

COMPLAINTS AND FEEDBACK POLICY

RATIONALE

At Amity English School Dubai (AESD), we take our accountability to parents, students, and the wider school community seriously. We believe that every concern, when raised and handled appropriately, is an opportunity to strengthen the trust between school and family and to improve the experience we provide for every child.

We are committed to ensuring that all feedback and complaints are received through a structured, consistent, and properly managed channel. This protects the integrity of every case, ensures nothing is missed, and means that every parent receives a fair and documented response. For this reason, all feedback and complaints at AESD must be directed through the Parent Relations Executive (PRE) or the school receptionist, who will ensure your concern reaches the right person in the right way.

AIM

This policy advises all parents and stakeholders on how to direct a concern or complaint and the structured escalation procedure that follows. Our aim is to:

- Ensure all feedback and complaints are received through a single, managed channel.
- Acknowledge and respond to every concern promptly, fairly, and constructively.
- Direct every complaint to the appropriate person within the school.
- Maintain a full record of all complaints and their outcomes.
- Use patterns in complaints to improve our school continuously.

HOW TO SUBMIT A COMPLAINT OR FEEDBACK

All complaints and feedback at AESD must be submitted through one of the following two official channels only. Please do not approach teaching or support staff directly with a formal complaint, as this does not initiate the school's formal process and your concern may not be properly logged or responded to.

Contact the Parent Relations Executive (PRE)

The PRE is your first and primary contact for all complaints and feedback. You may reach the PRE:

- By email (provided in the school's communication)
- By requesting an in-person appointment through the school office
- In writing addressed to the PRE at the school address

Contact the School Receptionist

If you cannot reach the PRE directly, the school receptionist is your alternative point of contact. The receptionist will:

- Log your complaint or feedback immediately
- Pass it directly to the PRE for processing
- Confirm that your concern has been received

No complaint submitted through any other channel — including directly to a teacher, via social media, or through a third party — will be treated as formally lodged. Please ensure all complaints are submitted through the PRE or receptionist only.

FEEDBACK PROCEDURE

We actively welcome feedback from our school community. Constructive suggestions and compliments help us understand what is working well and where we can improve. Feedback can be submitted at any time through the PRE or receptionist using the channels described above.

Where feedback highlights a concern that requires formal investigation or is of a more serious nature, it will be escalated by the PRE into the formal complaints procedure outlined below.

COMPLAINTS PROCEDURE

Once a complaint is received by the PRE, it will be logged, assigned a unique Case ID, and directed to the appropriate person depending on the nature of the complaint. The four categories below outline the staged escalation pathway for each type of complaint.

All complaints will be acknowledged within 2 working days and resolved within 5 working days where possible. Where a complaint is more complex and requires additional time, the PRE will inform you in writing with a realistic timeline. You will receive updates at every stage.

Students' Learning, Teaching, Behaviour, or Wellbeing

- Stage 1: PRE logs and acknowledges your complaint. The PRE assigns a Case ID, confirms receipt in writing, and directs the complaint to the Class Teacher or Form Tutor for initial response.
- Stage 2: If unresolved at Stage 1, the PRE forwards the complaint to the Head of Year (Primary) or Head of Department (Secondary) for review and response.
- Stage 3: If unresolved at Stage 2, the PRE forwards the complaint to the Vice Principal or Head of School for detailed investigation and response.
- Stage 4: If unresolved at Stage 3, the PRE forwards the complaint to the Principal for a final school-level decision.
- Closure: The PRE confirms the resolution to you in writing and archives all records within 2 working days of the final decision.

Operations, Facilities, or External Services

This category covers: school transport, canteen, school premises, maintenance, health and safety, and contracted external service providers.

- Stage 1: PRE logs, acknowledges, and directs the complaint to the School Operations Manager for initial investigation and response.
- Stage 2: If unresolved at Stage 1, the PRE forwards the complaint to the Vice Principal or Head of School for review and resolution.

- Stage 3: If unresolved at Stage 2, the PRE forwards the complaint to the Principal for a final decision. Where budget approval or extended works are required, a realistic timeline will be provided.
- Closure: The PRE confirms resolution to you in writing and archives all records within 2 working days of the final decision.

A Member of Staff

Complaints about a member of staff's conduct or professional behaviour are handled with full confidentiality and in accordance with due process. Please do not approach the staff member concerned directly.

Stage 1: PRE logs and acknowledges the complaint and forwards it to the Vice Principal or Head of School for initial investigation and written response.

Stage 2: If unresolved at Stage 1, the PRE forwards the complaint to the Principal for final resolution.

Closure: The PRE confirms resolution to you in writing and archives all records within 2 working days of the final decision.

A Member of the Executive Leadership Team or Principal

Complaints about a member of the Executive Leadership Team are directed to the Principal. Complaints about the Principal directly are referred for independent review.

Stage 1: PRE logs and acknowledges the complaint. If the complaint concerns a member of the Senior Leadership Team (but not the Principal), it is forwarded to the Principal for investigation and final resolution.

Stage 2: If the complaint concerns the Principal directly, or remains unresolved after Stage 1, it is referred to the Chair of the Governing Board for an independent review and formal written response.

Closure: The PRE confirms resolution in writing and archives all records within 2 working days of the final decision.

School Complaints Panel

In cases where a satisfactory resolution cannot be reached through the staged process above, the PRE will convene a School Complaints Panel within 48 hours of being notified that the resolution has not been accepted.

The Panel consists of the Principal (or Governing Board representative if the complaint concerns the Principal), a member of the Senior Leadership Team, and the School Counsellor. Additional staff may be included where relevant, for example the Head of Inclusion.

The Panel's decision and a full set of minutes will be shared with you in writing within 2 working days of the meeting.

TIMELINE EXPECTATIONS

We are committed to clear and consistent timelines at every stage of the process:

What you can expect	When
Acknowledgement of your complaint by the PRE	Within 2 working days of receipt
A Case ID and next update date provided to you	At acknowledgement
Initial response or resolution	Within 5 working days where possible
Update if investigation is ongoing or complex	Ongoing — you will not be left without communication
Written confirmation of closure	Within 2 working days of resolution

MONITORING AND CONTINUOUS IMPROVEMENT

The number and nature of complaints received each term is reviewed by the Principal and Senior Leadership Team as an indicator of school performance and parent satisfaction. Patterns and trends are analysed to prevent recurring issues. All complaint records are retained by the PRE.

POLICY REVIEW

This policy is reviewed annually in August and updated in response to any changes to KHDA regulations, feedback from the school community, or significant complaint outcomes. The current version is published on the school website and available from the school office at any time.

Authorised by: Principal

Review date: August 2027