

THE CONFIDENT PARENTING CO. SAFEGUARDING AND CHILD PROTECTION POLICY

Last updated: 20th August 2026

This Safeguarding and Child Protection Policy sets out the statutory framework and escalation protocols for **The Confident Parenting Co.**, ensuring the safety and well-being of infants, young children, and parents across all operational touchpoints.

1. Purpose and Scope

This policy applies to all services offered by The Confident Parenting Co., including 1:1 online coaching, messaging support, diagnostic intake audits, group masterclasses, and corporate B2B workshops.

- **Target Audience:** Infants and young children and their parents or legal guardians.
- **Statutory Compliance:** Formulated in accordance with UK statutory guidance, including *Working Together to Safeguard Children*, *The Care Act 2014*, and the *Data Protection Act 2018 / UK GDPR*.
- **Core Principle:** The welfare of the child is paramount. All children, regardless of background, have equal rights to protection from physical abuse, emotional harm, sexual exploitation, and neglect.

2. Designated Safeguarding Lead (DSL)

As a sole practitioner, **Hayley** (Founder of The Confident Parenting Co.) serves as the Designated Safeguarding Lead (DSL).

- **DSL Responsibilities:** Maintaining updated safeguarding qualifications, monitoring risk indicators across client communications, recording disclosures, and escalating concerns directly to statutory authorities.
- **DSL Contact:** Hayley | Founder, The Confident Parenting Co.

3. Identifying Safeguarding Risks

Safeguarding concerns may be identified during live video consultations, audio notes, written intake forms, or ongoing messaging support. Key indicators include:

- **Child Protection:** Unexplained physical injuries, signs of severe developmental neglect, or disclosures regarding an unsafe living environment.
- **Domestic Abuse & Coercive Control:** Disclosures or signs of domestic violence, emotional abuse, or coercive financial/psychological control within the household.
- **Perinatal Mental Health Distress:** Severe post-natal anxiety or depression, extreme burnout, expressions of severe detachment, self-harm, or suicidal ideation.

4. Maternal Mental Health & Perinatal Crisis Protocol

Recognising that severe sleep deprivation and post-natal adjustments can trigger acute mental health distress, dedicated escalation pathways are established for maternal safety:

- **Active Crisis / Immediate Risk of Harm:** Dial Emergency Services (**999**) immediately.
- **Urgent Mental Health Support:** Direct the client to **NHS 111** (Mental Health Option) or request urgent intervention from the GP / Perinatal Mental Health Team.
- **Specialist Helpline Escalations:**
 - **PANDAS Foundation:** 0808 1961 776 (Postnatal Depression & Anxiety Support)
 - **Samaritans:** 116 123 (24/7 Crisis Support)
 - **Shout Crisis Text Line:** Text **SHOUT** to 85258

5. Statutory Reporting & Escalation Procedures

Serious child protection concerns are escalated directly to statutory local authorities:

- **Non-Emergency Child Protection Referrals:**
 - **Leicestershire County Council First Response Children's Duty Team:** 0116 305 0005 (24/7 Line) | Email: childrensduty@leics.gov.uk
 - **NSPCC Practitioner Helpline:** 0808 800 5000
- **Immediate Danger:** If a child or adult is at immediate risk of harm, dial **999** for Police assistance.
- **Informing Parents:** Where safe and appropriate, the practitioner will inform parents before submitting a referral, unless doing so would increase the immediate risk of harm to the child or the practitioner.

6. Digital Safeguarding & Communication Boundaries

- **WhatsApp Communication:** Messaging channels are monitored within defined working hours (Monday–Friday, 09:00–17:00). High-risk disclosures submitted outside these hours trigger automated emergency contact signposting.
- **Video Consultations:** Consultations take place in private, secure physical settings. Clients are encouraged to join calls from appropriate domestic spaces.
- **Recording & AI Notetaking Restrictions:**
 - **AI-Assisted Auditing:** To accurately analyse family ecosystems without tracking delays, enterprise-grade AI applications (including automated meeting note-takers and transcript tools) may be utilised during video consultations.
 - **Privacy & Model Isolation:** In accordance with our Terms & Conditions, all AI tools operate under strict enterprise privacy settings. No client audio, video, or transcript data is exposed to public networks or utilised for training third-party machine learning models.
 - **Safeguarding Disclosures:** If an acute safeguarding disclosure, child protection concern, or severe maternal mental health crisis arises during a live call, the practitioner may pause or turn off AI note-taking at their clinical discretion. Any AI-generated transcripts containing

sensitive safeguarding logs are immediately isolated and transferred to encrypted, password-protected cloud storage.

- **Client Opt-Out:** Clients retain the right to request that AI note-taking tools be turned off for any specific consultation or section of a call.
- **Human Oversight:** All strategies, diagnostic reviews, and action plans derived from session notes are authored and verified exclusively by the Coach.

7. Data Protection, Record Keeping & Confidentiality

- **Secure Cloud Storage:** All safeguarding logs, incident reports, and referral notes are stored separately from standard client files in a password-protected, encrypted cloud storage service that is compliant with UK GDPR.
- **Record Integrity:** Incident logs record precise dates, times, objective factual observations, verbatim statements, and escalation details.
- **Limits of Confidentiality:** Information remains strictly confidential unless a legal obligation or statutory duty of care requires sharing details to protect a child or vulnerable adult from harm.

8. Allegations & Whistleblowing

If a client, partner venue, or corporate sponsor wishes to report a concern regarding the practitioner's conduct:

- Reports should be directed to the **Local Authority Designated Officer (LADO)** via Leicestershire County Council.
- Concerns may also be reported directly to relevant professional credentialing bodies or statutory authorities.

9. Policy Maintenance

This policy is formally reviewed annually or when there are major updates to UK statutory safeguarding legislation or changes to operational service delivery.