



**WWF-UK**  
*Registered office*  
The Living Planet Centre  
Rufford House, Brewery Road  
Woking, Surrey GU21 4LL  
Tel: +44 (0)1483 426444  
info@wwf.org.uk  
wwf.org.uk

# WWF-UK Child Protection and Safeguarding Policy

Updated June 2019

Nominated Lead Member of Staff: Alison Peacham  
Status & Review Cycle: Every two years  
Next Review Date: June 2021

WWF-UK believes that it is always unacceptable for a child or young person to experience abuse of any kind and recognises its responsibility to safeguard the welfare of all children and young people, by a commitment to practice which protects them. WWF expects all staff and volunteers to share this commitment.

## 1.0 Introduction

This policy has been developed in accordance with the principles established by the Children Acts 1989 and 2004; the Education Act 2002, and in line with government publications: "Working Together to Safeguard Children" 2015. Revised Safeguarding Statutory Guidance 2 "Framework for the Assessment of Children in Need and their Families" 2000, "What to do if You are Worried a Child is Being Abused" 2003. The guidance reflects "Safeguarding Children and Safer Recruitment in Education" DfES Jan 2007, and Surrey Safeguarding Children Board SSCB Child Protection Procedures. Section 26, the Counter Terrorism and Security Act 2015, Female Genital Mutilation Act 2003 (Section 74 Serious Crime Act 2015)

- 1.1 WWF takes seriously its responsibility under section 175 of the Education Act 2002 to safeguard and promote the welfare of children; and to work together with other agencies to ensure adequate arrangements within WWF to identify, assess, and support those children who are suffering harm. Please refer to section 2.0 for full definition of Safeguarding.
- 1.2 We recognise that all WWF employees, contract/consultant staff, temporary staff, volunteers and data handling personnel (hereinafter referred to as WWF representatives) have a statutory duty to safeguard and promote the welfare of children, protecting children from harm, and that the child's welfare is our paramount concern.
- 1.3 All WWF representatives believe that WWF should provide a caring, positive, safe and stimulating environment that promotes the social, physical and moral development of the individual child.

## **2.0 Terminology**

Abuse: is a form of maltreatment of a child. Somebody may abuse or neglect a child by inflicting harm, or by failing to act to prevent harm. Children may be abused in a family or in an institutional or community setting by those known to them or, more rarely, by other (eg via the internet). They may be abused by an adult or adults or another child or children.

Safeguarding: In relation to children and young people, WWF adopts the definition used in the Children Act 2004 and the Department for Education (DfE) guidance document: Working Together to Safeguard Children 2015 which define safeguarding and promoting children and young people's welfare as:

- a) protecting children from maltreatment;
- b) preventing impairment of children's health or development;
- c) ensuring that children are growing up in circumstances consistent with the provision of safe and effective care; and
- d) taking action to enable all children to have the best outcomes.

Safeguarding is not just about protecting children from deliberate harm. It also relates to other areas including:

- a) A child or young person's health and safety
- b) The use of reasonable force
- c) Meeting the needs of children with medical conditions
- d) Providing first aid
- e) Internet or online safety
- f) Data security
- g) Appropriate arrangements to ensure premises security

## **3.0 The aims of this policy are:**

- 3.1 To ensure a safeguarding culture is developed within the organisation so that young people's welfare and safety is paramount at all times.
- 3.2 To ensure all children, regardless of age, disability, gender, racial heritage, religious belief, sexual orientation or identity, have the right to equal protection from all types of harm or abuse whilst engaged at WWF.
- 3.3 WWF representatives feel informed and supported in their work-related connections with young people and WWF's reputation is enhanced and safeguarded.
- 3.4 To provide an environment in which children and young people feel safe, secure, valued and respected, and feel confident, and know how to approach adults if they are in difficulties, believing they will be effectively listened to and that their concerns will be taken seriously and acted upon.
- 3.5 To raise the awareness of all WWF representatives of the need to safeguard children and of their responsibilities in identifying and reporting possible cases of abuse.
- 3.6 To emphasise the need for good levels of communication between all members of staff.

