



## **WORLD BOOK DAY: Safeguarding Policy and Processes**

**Employee lead:** Amy Birch (Designated Safeguarding Officer)

**Trustee Lead:** Sandeep Mahal

**Date:** September 2025

### **Contents**

<a href="#">Policy Review and Updating</a> .....	1
<a href="#">Safeguarding Roles and Responsibilities</a> .....	1
<a href="#">Policy Context</a> .....	2
<a href="#">Safeguarding statement</a> .....	2
<a href="#">Purpose</a> .....	3
<a href="#">Safeguarding Procedures</a> .....	5
<a href="#">Recognising and reporting safeguarding concerns</a> .....	5
<a href="#">Recognising</a> .....	5
<a href="#">Recruitment</a> .....	6
<a href="#">Online Safety</a> .....	6
<a href="#">Safeguarding in photography and image sharing</a> .....	7

### **Policy Review and Updating**

- This policy and procedures will be reviewed each July and approved by the Board the following September.
- An annual personnel update will cover changes made. These changes will be noted at the front of the policy. Any in-year alterations will be noted at the front of the policy and circulated.

### **Safeguarding Roles and Responsibilities**

Responsibility for safeguarding is shared by everyone at World Book Day. All personnel covered by this policy have a responsibility for reporting and responding all safeguarding concerns to the Safeguarding Officer and being familiar with World Book Day's safeguarding policy and procedures.

The Board of Trustees review and approve the Safeguarding Policy and support the Lead Trustee for Safeguarding.

The Lead Trustee for Safeguarding is Sandeep Mahal.

The Safeguarding Lead is responsible for safeguarding, ensuring organisational safeguarding policies and procedures are carried out. World Book Day's Safeguarding Lead is Amy Birch.

## Policy Context

We are committed to ensuring our safeguarding policies and procedures comply with statutory requirements and reflect best practice. We use [Charity Commission safeguarding guidance](#), the standards set out in the [NSPCC Safeguarding and Child Protection Standards for the Voluntary and Community Sector](#), and the [NCVO's Safeguarding advice](#) as guidance.

World Book Day will ensure that safeguarding is at the heart of our work. Alongside this discrete policy safeguarding is reflected in related policies and procedures:

- Personnel and Trustee Handbooks (to include Code of Conduct and Dignity at Work Policy, Inclusion and Equality, Induction and Training policy, Disciplinary procedure, Health and safety policy,)
- Recruitment policy
- Photography and image sharing guidance
- GDPR and data sharing

World Book Day's work directly with children or vulnerable adults is limited. In the context of our current activities, it is unlikely that any member of World Book Day's personnel, board of trustees or contractor will carry out work considered as a regulated activity with children or vulnerable adults.

Many third-party organisations including, but not limited to, schools, colleges, early years settings, pupil referral units, libraries, businesses, study support centres, football clubs, community groups and prisons, organise and manage events under the World Book Day brand. Whilst we do not take responsibility for each individual organisation who uses our resources we will ensure that Safeguarding principles are built into activities and guidance.

World Book Day's work is delivered through schools, who follow the statutory guidelines in [Keeping Children Safe in Education](#). We will confirm that appropriate policies are in place, including reviewing working guidelines, checking DBS requirements and ensuring they follow guidance in Keeping Children Safe in Education, where appropriate.

Where World Book Day personnel are attending school settings, they will behave in line with this policy whilst operating under the Safeguarding Policy of the school setting. Where roles involve regular visits to education settings it is likely a DBS check will be required as a condition of employment. You can find out which DBS check is appropriate by using the Gov.UK DBS check tool found here : [DBS Check tool](#)

## Safeguarding statement

World Book Day is committed to safeguarding and promoting the wellbeing of children, young people and all those who encounter our work. As a charity that encourages activities

to take place under our well recognised and trusted brand, we have a responsibility to ensure the safety and welfare of those we work with in all circumstances.

Safeguarding is everyone's responsibility. We expect all representatives of World Book Day to promote the wellbeing of all children, young people and others who encounter our work, to keep them safe and behave in a way that protects them.

Personnel in this policy refers to personnel, freelancers and Board Members as well as representatives from other organisations who operate under this policy on behalf of WBD.

## **Purpose**

The purpose of our safeguarding policy and related procedures is to

- Set out how everyone can provide the right help at the right time. We all have a role to play in identifying concerns, sharing information and taking prompt action.
- Provide protection for children, young people and all those who take part in our programmes, events or other activities or engage with our work in any way.
- Provide all those associated with World Book Day with guidance to support them if they suspect someone may be experiencing, or be at risk of, harm.

