

Cadbury World Policy for the Protection of Children, Young People and Vulnerable Adults

Contents	Page
1. Purpose	2
2. Introduction	2
3. Policy Statement	2
4. Legal Context	3
5. Roles and Responsibilities	4
6. Recruitment and Selection of Staff, Contractors and Volunteers	4
7. Safeguarding Code of Conduct for all Staff and Volunteers	5
8. Reporting Procedure to be followed by Staff and Volunteers in the case of Suspected or Alleged Abuse of a Child, Young Person or Vulnerable Adult.	6
9. Training	8
10. Policy Review	8
Appendices	
Appendix 1: Definitions of Abuse and Neglect	10
Appendix 2: Our Promise to Children, Young People and Vulnerable Adults	13
Appendix 3: GDPR and information sharing	14
Appendix 4: Group Leaders' / Teachers' Responsibilities when visiting Cadbury World	15
Appendix 5: Group Conduct whilst visiting Cadbury World	16
Appendix 6: Use of Photography	17
Appendix 7: Truancy	18
Appendix 8: External Groups use of Cadbury World Learning / Corporate Spaces	19
Appendix 9: Lost Child/Vulnerable Adult Procedure	20

1. Purpose

This policy sets out how the Cadbury World visitor attraction (the 'attraction') operates to safeguard children, young people and vulnerable adults. We have a duty of care and are committed to the protection and safety of all children, young people and vulnerable adults who are visiting and participating in Cadbury World activities both on and off-site. We also want to protect, train and support our staff who work, or come into contact with, our visitors.

For the purposes of this policy, the term "vulnerable adult" refers to someone over the age of 18 who may have a physical, learning or sensory impairment, a mental health issue, a serious illness, an age-related disorder or is suffering domestic abuse. "Children and young people" are defined as those persons aged under 18 years old.

This policy will apply to all staff, contractors and volunteers and will be used to support their work at Cadbury World and off site where relevant. It has been developed in line with best practice and following documentation available from the National Society for the Prevention of Cruelty to Children ([NSPCC](#)) and relevant Government legislation and guidance.

These policies and procedures will be made available on request to group leaders and relevant public authorities.

2. Introduction

Every year children, young people and vulnerable adults visit Cadbury World and we wish to ensure that all visitors are safe and protected from harm whilst on our premises (see [Appendix 2](#)). Cadbury World wishes to ensure its staff, contractors and volunteers operate best practice standards, yet at the same time provide them with protection from unfair allegations. The guidelines in this policy will ensure that there is clarity about our obligations and standards.

3. Policy Statement

We believe that:

- The welfare of children, young people or vulnerable adults is paramount (see [Appendix 2](#));
- All children, young people and vulnerable adults have the right to protection from abuse and neglect (see [Appendix 1](#));
- All suspicions and allegations of abuse and neglect will be properly investigated by the relevant authorities swiftly and appropriately;
- Staff, contractors and volunteers will be trained in appropriate behaviour and responses (see [here](#) for more information). Where appropriate, failure by staff to maintain standards will be subject to Cadbury World's Disciplinary Policy and Procedures.
- Contractors and volunteers may be asked to leave Cadbury World premises and be dealt with according to the relevant procedures if they have been found to be acting inappropriately.

Cadbury World will therefore ensure that:

- Staff are carefully selected and trained in issues of protection (see [Training](#));
- All staff are aware of the policy and procedures for the protection of children, young people and vulnerable adults;
- Group leaders, service providers and any other interested parties are given information about Attraction procedures regarding the safety of children, young people and vulnerable adults whilst at the Attraction (see [Appendix 2](#), [Appendix 4](#), [Appendix 5](#), [Appendix 8](#) & [Appendix 9](#));

- Teachers, group leaders and any other interested parties are provided with information about our expectations regarding protection and safe supervision responsibilities whilst visiting the Attraction (see [Appendix 4](#), [Appendix 5](#) & [Appendix 8](#));
- A [risk assessment](#) is supplied to assist with the planning of a visit to the Attraction.

