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THE ENGLISH SCHOOL

A SECOND CENTURY OF EXCELLENCE

Parent Communication Policy

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Ratified by	The English School Board of Management
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Contents

1. PURPOSE 2
2. COMMUNICATION CHANNELS 2
3. ENGAGE NOTICES AND WEEKLY PARENT NEWSLETTER 3
4. SMS 3
5. EMAIL 3
6. TELEPHONE CALLS 3
7. WEBSITE SOCIAL MEDIA AND SCHOOL CALENDAR 4
8. RESPONSE FRAMEWORK 4
9. CLOSING STATEMENT 4

1. Purpose

This policy explains how The English School communicates with parents and guardians from the 2026 - 2027 academic year onwards and which channels are used for different types of information. It aims to ensure that communication is clear, timely, consistent and important School information is easy for families to access.

2. Communication Channels

Each communication channel has a specific purpose. The overview below explains where parents and guardians can expect to receive information.

Channel	Main purpose	Examples
Engage Notices	Routine School information and the ES Newsletter	Year-group notices, assessments, trip information, events, deadlines and programme updates
SMS	Urgent or time-sensitive information requiring immediate attention	Emergency closure, evacuation updates, last-minute changes and urgent alerts
Email	Individual, confidential or detailed written communication	Parent queries, pastoral matters, admissions, finance and individual student matters
Telephone	Immediate individual contact or sensitive discussion	Student illness or injury, urgent welfare matters and clarification
Website	Official public School information	Handbooks, policies, admissions, academic and pastoral information, news and events
Social media	Promotion of School related news	Achievements, events & news, community stories and public updates
School Calendar	Key dates and planning information	Term dates, holidays, examinations, events and deadlines

3. Engage Notices and Weekly Parent Newsletter

Engage Notices are the School's primary channel for communication with parents and guardians and provide a central location for accessing School communications.

From Friday, 23 October 2026, routine School communications will be consolidated into the English School Newsletter, sent every Friday through Engage Notices. This will reduce the number of separate messages and help families find relevant information in one place.

The Newsletter may include:

- Year-group notices and assessment and reporting information.
- Trip information, reminders, School events and activities.
- Important deadlines and key dates.
- Extra-Curricular Activity (ECA), Sports School, Duke of Edinburgh and other programme updates.
- Administrative updates and routine operational information.

Urgent or time-sensitive matters may be communicated separately through Engage Notices when they cannot wait until the next Newsletter.

Parents and guardians can contact their child's teachers directly through Engage Portal by selecting the 'Create New Notice' option.

4. SMS

SMS is reserved for urgent or time-sensitive situations requiring immediate attention or action, such as an emergency School closure, a threat or evacuation, a last-minute schedule change or cancellation, or an urgent safeguarding alert. It may also be used for urgent individual follow-up.

Where fuller information is needed, an SMS may direct parents and guardians to Engage Notices for the complete communication.

5. Email

Email is used for individual parent queries and matters requiring a confidential, sensitive or detailed written exchange. These may include pastoral care, safeguarding, admissions, finance and other matters relating to a specific student. Email may also provide a formal record of a discussion or agreed actions.

6. Telephone Calls

The School may telephone a parent or guardian when immediate individual contact is needed or when a sensitive matter is best discussed directly. Examples include:

- Student illness requiring collection or immediate notification.
- Student injury requiring urgent contact.
- Urgent safeguarding or family matters affecting a student's welfare, attendance or wellbeing.
- Situations requiring immediate clarification or a decision from a parent or guardian.

Telephone conversations may be followed up in writing where a record of the discussion or agreed actions is needed.

7. Website Social Media and School Calendar

The School Website is the official public source of School information, including handbooks, policies, admissions information, academic and pastoral information, co-curricular opportunities, news and events.

The School's social media channels celebrate student achievements, promote events and share stories about School life. During an emergency or an important announcement affecting the School community, these channels may also carry public updates.

The School Calendar provides key planning information, including term dates, holidays, examinations, events and deadlines.

These public channels should not be used for individual student enquiries or confidential matters. Parents and guardians should use direct communication with the School for such matters and refer to Engage Notices and SMS for urgent information requiring action.

8. Response Framework

Parents and guardians can expect responses within the indicative timeframes below. More complex matters may require additional time. Urgent matters concerning student welfare, safeguarding, health or safety will always be prioritised.

Communication type	Expected response
General parent email	Acknowledgement within 48 hours.
Full response to a parent query	Normally within 3-4 working days, depending on complexity.
Urgent safeguarding or family emergency	Same day, by telephone where appropriate.
Non-urgent meeting request	A meeting arranged within 3 working days where possible.
Communications during School holidays	The response period begins on the first working day after the School reopens.

The School is committed to ensuring that parent/guardian enquiries are addressed in a timely and appropriate manner. If a parent/guardian has not received an acknowledgement or response within the timeframes outlined above, they are encouraged to follow up with the original recipient. Should a response still not be received, or if the matter remains unresolved, parents/guardians may escalate their concern to the relevant Head of Department, Head of Year or member of the Senior Leadership Team, as appropriate. As a final step, if the matter remains unresolved after following the above escalation process, parents/guardians may send an email to head@englishschool.ac.cy for further assistance.

9. Closing Statement

The English School is committed to clear, timely and effective communication with parents and guardians. By using each channel for its intended purpose, the School aims to make information easier to access and support a strong partnership with families. This policy will be reviewed regularly to reflect the needs of the School community.

End of Policy