World Book Day is committed to:

- Creating a safe space for children, young people and adults who contribute to World Book Day.
- Ensuring there is a trustee as our nominated safeguarding lead, who will take responsibility for safeguarding at the highest level in the organisation.
- Ensuring there is a Designated Safeguarding Officer with organisation wide responsibility who will make statutory referrals where necessary.
- Ensuring all personnel are clear about how to identify and respond to safeguarding concerns about children, especially those that are of a child protection nature.
- Ensuring all personnel have a clear understanding of the principles and practice involved in the safeguarding and protection of children
- Ensuring all personnel understand the importance of prevention in responding proactively and efficiently to all concerns, and to ensure that those personnel are supported when they confidentially report any concerns
- Ensuring participating groups, young people, and personnel understand that if abuse is disclosed this information cannot remain confidential and that World Book Day have a duty to immediately report it to the appropriate authority
- Ensuring, at point of contract, clarity for external organisations' responsibilities for Safeguarding either signing them up to this policy or by review of theirs. Organisations/individuals who do not comply will not work on World Book Day's behalf.
- Ensuring that activities developed under our brand do not encourage behaviours that could be misread as grooming - e.g. reward of individual children or 1:1 contact with adults who aren't parents.

- Ensuring that personnel are recruited using Safer Recruitment guidelines – including in advertising of positions, at interview and in pre-appointment background checks via references and DBS where the job requires.

World Book Day defines safeguarding as the action we take to promote the welfare of children, young people and adults and protect them from harm.

It includes child protection for those identified as suffering or likely to suffer abuse. Child abuse includes any action by another person – adult or child – that causes significant harm to a child, whether physical, emotional or through neglect. World Book Day refers to the NSPCC's definition of child abuse.

Children includes everyone under the age of 18. We also take seriously our responsibility to safeguard the wellbeing of adults who take part in our programmes or are involved in the delivery of our work. This includes adults who may be considered vulnerable or at risk due to their circumstances at that time or their need for care or support.

# Safeguarding Procedures

## Recognising and reporting safeguarding concerns

### Recognising

World Book Day's personnel (prioritising the Lead Trustee and Safeguarding Officer) complete training to understand the signs and symptoms of harm and abuse. This includes incidents of inappropriate online behaviour and the abuse or misuse of images of children.

### Reporting

- Steps should be taken to report any concern within the same working day to the Safeguarding Officer who will determine the next steps to take, when a concern arises.
- Concerns regarding the Chief Executive/Safeguarding Officer, or any other member of World Book Day's personnel, should be reported to the Trustee Lead for Safeguarding, or the Chair of the Board of Trustees.
- World Book Day will always make sure the person speaking up feels they are being listened to and supported.
- Information will only be shared with people who need and have the right to know.
- The person reporting will be asked for their consent to share the information – (however, if they refuse and the Safeguarding Officer is worried that they or someone else is at risk of harm, we cannot wait for this consent).
- Concerns and actions taken should be recorded (by the person reporting or the Safeguarding Officer).

To be as helpful as possible the reported information should include:

- The nature of the allegation or concern.
- A visual description of any indication of a safeguarding concern (location, size, colour or any other significant factor).
- The child or vulnerable adult's account, if they can give them, of what happened.
- Any times, dates, or other relevant information.
- Whether the parent, carer, child is aware of the concern.
- A clear distinction between what is fact, opinion, or hearsay.

The Safeguarding Officer will keep a record of the concern. Depending on the nature of the concern, the Safeguarding Officer will

- Refer a report to a Local Authority Designated Officer (LADO)
- Refer a report to the police
- Refer a report to the Charity Commission

The Safeguarding Officer will always make the Lead Trustee aware of any concerns reported.

The Safeguarding Officer may consult with the NSPCC Helpline if they are unsure how to proceed with the concern or any aspects of information sharing.

## Contact information for reporting concerns

- WBD Safeguarding Officer: [abirch@worldbookday.com](mailto:abirch@worldbookday.com). 020 3355 1159
- NSPCC: <https://www.nspcc.org.uk/keeping-children-safe/our-services/nspcc-helpline/>

## Recruitment

We are committed to safe recruitment, selection and vetting of all personnel. We will use the Gov.UK DBS check Tool to identify whether roles are subject to DBS checks or require us to check against the barred lists for working with [children](#) or [adults](#), according to the definition of regulated activity stated in the Safeguarding Vulnerable Groups Act 2006.

DBS checks will only be carried out where we are legally able to do so and will be kept up to date and renewed at least every five years. All job descriptions will refer to the postholder adhering to our safeguarding policy and procedures. Where posts have been identified as being subject to a DBS check, this will also be stated.

Our Lead Trustee and employees are required to complete safeguarding induction training regardless of whether they work directly with children, young people or adults involved with our work, within the context of World Book Day's own values, roles and responsibilities.

## Online Safety

World Book Day will ensure the safety and wellbeing of children and young people is paramount when adults, young people or children are using the internet, social media or mobile devices.