4. Legal Context

i) Children and Young People

This policy takes into account relevant legislation and guidance including:

- The Children Act [1989](#) and [2004](#)
- [The Children and Families Act 2014](#)
- [Working Together to Safeguard Children \(HM Government 2018\)](#)
- [Every Child Matters: Change for Children \(HM Government 2004\)](#)

These Government frameworks include an outcome that children should be able to stay safe, live in a safe environment and be protected from harm. This means that all organisations providing services to children have responsibility to share information and work together, to protect children and young people from harm and help them achieve what they want in life. Staying safe is about helping to address bullying, crime and anti-social behaviour, and protecting children who are at risk of abuse and neglect.

ii) Vulnerable Adults

This policy takes into account relevant legislation and guidance including:

- [The Local Authority Social Services Act 1970](#)
- [Safeguarding Vulnerable Groups Act 2006](#)
- [The Care Act 2014](#)
- [The Equality Act 2010](#)

Section 7 of the Local Authority Social Services Act 1970 gives local authorities the responsibility for developing partnership working to protect vulnerable adults and to have an interagency safeguarding adults procedure. This means that safeguarding vulnerable adults guidelines stems from statutory guidance. This Act also outlines the expectation that the statutory, independent and voluntary sectors will be partners in this process. For the purposes of this policy, the same principles that can be applied to children and young people should be used to ensure appropriate action is taken to protect vulnerable adults.

5. Roles and Responsibilities

- All staff, contractors and volunteers have a responsibility to maintain appropriate standards of behaviour and to report lapses in these standards by others. All staff should discuss concerns immediately with their Line Manager or if not available, with a Duty Manager and / or Safeguarding Officer. Any concerns or reasonable suspicions of abuse should be reported immediately. If your Line Manager is not available or is part of the cause of your concern then you should report the matter to the Duty Manager or Safeguarding Officer. Any safeguarding concerns that are raised should be documented as soon as possible afterwards using the Safeguarding Incident Report.
- Line Managers will monitor the implementation of the policy for their respective areas as per procedure and will also be responsible for ensuring that staff who raise a concern are provided

- with the necessary support and complete all required documentation and are also supplied with a Safeguarding Receipt of Referral. Serious concerns involving the conduct of a member of staff, volunteer or contractor must be referred immediately to the General Manager.
- iii. The General Manager will be responsible for implementing procedures relating to selection, vetting, training and induction and for advising on any disciplinary action required. A central database of all Safeguarding Incident Report Forms will be maintained and monitored by the Safeguarding Officer.
 - iv. Any allegations of inappropriate behaviour by staff, contractors, volunteers or visitors must be reported by Line Managers or the Duty Manager to the General Manager / Safeguarding Officer, who will liaise with the Police and [Social Services](#) as necessary. In these circumstances, the role of the General Manager / Safeguarding Officer is to:
 - o Assess information promptly and carefully, clarifying or obtaining more information about the matter as appropriate;
 - o Consult initially with Merlin Entertainment's HR Department, the local Police and where appropriate with other statutory bodies;
 - o Make a formal referral if required to a statutory child protection agency or the Police. It is not the role of the General Manager / Safeguarding Officer to decide whether a child / vulnerable adult has been abused or not; this is the task of the Social Services Department which has this legal responsibility (in case of children), or of the Police. The Safeguarding officer will pass information on to the relevant authorities who have the necessary expertise to make the required decisions about the action required. In all serious cases involving Safeguarding issues, the General Manager must be contacted as soon as possible.
 - v. In order to support the General, Duty and Line Managers, the Attraction will have a trained Safeguarding Officer. It is the role of the Safeguarding Officer to have a detailed knowledge of this policy and procedure and to support the General, Duty and Line Managers when dealing with operational issues as and when they arise.
 - vi. All Duty Managers will be trained in Safeguarding matters. It is their responsibility under this policy to deal with any operational safeguarding issues that arise including lost and found children / vulnerable adults when the Safeguarding Officer is unavailable. It is also the Safeguarding Officer / Duty Manager's responsibility to decide when to notify the General Manager about a safeguarding incident.

6. Recruitment and Selection of Staff, Contractors and Volunteers

Cadbury World and Merlin Entertainment undertake Pre-employment Background Screening for all new employees.

