

## **COMPLAINTS PROCEDURE FOR MEMBERS OF THE PUBLIC**

### **1. WHAT DEFINITIONS APPLY TO THIS PROCEDURE?**

- 1.1 In this procedure a reference to "**us**", "**we**", "**our**" or "**its**", is a reference to Bauer Media's Cash for Kids Charities (charity number 1122062), Bauer Media's Cash for Kids Charities (Scotland) and/or Radio Clyde's Cash for Kids (charity number SC003334) (as applicable) and/or their respective Directors/ Board (as applicable).
- 1.2 In this procedure a reference to "**you**" or "**your**" is a reference to the person bringing the complaint under this procedure.
- 1.3 In this procedure a reference to "**in writing**" includes a reference to "**by email**".

### **2. WHAT ARE THE AIMS AND OBJECTIVES OF THIS PROCEDURE?**

- 2.1 Cash for Kids is Bauer Media's network of local charitable causes, which are all dedicated to responding to the needs of children in their communities so that those children can live life to the full and realise their individual potential.
- 2.2 Whilst we work hard to achieve our mission, and hope to never give you cause for complaint, we recognise that sometimes things can go wrong.
- 2.3 If you have a complaint then we encourage you to please tell us first so that we can try to put things right as quickly as possible, and use the information provided within your complaint to, as required, improve our standards and ways of working going forward.
- 2.4 This procedure is designed to help us deal with any complaints promptly, proportionately, impartially and fairly. However, there may be situations where following the stages and timeframes set out in this procedure would not, in our opinion, be appropriate or practicable. If this is the case then we may choose to deal with your complaint in a different way, but will at all times act reasonably and ensure that your complaint is dealt with fairly.

### **3. WHAT COMPLAINTS ARE NOT COVERED BY THIS PROCEDURE?**

- 3.1 There are some complaints which will usually fall outside the scope of this procedure. Examples of those include:
- 3.1.1 **Data protection / privacy**
- (a) For complaints or questions or comments relating to our use of your personal data, please email those to [dataprotectionofficer@bauermedia.co.uk](mailto:dataprotectionofficer@bauermedia.co.uk). You can find details about what personal data we process, why, and how, in our Privacy Policy which is available here: <https://cashforkids.org.uk/privacy-policy>
- 3.1.2 **Cookies**
- (a) For complaints or questions or comments relating to our use of cookies on our website, please email those to [dataprotectionofficer@bauermedia.co.uk](mailto:dataprotectionofficer@bauermedia.co.uk). You can find further details about our use of cookies in our Cookie Policy, which is available here: <https://cashforkids.org.uk/cookie-policy>
- 3.1.3 **Business decisions**
- (a) We will not consider any complaints which relate to business decision taken by us or our staff, including decisions relating to the provision of grants, and which we

were validly entitled to make and acted properly in making. It is not the purpose of this policy to provide members of the public with a power to review or substitute decisions validly made by us or our staff in the usual operation of our business.

#### 3.1.4 **Vexatious, unreasonable and/or malicious complaints**

- (a) We will not investigate complaints which we reasonably believe to be vexatious, unreasonable and/or malicious in nature.

3.2 If you are unsure as to whether your complaint is covered by this procedure please do treat it as covered unless we tell you otherwise.

### **4. HOW ARE ANONYMOUS COMPLAINTS DEALT WITH?**

4.1 Please note that if you choose to raise a complaint anonymously it may be difficult for us to investigate that complaint, particularly as we will not be able to obtain further information from you to assist us. For this reason we will not normally consider anonymous complaints.

4.2 On the rare occasions where we reasonably believe that we do have sufficient information to investigate an anonymous complaint, we will consider that complaint, so far as we can, in accordance with the procedure set out below. However, unless you waive your right to anonymity:

4.2.1 You will not be invited to a meeting to discuss your complaint.

4.2.2 You will not be informed of the decision reached.

4.2.3 You will have no right of appeal.

### **5. WHAT IS THE PROCEDURE FOR RAISING A COMPLAINT?**

#### **Overview**

5.1 Complaints made via social media will not be investigated and instead we may take steps to report you to the relevant social media platform(s).

5.2 Complaints should be made as soon as possible from when the incident arose and, at the latest, within 3 months of the matter in question otherwise we may choose not to investigate them.

5.3 If you bring more than one complaint under this procedure, we may choose to appoint the same person to consider and deal with them at the same time.

5.4 If you are invited to a meeting to discuss your complaint you may bring a trusted family member or friend to support you but ask that you let us know in advance of the meeting if this will be the case. Please note that in most circumstances it will not be appropriate for you to be accompanied by a legal representative. The Board shall decide, in its discretion, whether to allow you to bring such representation.