World Book Day operates in line with our values and within the law in terms of how we use online devices. We recognise that

- we have a duty to ensure that all children, young people and adults involved in World Book Day's work are protected from potential harm online
- we have a responsibility to help keep children and young people safe online, whether or not they are using World Book Day's network and devices
- We will seek to keep children and young people safe by supporting and encouraging the young people engaging with World Book Day to use the internet, social media and mobile phones in a way that keeps them safe and shows respect for others
- We will seek to support and encourage parents and carers to do what they can to keep their children safe online

## **Safeguarding in photography and image sharing**

World Book Day will ensure the safety and wellbeing of children and young people who take part in our events and activities, specifically those where photographs and videos may be taken. We have a responsibility to promote the welfare of all children and young people and to take, share and use images of children safely.

We recognise that sharing photographs and films of our activities can help us promote and encourage reading, provide a record of our activities, raise awareness of our organisation and celebrate the engagement and achievements of children and young people.

Children, their parents and carers have a right to decide whether their images are taken and how these may be used, regardless of age, disability, gender reassignment, race, religion or belief, sex or sexual orientation

We will seek to keep children and young people safe by

- always asking for written consent from a child and their parents or carers before taking and using a child's image
- always explaining what images will be used for, how they will be stored and what potential risks are associated with sharing images of children
- making it clear that if a child or their family withdraw consent for an image to be shared, it may not be possible to delete images that have already been shared or published
- changing the names of children whose images are being used in our published material whenever possible (and only using first names if we do need to identify them)
- never publishing personal information about individual children and disguising any identifying information (for example the name of their school or a school uniform with a logo)
- making sure children, their parents and carers understand how images of children will be securely stored and for how long (including how we will control access to the images and their associated information)
- reducing the risk of images being copied and used inappropriately by:
  - only using images of children in appropriate clothing
  - avoiding full face and body shots of children taking part in activities such as swimming where there may be a heightened risk of images being misused
  - using images that positively reflect young people's involvement in the activity.

When children themselves, parents, carers or spectators are taking photographs or filming at our events and the images are for personal use, we will publish guidance about image sharing in the event programmes and/or announce details of our photography policy before the start of the event. This includes

- reminding parents, carers and children that they need to give consent for World Book Day to take and use their images
- asking people to gain permission from children, their parents and carers before

sharing photographs and videos that include them

- recommending that people check the privacy settings of their social media account to understand who else will be able to view any images they share
- reminding children, parents and carers who they can talk to if they have any concerns about images being shared.
- Children, young people, parents and carers must also be made aware that photography and filming is part of the programme and give written consent.

If we hire a photographer for one of our events, we will seek to keep children and young people safe by

- providing the photographer with a clear brief about appropriate content and behaviour
- ensuring the photographer wears identification at all times
- informing children, their parents and carers that a photographer will be at the event and ensuring they give written consent to images which feature their child being taken and shared
- not allowing the photographer to have unsupervised access to children
- not allowing the photographer to carry out sessions outside the event or at a child's home
- reporting concerns regarding inappropriate or intrusive photography following our child protection procedures.

If people such as local journalists, professional photographers (not hired by World Book Day) or students wish to record one of our events and share the images professionally or in the wider world, they should seek permission in advance.

They should provide

- the name and address of the person using the camera
- the names of children they wish to take images of (if possible)
- the reason for taking the images and/or what the images will be used for
- a signed declaration that the information provided is valid and that the images will only be used for the reasons given.

World Book Day will verify these details and decide whether to grant permission for photographs/films to be taken. We will seek consent from the children who are the intended subjects of the images and their parents and inform the photographer of anyone who does not give consent.

At the event we will inform children, parents and carers that an external photographer is present and ensure they are easily identifiable, for example by using them with a coloured identification badge.



If World Book Day is concerned that someone unknown to us is using their sessions for photography or filming purposes, we will ask them to leave and (depending on the nature of the concerns) follow our reporting procedures.

### **Resharing of images**

We recognise that one of the ways that schools can engage with World Book Day is by sharing images and tagging us, often in the hope of us resharing. We will reshare these images with the following in place:

- All our social media biographies will state *We share #WorldBookDay images from schools – assuming permissions are sought. School packs will contain the following: World Book Day may share images we are tagged in from schools - we do this in the assumption that appropriate permissions have been sought. If you believe that an image has been shared without these permissions contact us and we will take it down immediately.*
- check that the images meet our guidelines for a suitable image (as listed above)
- No images will be downloaded from social media channels.
- If we are made aware that a school has shared an image with us without appropriate permissions we will follow this up with the school and LA or Academy concerned.
- Images of school visits to bookshops hosted by the bookshop will be shared only if the bookseller has tagged the school in the image. No family event pictures containing children's faces will be reshared.

### **Storage**

We will store photographs and videos of children securely, in accordance with our safeguarding policy and data protection law.

We will keep electronic images in a protected folder with restricted access. Images will be stored for a period of 3 years.

We will never store images of children on unencrypted portable equipment such as laptops, memory sticks and mobile phones.

World Book Day does not permit personnel and volunteers to using any personal equipment to take photos and recordings of children. Only cameras or devices belonging to World Book Day should be used.