- 3.7 To develop a structured procedure within WWF; which in cases of suspected abuse will be followed by all members of the organisation.
- 3.8 To ensure that all staff working within WWF who have substantial access to children have been checked as to their suitability, including verification of their identity, qualifications, and a satisfactory Disclosure and Barring Service (DBS) check and a central record is kept for audit purposes.
- 3.9 WWF is committed to safeguarding and promoting the welfare of children. We will take a considered and sensitive approach in order that we can support children and recognise that each child's welfare is of paramount importance. We will establish and maintain an ethos where:-
- 3.10 All staff are encouraged to maintain an attitude of "it could happen here" where safeguarding is concerned.
- 3.11 Through robust training and induction, education and youth staff and other key identified individuals at WWF will know how to recognise indicators of concern, how to respond to a disclosure from a child and how to record and report this information,
- 3.12 Staff will work in partnership and endeavour to establish effective working relationships with parents/carers and colleagues from other agencies in line with "Working Together to Safeguard Children" (2015).

WWF recognise that some children may be especially vulnerable to abuse. Additional barriers can exist, for example, when recognising abuse and neglect for children with Special Educational Needs.

#### **4.0 Safe Children, Safe Staff**

We will ensure that:

- All members of the safeguarding committee understand and fulfil their responsibilities, namely to ensure that:
- There is an up-to-date Child Protection policy.
- WWF operates safe recruitment procedures for staff and volunteers, ensuring all necessary checks are made.
- WWF has procedures for dealing with allegations of abuse against staff.
- Senior staff in the Education and youth engagement team have Child Protection Liaison Officers (CPLO) responsibility.
- New members of Education and youth engagement team staff or volunteers are informed of the safeguarding arrangements in place and are provided copies of the safeguarding policy. They will be expected to sign a declaration stating they have read and understood the contents.
- The CPLOs undertake regular CPLO training.
- All Education and youth engagement team staff and other key identified individuals at WWF have regular safeguarding training; training will be arranged if there are significant changes to the operating environment or legislation. All staff receive safeguarding guidance at induction and through planned internal communications.
- Any weaknesses in Child Protection are remedied immediately. The CPLOs will review any issues and make changes to any procedures accordingly, in line with current legislation and statutory guidance.
- Child Protection policies and procedures are reviewed every two years and information about child protection and good practice are shared on the WWF website where they can be accessed by WWF representatives, teachers, youth group leaders, parents and professional or business partners. The CPLO will also ensure that staff can access additional training as required.

- 4.1 The designated Child Protection Liaison Officers are Rosalind Mist and Alison Peacham. They have undertaken the compulsory training delivered through the SSCB and will undertake other training as required.
- 4.2 The CPLOs and the Resourcing Manager will also complete Safer Recruitment Training (currently on-line on the DfE website) to be renewed every 5 years.
- 4.3 All WWF representatives are provided with child protection awareness information at induction, including in their arrival pack, the safeguarding statement so that they know who to discuss a concern with. New staff members will also be signposted to copies of the Record of Concern Form alongside information about how to complete the form and who to pass it onto.
- 4.4 All Education and youth engagement team staff and other key identified individuals at WWF will receive regular updates in e-safety and reporting concerns.
- 4.5 All Education and youth engagement staff and other identified key staff have regular child protection awareness training, updated by the CPLO, to maintain their understanding of the signs and indicators of abuse. There must be effective management for staff and volunteers through supervision, support and training.
- 4.6 All WWF representatives know how to respond to a child or young person who discloses abuse.
- 4.7 All parents/carers are made aware of the responsibilities of staff members with regard to child protection procedures through publication of the Child Protection Policy on the website.
- 4.8 Third parties organising activities for children are aware of the child protection guidelines and procedures.
- 4.9 We will ensure that child protection type concerns or allegations against adults working at the Living Planet Centre are referred to the Local Authority Designated Officer (LADO) for advice, and that any WWF representative found not suitable to work with children will be notified to the Independent Safeguarding Authority for consideration for barring, following resignation, dismissal, or when we cease to use their service as a result of a substantiated allegation, in the case of a volunteer. Contact the LADO on 0300 123 1650 or LADO@surreycc.gov.uk
- 4.10 Our procedures will be regularly reviewed and up-dated.
- 4.11 The name of the designated members of staff for Child Protection, the Child Protection Liaison Officers, will be clearly advertised at WWF, with a statement explaining WWF's role in referring and monitoring cases of suspected abuse.

