BLOOM WORLD ACADEMY

Reference Number
BWA-23

Complaints Policy	
Audience and coverage	School community
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Owner	Nicola Upham, Principal – Primo & Junior School and Well-being & Development
Reviewer	John Bell, Executive Principal 

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Aim

An essential part of the school;

- supportive to staff, students, and parents in managing and resolving concerns effectively;
- an important framework that will ensure consistency and fairness in handling complaints throughout the school community;
- a roadmap for addressing dissatisfaction and improving communication and service;
- compliant with UAE laws and regulations, offering guidance for decision-making and efficient resolution of issues;
- designed to ensure all complaints are managed within clear boundaries and timelines;
- aligned to the school's guiding statements and strategic goals discussed in leadership meetings.

Statement of Intent

BWA believes this policy to be a working document that represents the school ethos, mission, and vision. It enables consistency, transparency, and quality in resolving concerns raised by stakeholders and is aligned with relevant UAE legislation.

Scope

This policy applies to students, parents, guardians, school personnel, and any external stakeholders engaging with the school.

Unique Definitions

Complaint: An expression of dissatisfaction about the school's action or lack of action, or about the standard of service provided by or on behalf of the school.

Concern: A matter that a stakeholder wishes to raise to gain better understanding or seek minor resolution.

Stakeholder: Any person with a legitimate interest in the school's operation, including students, parents, staff, and community partners.

Processing and Practice

Bloom World Academy welcomes suggestions and feedback, and takes seriously any complaints or concerns that arise. Our aim is to resolve matters as swiftly and fairly as possible.

How should I complain?

All concerns should initially be directed to the student's Homeroom Teacher (Primo/Junior School) or Key Tutor (Senior School/Nexus). This can be done in person, via email, or through a request for a formal meeting. The school encourages open dialogue at this stage in order to address and resolve concerns promptly and informally where possible.

Should the matter remain unresolved, or if the concern is of a more serious or sensitive nature, it should be formally escalated to the appropriate Grade Leader or Deputy Principal. They will review the situation in consultation with relevant parties and work collaboratively to reach a satisfactory outcome.

If the issue continues to remain unresolved, the matter may be referred to one of the school's Principals. The Principal will undertake a comprehensive review of the concern, ensuring all perspectives are considered and that any subsequent action is aligned with school policy and values.

In circumstances where a resolution has not been achieved through the aforementioned steps, the parent or guardian may choose to communicate directly with the Executive Principal in writing. The Executive Principal will investigate the concern thoroughly and ensure an appropriate and timely response is provided.

In rare and exceptional cases where the issue remains unresolved following the Executive Principal's review, the matter may be escalated to the Chief Education Officer of Bloom Education. The Executive Principal will refer the case for final consideration and response in alignment with Bloom Education's protocols and procedures.

What will happen next?

Upon receiving a complaint:

- All formal complaints will be acknowledged in writing within two working days of receipt.
- Upon acknowledgment, the complaint will be thoroughly investigated. The complainant will be informed of the expected timeline for a detailed response or outcome.
- A comprehensive written response, or an invitation to attend a meeting to discuss the matter in person, will be provided within ten working days.
- The school will maintain a formal record of all significant complaints, including a summary of the issue, actions taken, and the final outcome.

Confidentiality

All complaints will be handled confidentially and with respect. Information will only be shared with individuals necessary to the investigation and resolution. If external parties need to be involved (e.g. child protection concerns), the complainant will be informed.

Anonymous Complaints

Will not be pursued.

Staff Disciplinary Complaints

Any action taken as a result of a complaint that leads to staff disciplinary procedures will remain confidential. Parents will be informed that appropriate internal action has been taken.

Escalation

If the complainant is dissatisfied with the outcome at one stage, the complaint may be escalated in the following order:

1. Grade Leader → 2. Deputy Principal – Principal → 3. Executive Principal → 4. CEO of Bloom Education

Complaints to the CEO of Bloom Education

In cases where the complaint is referred to the CEO of Bloom Education or their appointed representative, a thorough review of the matter will be undertaken. This will involve consultation with the Executive Principal and any other relevant members of staff. The complainant will be kept informed throughout the process, which may include an invitation to attend a meeting to discuss the issue in further detail. A final outcome or decision will be communicated to the complainant within two weeks of the complaint being received.

Our Philosophy Toward Complaints

At Bloom World Academy, we view complaints as a constructive opportunity for reflection, learning, and continuous improvement. We value transparent communication and are committed to building trust and mutual respect between the school and families. We encourage all concerns to be raised promptly and addressed in a collaborative manner, always prioritising the best interests of our students.

Student Complaints and Concerns

Students are encouraged to speak with any trusted adult at school. They may also use email or raise concerns during tutor time or student council. Anonymous complaints are not accepted. Students are explicitly taught how to raise concerns respectfully and safely at the start of each school year.

Roles and Responsibilities

With regard to implementation of this policy, roles and responsibilities are clearly stated below:

Role of the Executive Principal

- To ensure this policy is implemented consistently
- To respond to escalated complaints in a timely and appropriate manner

- To maintain records of formal complaints and outcomes
- To report patterns of complaints to the Leadership Team and Board

Role of School Personnel

It is the responsibility of the teachers and staff to:

- Listen carefully and respectfully to concerns raised
- Respond appropriately and escalate when necessary
- Model calm, professional communication
- Maintain confidentiality and accurate records

Role of the Parents

It is the responsibility of the parents to:

- Raise concerns at the earliest opportunity
- Engage respectfully and collaboratively with staff
- Follow the correct channels of communication
- Model problem-solving behaviour for their children

Role of the Students

It is the responsibility of the students to:

- Communicate their concerns honestly and respectfully
- Approach a trusted adult when they feel unsafe or unheard
- Use student leadership forums to voice ideas or issues

Associated Documentation

This policy aligns with and supports the following:

- Safeguarding and Child Protection Policy
- Behaviour and Wellbeing Policy
- Whistleblowing Policy
- Inclusion and SEND Policy
- Staff Code of Conduct
- Parent-School KHDA Partnership contract

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Supporting Documents:

- UAE School Inspection Framework
- KHDA Guidelines on Complaints

Training Implications

This policy will be shared with:

- All staff during induction and at the beginning of each academic year
- All parents via the school website and through onboarding information

It will be revisited:

- During regular policy review cycles
- When significant updates are made
- In training and CPD sessions where communication or conflict resolution is discussed

Safeguarding

BWA is committed to safeguarding and promoting the welfare of all children. All complaints are reviewed through a safeguarding lens to ensure the safety and protection of students remains paramount.

Equity Impact Assessment

This policy has been reviewed for fairness and equity. It does not disadvantage any individual or group and aligns with BWA's commitment to diversity, inclusion, and equal opportunity.