5.5 Please note that in certain circumstances, it may not be possible to deal with your complaint in the timeframes set out below. However, we will keep you informed if that is the case.

#### **Stage 1 – Informal resolution**

5.6 If you have a complaint then we encourage you to raise this informally with your local Cash for Kids Team. If you do not have a local contact, please raise your complaint with Charlie Wilson. Charlie Wilson's contact details are in the table on the following page.

Postal Address	Telephone Number	Email Address
Charlie Wilson Cash for Kids Hampdon House Preston Farm Industrial Estate Stockton-on-Tees TS18 3TS	01642 670156	<a href="mailto:complaints@cashforkids.org.uk">complaints@cashforkids.org.uk</a>

- 5.7 The person receiving your complaint will try to resolve that complaint within 5 working days of receipt.
- 5.8 If the person dealing with your complaint needs further information to deal with your complaint, you may be invited to an informal meeting with that person to discuss your complaint in more detail. In these circumstances you will receive the outcome of your complaint in writing, normally within 20 working days of receipt.
- 5.9 Whilst we hope that your complaint can be dealt with informally, the person receiving your complaint may instead consider it appropriate to escalate the complaint to Stage 2 without it first being dealt with under Stage 1.

### Stage 2 – Formal procedure

- 5.10 If you are not happy with the outcome that you received at Stage 1 then you may take things further by contacting Charlie Wilson in writing within 10 working days of the date of outcome notice that you received at Stage 1. You can contact Charlie Wilson in writing at:

Cash for Kids  
 Hampdon House  
 Preston Farm Industrial Estate  
 Stockton-on-Tees  
 TS18 3TS

[complaints@cashforkids.org.uk](mailto:complaints@cashforkids.org.uk)

- 5.11 To help us deal with your complaint as appropriately and quickly as possible, please make sure that you provide as much information as you can, including:
  - 5.11.1 Details of what your complaint is about.
  - 5.11.2 The people involved.
  - 5.11.3 Relevant dates.
  - 5.11.4 Details of the steps that you have taken to try to resolve the complaint informally, including the response that you received at Stage 1.
  - 5.11.5 What you would like us to do to put things right.
- 5.12 We will acknowledge your complaint, normally within 5 working days of receipt and try to arrange a meeting between you and our Regional Charity Director/Manager within 20 working days from the date of our acknowledgement. If your complaint relates to the Regional Charity Manager then we will arrange a meeting between you and another senior member of our staff that we believe is suitable to hear your complaint.

- 5.13 You will receive the outcome of your complaint (together with reasons), normally within 10 working days from the date of your meeting held pursuant to paragraph 5.12 above.

### Stage 3 – Formal procedure

- 5.14 If you are not satisfied with the outcome of your complaint under Stage 2 then you may take matters further by contacting Emma Brown, Partnerships & Brand Director in writing, stating the reasons as to why you are unhappy with the outcome. This must be submitted within 10 working days of the date of the notification of the outcome received at Stage 2. Emma Brown's contact details will be set out in the Stage 2 notification that you receive.
- 5.15 We will acknowledge your complaint at this Stage 3, normally within 5 working days of receipt.
- 5.16 A panel of three persons, which shall comprise one senior employee and two directors (the "**Panel**"), will meet to discuss your complaint within 20 working days from the date of our acknowledgement issued under this Stage 3. The Panel may invite you to meet with them to discuss your complaint in person. You may be asked to provide further evidence or information in relation to your complaint. The Panel may need to speak to other persons named in your complaint.
- 5.17 You will receive the Panel's outcome of your complaint (together with reasons), normally within 10 working days from the date of your meeting with the Panel.

### Stage 4 – Appeal

- 5.18 You may only appeal if:
- 5.18.1 You are not happy with the outcome of your complaint at Stage 3; **and**
- 5.18.2 You believe that:
- (a) We did not follow the correct procedure in dealing with your complaint under Stage 1, Stage 2 and/or Stage 3 of this procedure; and/or
- (b) New material information has come to light and is available, which you would like us to consider.
- 5.18.3 If you wish to appeal then you may write to the Panel to let them know that you wish to appeal their decision. Your appeal notice must set out:
- 5.18.4 Why you are not satisfied with the response provided at Stage 3.
- 5.18.5 Which of the following ground of appeal applies and why:
- (a) We did not follow the correct procedure in dealing with your complaint under Stage 1, Stage 2 and/or Stage 3 of this procedure; and/or
- (b) New material information has come to light and is available, which you would like us to consider.
- (c) What you would like us to do to put things right.
- 5.19 You must submit your appeal within 10 working days of the date of the response that you received at Stage 3.
- 5.20 We will aim to acknowledge receipt of your appeal within 5 working days of receipt.