## **5.0 Responsibilities and reporting procedures**

- 5.1 The designated CPLOs have overall responsibility for ensuring effective implementation of this policy. However, all WWF representatives have an individual responsibility to comply both with the spirit and wording of this policy. The CPLOs and Resourcing Manager should be contacted immediately under any of the following circumstances:
- 5.2 A complaint is made against a WWF representative concerning their conduct in relation to young people.
- 5.3 A WWF representative observes another WWF representative acting inappropriately towards a young person.
- 5.4 A WWF representative fears that their own actions have been or may be, misconstrued.
- 5.5 A parent, carer or young person is observed to act inappropriately towards another child.
- 5.6 A WWF representative downloads confidential young person information for anything other than WWF business for their own use or to pass to a third party.

The CPLOs are responsible for:

- 5.7 Referring a child if there are concerns about possible abuse, to the Contact Centre Children's Team, and acting as a focal point for staff to discuss concerns. Referrals should be made in writing, following a telephone call using the Inter agency Referral and Assessment Form. Any referrals will be discussed with the child's parents/legal guardian unless to do so would place the child at further risk of harm.
- 5.8 If at any point, there is a risk of immediate serious risk of harm to a child, a referral should be made to Children's Social Care or the Police immediately. Anyone can make a referral.
- 5.9 Keeping written records of concerns about a child even if there is no need to make an immediate referral. If a school or youth group, contact the schools CPLO. The record of concern file will be kept separately in a secure place.
- 5.10 Ensuring that all such records are kept confidentially and securely, until the child's 25th birthday.
- 5.11 Liaising with other agencies and professionals.
- 5.12 Organising child protection induction, and updating training regularly, for all Education and youth engagement team staff and other key identified individuals at WWF.
- 5.13 Keeping an annual report, detailing any changes to the policy and procedures; training undertaken by the CPLO, and by all staff; number and type of incidents/cases.

## **6.0 WWF Supporting Children**

- 6.1 Encouraging self-esteem and self-assertiveness, through the visit/workshops/curriculum as well as our relationships, whilst not condoning aggression or bullying.
- 6.2 Promoting a caring, safe and positive environment.
- 6.3 Liaising and working together with all other support services and those agencies involved in the safeguarding of children.
- 6.4 Notifying Social Care as soon as there is a significant concern.

## **7.0 Confidentiality**

- 7.1 We recognise that all matters relating to child protection are confidential.
- 7.2 The CPLOs will disclose any information about a child to other members of staff on a need to know basis only.
- 7.3 WWF will only share information about a child with adults who have parental responsibility, or where a parent/guardian with parental responsibility has given written permission to do so, or where it is necessary in order to safeguard the child from harm.
- 7.4 All WWF representatives must be aware that WWF has a professional responsibility to share information with other agencies in order to safeguard children.
- 7.5 All Education and youth engagement team staff and any other identified individuals at WWF must be aware that they cannot promise a child to keep secrets which might compromise the child's safety or wellbeing.

## **8.0 Supporting Staff**

- 8.1 We recognise that WWF representatives who have become involved with a child who has suffered harm, or appears to be likely to suffer harm may find the situation stressful and upsetting.
- 8.2 We will support such WWF representatives by providing an opportunity to talk through their anxieties with the CPLOs and to seek further support as appropriate.

