To act as a bridge connecting and encouraging and enabling Slough schools to work in collaboration
- ⇒ We aim to achieve financial stability through fair, appropriate and equitable charging structure, effective approaches to financial management and efficient deployment of available capacity.

Slough music service's communication strategy is aimed at ensuring our communication with the public, students, parents and staff is serving a purpose and helps us achieve our goals and is clearly set out. We are developing a communication culture, where everyone knows the vision and can contribute through many different forms of communication. We all play a important role in achieving this.

Our Communication Strategy

Parents:

- ◆ **Student note books:** All students learning with us receive a student notebook where our Peripatetic teachers are able to communicate with parents in writing and parents can reply through this channel.
- ◆ Parents can contact us via our telephone number 01753 875762 or via email:
music.service@slough.gov.uk
- ◆ Parents can follow us on our social media channels including: Face Book, Instagram and Twitter.
- ◆ We send letters to parents via schools in Slough including continuer information, event invites and our holiday and food camp.
- ◆ We write a news letter every quarter sharing exciting updates on our Music hub activity
- ◆ Parents and families can access our information via Slough family information services website
- ◆ Parents are sent Media consent forms to complete before we publish any details of children and young people on our website, socials or public communications.

Teaching staff:

- ◆ Teachers are able to contact the Music service office staff via email and telephone during normal working hours, evenings and weekends.
- ◆ Teachers are contacted using their given email address
- ◆ Termly team meetings are held with all of our teaching staff to....
- ◆ Teachers seek permission from Parents before contacting directly via email or telephone. This is achieved by using the student notebooks given to every student to make initial contact.

Social media communication

Our success in reaching communities in Slough is measured using analytical data provided by each social media platform



Schools:

- ◆ We contact schools and mainly liaise with the music teacher/coordinator at each school via email and telephone
- ◆ We send relevant project information directly to school teachers to share with students and parents.
- ◆ We use the Slough Bulletin to share any relevant information to the Head teachers at all Slough Schools
- ◆ We aim to have postcards to display at school receptions across all schools in Slough
- ◆ We aim to design new promotional posters to display in Schools

The General Public

- ◆ We will have a banner for advertising and promotional purposes at all events we are involved in
- ◆ QR codes have been generated to help direct people to our website and any partner websites we advertise on (slough family information services) these are on our banners for ease of access. No need to type any website addresses!!
- ◆ We aim to have postcards and posters to display across public buildings in Slough

**Community Organisations**

We are active members of collective organisations in Slough and share our work with organisations that can help develop our work for Slough children and young people, these include membership in:

- ◆ Slough Cultural Education Partnership (CEP)
- ◆ Youth Engagement Slough (YES)
- ◆ Slough Creative partnership

We meet regularly to plan exciting new initiatives for Slough

Our Governance Board

We need to ensure that the work we are doing is meeting the needs of young people in Slough. One of the ways we do this is to have a governance board consisting of teachers, organisations, parents and young people.

We meet termly, and the music service must provide detail on activities so this can be scrutinised or approved by our board.

We communicate regularly by having face to face meetings.

We are always looking for new members and more detail can be found on our website:
www.sloughmusicservice.co.uk

Contact us:

We are always looking for ways we can improve. We invite people to use the contact us facility on our website. You can ask questions or make suggestions

GDPR: We are committed to the principles of the GDPR and will always comply with the key.....

We will ask parents to 'opt in' into communications with staff and teachers

All of our consent forms contain permissions for you to approve use of any pictures or videos we take of children and young people participating in any of our activities.

Personal information is held on secure systems requiring unique password for authorised users only

All staff and teachers receive information security training which is refreshed annually.