- 5.21 An appeal panel ("**Appeal Panel**") will meet to consider your appeal within 20 working days from the date of our acknowledgement issued under this Stage 4. The Appeal Panel shall comprise the Managing Director and two other directors selected and considered suitable by the Board to hear the Appeal. The Appeal Panel shall not comprise any person involved in Stages 1-3.
- 5.22 The Appeal Panel may invite you to meet with them to discuss your appeal in person.
- 5.23 The Appeal Panel will aim to produce a decision (with reasons) and send that to you within 10 working days from the date of their acknowledgement to you.
- 5.24 The Appeal Panel's decision will be final.

## **6. WHAT OTHER AVENUES OF COMPLAINT ARE AVAILABLE TO YOU?**

6.1 If you are unhappy about how we have dealt with your complaint then you may choose, depending on the nature of your complaint, to contact a relevant regulator. Please note, however, that the regulator(s) may decline to investigate your complaint further if they are not satisfied that you have exhausted this complaints procedure first.

6.2 Please see below guidance on which regulator you may wish to contact for further investigation.

### **6.2.1 Advertising complaints**

- (a) Please contact the [Advertising Standards Authority](#) to complain about, for example:
- (i) An advertising campaign you think is offensive, deceptive or inaccurate.
  - (ii) The amount of emails or mail you get from us.

### **6.2.2 OFCOM**

- (a) Please contact OFCOM to complain about something you heard on the radio: <https://www.ofcom.org.uk/tv-radio-and-on-demand/how-to-report-a-complaint>

### **6.2.3 Marketing complaints**

- (a) You can change how often you get emails, phone calls, texts or post from us using the [Fundraising Preference Service](#).

### **6.2.4 Other serious complaints**

- (a) You can report serious concerns to the Charity Commission and the Fundraising Regulator if you believe that we are, for example:
- (i) Not doing what we claim to do.
  - (ii) Losing lots of money.
  - (iii) Harming people.
  - (iv) Being used for personal profit or gain.
  - (v) Involved in illegal activity.

## 7. WHAT ADDITIONAL INFORMATION SHOULD YOU BE AWARE OF?

### Equal opportunities

7.1

We are committed to promoting equal opportunities. When we deal with your complaint you will therefore receive equal treatment regardless of age, disability, gender reassignment, marital or civil partner status, pregnancy or maternity, race, colour, nationality, ethnic or national origin, religion or belief, sex or sexual orientation.

7.2

If you have any particular communication needs, or need information in another format, for example, please contact Charlie Wilson on [complaints@cashforkids.org.uk](mailto:complaints@cashforkids.org.uk)

7.3

### Your personal details

7.4

By raising a complaint under this policy you are:

7.5.1

Consenting to us using the personal information that you have provided to us for the purpose of dealing with your complaint and to help us to improve our standards and ways of working going forward

7.5.2

Consenting to us sharing the personal information that you have provided with other persons and organisations (e.g. our legal advisers, regulators, the police, the other charities within the Bauer Radio's network of local charities) to assist us in dealing with your complaint and improving our practices going forward.

7.5.3

Consenting to us sharing the personal information that you have provided, as required by law.

7.6

Please note that we will retain details of your complaint on our files for a period of 12 months after the final resolution of the complaint.

7.7

### Confidentiality

7.7.1

We will aim to keep all complaints confidential, unless otherwise required under applicable laws.

7.7.2

If you bring a complaint we will treat you with respect, and we expect you to treat us in the same way.

7.7.3

If you bring a complaint we expect you to keep the complaint confidential, particularly whilst it is being considered under this policy. Any contravention of this by you may impact on our ability to investigate your complaint independently and in accordance with this policy, and may result in the Board concluding that your complaint is vexatious or malicious and should therefore not be investigated further.

7.7.4

Any anonymous complaint investigated under this policy will be treated confidentially, unless the disclosure of the subject matter is deemed necessary by the Board to fulfil its legal or regulatory obligations.

7.8

### Ongoing improvements

7.8.1

All complaints received, whether formal or informal, will be recorded and monitored by us and used to improve our ways of working and standards going forward.

7.8.2

The Board will receive a regular log of complaints and shall seek to identify any trends in complaints being made and take action accordingly.

**8. REVIEW OF THIS POLICY**

- 8.1 This policy will be reviewed on an annual basis to ensure that its provisions continue to meet our legal obligations, reflect best practice, and work for us.

<b>Approved by</b>	Sally Aitchison MBE
<b>Policy owner</b>	Sally Aitchison MBE
<b>Policy author</b>	WBD/Cash for Kids
<b>Date</b>	11/06/2025
<b>Review date</b>	11/06/2026