## **9.0 Allegations against staff**

- 9.1 All WWF representatives should take care not to place themselves in a vulnerable position with a child. It is always advisable for interviews or work with individual children or parents to be conducted in view of other adults.
- 9.2 Guidance about conduct and safe practice will be given at induction or at time of contract.
- 9.3 We understand that a child may make an allegation against a WWF representative.
- 9.4 If such an allegation is made, or information is received which suggests that a person may be unsuitable to work with children, the WWF representative receiving the allegation or aware of the information, will immediately inform the CPLO.
- 9.5 The CPLO on all such occasions will discuss the content of the allegation with the Resourcing Manager and the Local Authority Designated Officer (LADO)
- 9.6 If the allegation made to a WWF representative concerns the CPLO, the person receiving the allegation will immediately inform the Chief Executive.

## **10.0 Whistle-blowing**

- 10.1 All WWF representatives should be aware of their duty to raise concerns, where they exist, about the management of child protection, which may include the attitude or actions of colleagues. (See Whistle Blowing Policy for further details)

## **11.0 Physical Intervention**

- 11.1 We acknowledge that WWF representatives must only ever use physical intervention as a last resort, when a child is endangering him/herself or others, and that at all times it must be the minimal force necessary to prevent injury to another person.
- 11.2 Such events should be recorded and signed by a witness.
- 11.3 Staff who are likely to need to use physical intervention will be appropriately trained in the Positive Options technique.
- 11.4 We understand that physical intervention of a nature which causes injury or distress to a child may be considered under child protection or disciplinary procedures.

## **12.0 Anti-bullying**

- 12.1 We keep a record of known bullying incidents. This includes all forms e.g. cyber, racist, homophobic and gender related bullying.

## **13.0 Racist Incidents**

- 13.1 Repeated racist incidents or a single serious incident may lead to consideration under child protection procedures. We keep a record of racist incidents.

## **14.0 Prevention**

We recognise that WWF plays a significant part in the prevention of harm to children visiting the Living Planet Centre by providing children with good lines of communication with trusted adults and an ethos of protection. The WWF will therefore:-

- 14.1 Work to establish and maintain an ethos where children feel secure and are encouraged to talk and are always listened to.

- 14.2 Include regular consultation with children e.g. through safety questionnaire, asking children to report whether they have had happy/sad visit/workshops/lunchtimes.
- 14.3 Ensure that all children know there is an adult at WWF whom they can approach if they are worried or in difficulty.
- 14.4 All WWF representatives visiting schools and youth groups must wear their photo ID card.

## **15.0 Health & Safety**

- 15.1 Our Health & Safety policy, set out in a separate document, references our Safeguarding policy.

## **16.0 Monitoring and Evaluation**

- 16.1 Our Child Protection Policy and Procedures will be monitored and evaluated to ensure this policy is rigorous both in its approach and its application. Reviews to include:
- 16.2 The level of response required in order to eliminate/minimise the level of risk and the processes, procedures and guidelines required to ensure this.
- 16.3 Scrutiny of risk assessments.
- 16.4 Logs of bullying/racist/behaviour/incidents for CPLOs to monitor.
- 16.5 Review recruiting, management and reporting issues.
- 16.6 Review of training and induction procedures.
- 16.7 Ensure the staff contact list is up-to-date.
- 16.8 That all staff have a full induction and are able to access this policy.

## **17.0 First Aid**

At WWF there are always trained members of staff who volunteer to oversee first aid. There are a number of first aid kits at the Living Planet Centre. When a child is poorly, or has suffered an accident at the LPC there is a strict protocol to follow:

- 17.1 A trained first aider is consulted.
- 17.2 The incident is logged in the accident book – kept on reception.
- 17.3 For injuries a letter is issued by the CPLO.
- 17.4 If there is any doubt at all a parent is consulted. In the case of school parties or youth groups, teachers/youth group leaders will contact parents.

## **18.0 Photographing and videoing**

There has been a lot of controversy about adults photographing and filming young people and the concerns are genuine. We have taken a sensible and balanced approach.

