



Complaints Policy

World Book Day welcomes your feedback on any aspect of our work. We believe that being open to comments, compliments, suggestions and complaints helps us behave respectfully and work together to solve problems. We believe that direct, clear and honest feedback is a good thing, giving us an opportunity to reflect on and improve our work.

We aim to make it simple and easy to engage with us. If you would like to offer comments, compliments or suggestions, please email us at hi@worldbookday.com.

This policy covers complaints, which is an expression of dissatisfaction with any aspect of World Book Day's work.

We will do our best to resolve your complaint to give a good outcome. We consider complaints in line with World Book Day's purpose, values and behaviours and this policy.

If you're not sure whether or how to make a complaint, please contact us at hi@worldbookday.com so that we can tell you more about how we deal with complaints.

We would like to resolve any complaints as promptly as possible, so we will deal with your complaint professionally and as quickly as we can.

Any person, beneficiary or organisation can make a complaint.

If you don't want to make a complaint yourself, you can ask someone, such as a parent or friend, to make a complaint on your behalf. We will need you to write to us to confirm that you have asked someone else to raise your concern. We can then agree the best way to communicate with you (as the complainant) throughout the process.

If you would like help to make a complaint, please get in touch with us by any of the channels listed above and we will help you to find the support needed for you to make your complaint.

All complaints are handled confidentially, in compliance with GDPR and data protection laws. Your information will be handled in accordance with all legal requirements and with our [Privacy Policy](#).

How to Complain

- **In Person:** Speak with the relevant manager, team, or staff.
- **Email:** Send your complaint to hi@worldbookday.com, marked 'Complaint'.
- **Social media:** let us know through our social media channels.
- **Write:** Please write to a named manager, or to Fiona Hickley Executive Director, at World Book Day Ltd, 6 Bell Yard, London WC2A 2JR. Please include your full name, contact details and details about your complaint (e.g. what it relates to and your thoughts on how you would like to see it resolved).

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Our Complaint Resolution Process

We have a fair, clear and consistent process including three stages for considering complaints.

As far as possible, you will have contact information for the person dealing with your complaint.

We will do our best to ensure that your complaint is dealt with by someone who is independent of the events complained about.

We will respect confidentiality throughout the process.

If you decide you want to withdraw your complaint, you can do so at any time.

Stage 1

Your initial complaint will be reviewed and responded to by the relevant manager.

We will acknowledge your complaint within five working days and aim to provide a response within 10 working days, or we will update you on how long we think it will take for us to investigate the issue and respond.

We will consider whether any of World Book Day's other policies, for example our Safeguarding Policy or Data Protection Policy, should be considered.

Stage 2

If you're not happy with the outcome, your complaint will be referred to the Executive Director.

The Executive Director will acknowledge your complaint within 10 working days. They will normally provide a full response within 30 working days or update you on how long they think it will take to investigate the issue and respond.

Stage 3

If you're not happy with the outcome, your complaint will be referred to a final review by World Book Day's Trustee Lead for Complaints.

The Trustee will acknowledge your complaint within 10 working days. They will normally provide a full response within 30 working days or update you on how long they think it will take to investigate the issue and respond.

At any stage, World Book Day may decide to pass a complaint to regulatory or legal authorities (e.g. the Charity Commission or the police) if we consider that there is a reasonable basis to do so*.

We keep a log of all complaints received and provide an annual analysis of complaints to our Trustees.

Taking your complaint further

If you are still unhappy with our response following Stage 3, you have the option of approaching our regulators.

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World Book Day is regulated by the following bodies:

Charity Commission. You can find information about complaining to the Charity Commission here: www.gov.uk/government/organisations/charity-commission.

The Fundraising Regulator. You can find information about raising concerns regarding donations or fundraising at: www.fundraisingregulator.org.uk.

Information Commissioner's Office. You can find information about raising concerns regarding information or data protection here: <https://ico.org.uk>.

Situations where we may not respond to a complaint

Our presumption is that complaints are made in good faith. However, there are some occasions when we may not respond to a complaint.

- World Book Day can only respond to issues regarding its own work. We cannot respond when a complaint is made about something that World Book Day has no connection to. We may choose to reply to clear our name, but we are not obliged to.
- If a complaint is a way to engage World Book Day on an issue, we have previously decided not to comment on.
- Please note that World Book Day works through a range of partnerships and partners. If you are unhappy with anything in relation to our partners, please contact them directly to raise your concerns. If you complain to us and we believe that your complaint relates to the actions of a partner or third party, we will let you know and advise that you contact them directly. We will keep a record of any complaints raised with us but that relate to the actions of a partner or third party, and we will review these on an annual basis.
- When a complainant is abusive, defamatory, prejudiced or offensive in their manner or clearly making a political statement.
- When a complainant is harassing a staff member.
- When we become aware that the complaint is made with vexatious or malicious intent. A vexatious complaint is one that is pursued, regardless of its merits, solely to harass, annoy or subdue somebody; something that is unreasonable, without foundation, frivolous, repetitive, burdensome or unwarranted.
- When a complaint is incoherent or illegible.
- When a complaint has been sent to us and numerous other organisations as part of a bulk mailing or email.
- When a complaint is connected to a level of public pressure which itself is unfair or coercive (especially if the issues have not first been raised and addressed privately).
- When someone unreasonably pursues a complaint that we have already responded to, we may choose not to reply again, and we will determine whether it is necessary for us to reply.
- When a complaint is made anonymously, we cannot respond to the complainant, but we will investigate the complaint and use the information to improve in any way that we can.

Issues not covered by this Policy

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Please note that this Policy is not intended to cover concerns raised by World Book Day staff, Trustees, volunteers, contractors or consultants. These groups should use relevant internal policies to raise complaints, including our Grievance Policy, trustee policies, Code of Conduct, agreed contracts and our Whistleblowing Policy.

*The Charity Commission for England and Wales defines a 'serious' complaint as one concerning an action that could cause 'serious risk of harm to the charity or the people it was set up to help'. They provide the following list of such actions:

- a charity not following the law, with damaging consequences to its reputation and public trust in charities generally.
- serious harm to the people the charity helps or other people who come into contact with the charity through its work.
- a person or organisation unlawfully receiving significant financial benefit from a charity.
- criminal, illegal or terrorist activity.
- a charity set up for illegal or improper purposes.
- a charity losing significant amounts of money.
- a charity losing significant assets, for example land or buildings