



The Apple International Community School

Parent Communication and Engagement Policy

2026-2027

POLICY INFORMATION

Policy Written	July 2025
Policy Updated	August 2026
Policy to be Reviewed	August 2027
Approved By	Principal – Ms Pretty



Purpose and scope

AICS recognises that students achieve best when families and the school work in partnership. This policy sets clear, respectful and accessible arrangements for sharing information, raising concerns and involving parents and carers in learning and school life. It applies to routine, urgent, digital and face-to-face communication between the school and all parents or legal carers.

Principles

- Communication will be timely, accurate, courteous, professional and focused on the student.
- Information will be clear and accessible. Reasonable support, including translation or an alternative format, will be considered where needed.
- Confidentiality, safeguarding and data protection will be maintained. Personal matters will not be discussed in public groups or with unauthorised persons.
- Parents will be listened to and given appropriate opportunities to contribute to improvement.

Official communication channels

The school will use the channel most suitable for the purpose:

- LEAMS Gateway Parent Portal for notices, learning information, attendance, reports and other routine updates.
- School email, circulars, newsletters, the website, parent calendar and approved school platforms for formal information.
- Telephone or SMS for urgent, time-sensitive, attendance, health or safeguarding matters.
- Scheduled parent meetings, workshops, surveys and school events for discussion and engagement.

Parents must keep their contact details current, check official channels regularly and notify the school promptly of any change. Social media and informal messaging groups are not official channels for individual concerns or confidential matters.

Communication standards

Staff will acknowledge routine enquiries within twenty-four hours and aim to provide a full response within five working days. Complex matters may require longer; where this happens, the school will explain the next step and expected timescale. Urgent safeguarding or safety concerns must be reported immediately by telephone or in person to Reception or the Designated Safeguarding Lead.

Teachers should not be approached for lengthy discussions during teaching, supervision, arrival or dismissal duties. Meetings must be arranged in advance. Communication sent outside working hours may be answered on the next working day. Abusive, threatening or discriminatory communication will not be accepted and may be managed under relevant school procedures.

Information shared with parents

AICS will provide appropriate information about:

- curriculum, learning expectations, homework and ways to support learning at home;
- student progress, achievement, attendance, behaviour, wellbeing and agreed support;
- school calendars, events, trips, closures, policies and operational changes;
- assessment outcomes and formal reports at published points in the academic year.

Sensitive information will be shared only with persons who have lawful parental responsibility or verified authority, subject to safeguarding duties and applicable UAE requirements.

Parent engagement

The school will encourage parents and carers to take an active role through parent-teacher meetings, workshops, curriculum events, surveys, volunteering opportunities, school celebrations and other approved activities. Feedback will be reviewed by relevant leaders and used, where appropriate, in school self-evaluation and improvement planning.

Parents and carers are expected to support regular attendance and punctuality, reinforce school expectations, engage with progress information, attend key meetings, respond to requests within a reasonable time and communicate concerns constructively. Participation must respect safeguarding, confidentiality and visitor procedures.

Raising a question or concern

Stage	Contact	Purpose
1	Form tutor or subject teacher	Routine learning, homework, progress or classroom matters
2	Section Head	Unresolved or repeated concern
3	Vice Principal or Safeguarding lead	Serious concern or matter still unresolved
4	Principal	Formal escalation under the Complaints and Appeals Policy

Where a matter concerns a named member of staff, it should be referred to that person's line manager. Formal complaints and appeals will follow the school's published Complaints and Appeals Policy. Safeguarding concerns bypass the staged route and are reported immediately.

Privacy and responsible digital communication

The school will use approved systems and share only information necessary for the intended purpose. Parents must not record meetings, photograph or identify other students, or publish school communications without permission. Student images and personal information will be used in line with consent, safeguarding and applicable data protection requirements.

Responsibilities and monitoring

The Principal oversees implementation. Senior and middle leaders ensure consistent practice; staff maintain professional records of significant communication; and parents use the correct channels and provide accurate contact information. The school will monitor response times, themes from enquiries and complaints, survey feedback, participation and accessibility. This policy will be reviewed annually or earlier following regulatory, safeguarding or operational change.

Related documents: Complaints and Appeals Policy; Safeguarding and Child Protection Policy; Data Protection and Privacy procedures; Social Media Policy; Behaviour Policy.