WWF acknowledges that the majority of people who take or view photographs or videos of children do so for entirely innocent, understandable and acceptable reasons. Sadly, some people abuse children through taking or using images. To help protect children and young people, we will implement the following safeguards:

- a) seek their consent for photographs to be taken or published (for example, on our website or in newspapers or publications);
- b) seek parental consent;
- c) use only the child's first name with an image;

- d) ensure children and young people are appropriately dressed;
- e) encourage children and young people to tell us if they are worried about any photographs that are taken of them;
- f) seek parents' cooperation when taking images at the Centre or events to ensure that images of unrelated children are not taken without consent or posted to the Internet or other medium without consent of the parents of children involved;

- 18.1 WWF photographs that are for use outside of WWF are anonymous or give the first name only unless specific permission has been received from parents.
- 18.2 Photos taken of WWF activities that feature children and that will be used by WWF, whether these are on or off-site, need to be taken with guidance and sign-off from a CPLO.
- 18.3 Parents' and Carer's must consent to WWF taking photographs by signing a Model Release Form.

## **19.0 Social Networking**

- 19.1 Images of children taken for business purposes and where their faces are clearly shown can never be posted on any social networking site without the express permission of the child's parent or legal guardian, evidenced through a signed model release form. Such images should only ever be uploaded onto reputable sites.
- 19.2 WWF staff or representatives should not capture or post any other child related materials onto any social networking site that might damage the reputation of WWF. To do so will be considered as gross misconduct and may lead to dismissal.
- 19.3 WWF representatives must not accept any friend requests from young people engaged with WWF under any circumstances. Parents are asked to inform WWF immediately if it appears that a WWF representative has accepted a friend request as it may be someone pretending to be associated with WWF.
- 19.4 WWF representatives who have contact with young people on WWF business should ensure their social networking business activity is done from a WWF business related account and not their own personal channels.

## **20.0 The use of mobile phones and personal devices**

- 20.1 Staff are not permitted to make or receive calls on their personal phones when delivering live WWF children facing activities except in an emergency/special circumstances agreed with the activity leader.
- 20.2 All staff should be aware, when using personal or work phones in and around children at the LPC or on WWF business, of the need to avoid inappropriate language.

## **21.0 Internet Safety**

- 21.1 Within the Holman Learning Zone, WWF activities use secured equipment and a separate network.
- 21.2 During organised activities, children should be required to use the internet at all times in accordance with WWF guidance which will be outlined during sessions at the LPC and visible within the Holman Learning Zone.
- 21.3 Information on the workshops and activities available at the Living Planet Centre will make clear to teachers and youth group leaders of visiting schools and groups if internet use is to form part of a visit or workshop. This information will also signpost them to WWF's safe internet guidance and make clear their responsibility for any failure to comply by children in their care.

- 21.4 Our published risk assessments for workshops and activities at the LPC will make clear the steps we have put in place to address internet related risks.
- 21.5 In the case of non-formal education activities eg children visiting the WWF Experience, while every effort is made to ensure that only approved content is accessible, parents/carers will be responsible for the use of WWF equipment.
- 21.6 Young people must never be left unattended whilst online and teachers/group leaders and WWF representatives should ensure that this does not happen in the Holman Learning Zone. If WWF representatives are aware of misuse, either by another WWF representative or child, the issue should be reported to the CPLOs.
- 21.7 WWF has an unequivocal response to online bullying and sexting, via texts and emails. This will not be tolerated and will be treated as seriously as any other type of bullying. See also: E Safety policy.

## **22.0 Data management**

- 22.1 All supporter information is held on our CRM database. For youth data, the name and address and, where provided, date of birth is stored. No other information such as interests or a youth's school is stored.
- 22.2 All youth data is subject to suppressions which exclude children from receiving marketing or direct fundraising asks from WWF.
- 22.3 Internal access to the CRM database is dependent upon the business need of the WWF representative and is password protected. A WWF representative has to be specifically set up with a user account to access the data; user account set up is managed by our database administrators.
- 22.4 Our Customer Relations Management (CRM) data is stored in MS SQL and the access to the application and to the data is controlled and granted to individual users via Active Directory. Direct database access is severely limited to those requiring it for data manipulation. Data entry WWF representatives have access only through the application itself. All access to the database is from our wired LAN or staff wireless LAN or externally via VPN (in all cases protected by Cisco Identity Services Engine, certificate based from known machines and through AD user accounts).
- 22.5 WWF requires all third party agencies in receipt of our data for fulfilment or loyalty communication purposes such as the despatch of animal 'adoption' packs or membership magazines, to manage our data strictly under the terms of the Data Protection Act.
- 22.6 All hard copy documents containing youth data such as letters from children or Model Release Forms for children should be shredded after fulfilment unless there is a specific need to keep them in which case they should be scanned and kept in a password protected folder or locked in secure cabinets.
- 22.7 WWF will continue to monitor good practice in relation to the handling of youth data, sharing insights with like-minded agencies.

## **23.0 Specific Issues**

- 23.1 At WWF we fully consider radicalisation, extremism and exposure to extremist materials to be safeguarding issues that can lead to poor outcomes for children. In line with the Prevent duty (July 2015), we will work to ensure that members of staff are fully engaged in being vigilant about radicalisation; and maintain an attitude that "it could happen" anywhere. Staff will be supported to understand when it is appropriate to make a referral to the Channel programme.
- 23.2 Through accessing training, we will ensure that all Education and youth engagement team staff and other key identified individuals are fully aware of the threats, risks and vulnerabilities that are linked to radicalisation; are aware of the process of radicalisation and how this might be identified early on. The CPLO's will undertake Prevent awareness training and will be able to provide advice and support to staff on protecting children from the risk of radicalisation. We will work alongside other professional bodies and agencies to ensure that our children are safe from harm.
- 23.3 WWF will not tolerate any prejudice, discrimination or extremist views, including derogatory language, displayed by children/Young people or staff who will always be challenged and where appropriate, managed under any relevant policy.

23.4 We will closely follow any locally agreed procedures and agreed processes and criteria for safeguarding individuals who are vulnerable to extremism and radicalisation. As part of wider safeguarding responsibilities all Education and youth engagement staff and any other key identified individuals at WWF will be alert to:

- a) Disclosures by children or young people of their exposure to the extremist actions, views or materials of others, such as in their homes or community groups, especially where learners have not actively sought these out.
- b) Graffiti symbols, writing or art work promoting extremist messages or images
- c) Pupils accessing extremist material online, including through social networking sites
- d) Reports from police and local authority services of issues affecting children locally in other settings.
- e) Children and Young People voicing opinions drawn from extremist ideologies and narratives
- f) Use of extremist or hate terms to exclude others or to incite violence
- g) Intolerance of difference, whether secular or religious or, in line with our equalities policy, views based on, but not exclusive to, gender, disability, homophobia, race, colour or culture
- h) Attempts to impose extremist views or practices on others
- i) Anti-Western or Anti-British views

#### **24.0 Female Genital Mutilation (FGM)**

24.1 WWF recognises the need for all Education and youth engagement staff and other key identified individuals at WWF to be alert to the possibility of a girl being at risk of FGM, or of having already suffered FGM. Staff will be alert to the range of potential indicators that a girl may be at risk of FGM.

24.2 If staff have a concern regarding a girl that might be at risk of FGM they must activate safeguarding procedures. They will personally report to the police cases where they discover that an act of FGM appears to have been carried out, in line with Section 5B of the Female Genital Mutilation Act 2003. Those failing to report such cases will face disciplinary sanctions. Staff should not be examining children. Information and guidance can be found within 'Mandatory reporting of female genital mutilation procedural information' (DfE, Oct 2015). Unless the WWF member of staff has good reason not to, they should still discuss any such case with the CPLO and involve children's social care as appropriate.

#### **25.0 'Honour based' violence**

25.1 WWF recognises the range of crimes which are encompassed within the definition of 'honour-based' violence, including FGM, forced marriage, and practices such as breast ironing. These are safeguarding issues and will be treated as such.

Cont/11

This policy also links to our guidance and documentation on:

The vulnerable persons policy

Health and safety

First Aid

Information security policy

Risk assessment

E-safety

Recruitment and DBS checks

Visiting a school \_do's and don'ts checklist

Child protection and expression of concern

What if... guidance

Top tips for visiting schools and youth groups

Whistleblowing