Job applicants who have been successful at interview and whom Cadbury World wishes to make an offer of employment to, and volunteers or contractors, will be required to complete a background screening check. As a minimum, Merlin Entertainment and Cadbury World screen a potential employee's references, qualifications, employment history and criminal records. This may be conducted via a third party but all information will be held confidentially

Volunteers will be required to successfully complete vetting checks.

7. Safeguarding Code of Conduct for all Cadbury World Staff, Contractors and Volunteers

This Safeguarding Code of Conduct sets out the expectations of Cadbury World for all staff, contractors or volunteers who work for or represent the organisation in their contact with children, young people and vulnerable adults.

Failure by any staff member to comply with this Safeguarding Code of Conduct may be considered Gross Misconduct and investigated in accordance to the Merlin Entertainment Disciplinary Policy.

Contractors and volunteers may be asked to leave Cadbury World premises and investigated in accordance with the relevant procedures if they are found to have acted inappropriately.

All staff must be mindful of their behaviour on site, please be aware of the following guidelines:

Do

- Approach any child, young person or vulnerable adult apparently in distress and ask if you can help.
- Seek assistance from colleagues or supervisors in order to minimise the amount of time you are alone with the person.
- Keep a look-out for apparently unaccompanied children under the age of 16 and follow the "lost child / vulnerable adult" procedure.
- Communicate the details of any lost children via radio.
- Keep any lost children in a public area where they can be clearly seen.
- Ensure that whenever possible there is more than one adult present during activities with children, young people and vulnerable adults. The adult present may be a teacher or parent.
- If a child or vulnerable adult wishes to talk to you in confidence then try to find a quiet space in a public area where this is possible.
- Be aware of appearances and avoid any situations which might appear compromising. (see [here](#) for more information)
- Report any allegation (even if this is just a suspicion) of abuse or inappropriate conduct immediately to your Line Manager and / or the Duty manager (see [Appendix 3](#) & [Appendix 4](#)).
- Be sensitive in your communication with people so that you avoid over familiarity.
- If the individual is at risk, staff may use appropriate physical contact such as guiding individual using arm or child holding team members hand to stop them running into a dangerous situation (staff member must ensure that other staff members are aware of situation and try to stay in public view).
- Be aware of the possible risks, and question situations that you find suspicious.

Do Not

- Engage in any "rough and tumble" or other horseplay.
- Physically restrain a child, young person or vulnerable adult.
- Make sexually suggestive comments to any visitor.
- Use foul or abusive language to any visitor.
- Physically assault or abuse any visitor.
- Allow or engage in inappropriate touching of any kind (i.e. any unsolicited or unwanted physical contact).

- Give out personal information, or share email, social network site details (e.g. Facebook), and mobile phone numbers with any child, young person or vulnerable adult.
- Do things of a personal nature for children or vulnerable adults that they can do for themselves or that a parent / leader can do for them.

Please note that;

- Photographs or videos, including those on web sites must not include any participant unless authorised by the appropriate member of staff and adult / parental (for children) consent is given. This includes the use of camera phones. The Attraction has forms which must be completed by the relevant guardian (e.g. teacher or parent) to obtain permission to photograph children, young people or vulnerable adults. These are available from the Marketing Department. (Please see [Appendix 6](#) for further information about use of photography).
- All staff working with young people should be aware that some young people and vulnerable adults may behave inappropriately. Any sanctions and approaches to discipline should in the first instance be managed by the responsible adult. If a staff member, contractor or volunteer is in a position where a sanction is to be issued (for example in the case of unaccompanied children who are behaving inappropriately) then this must be appropriate to age and understanding. Please refer to the Duty manager if you are in any way uncertain of what action to take.

8. Reporting Procedure to be followed by Staff, Contractors and Volunteers in the Case of Suspected or Alleged Abuse of a Child, Young Person or Vulnerable Adult

A member of staff, contractor or volunteer who suspects a case of abuse or neglect against a child, young person or vulnerable adult has a duty to follow the procedures below.

Statement of Investigation

It is vital that anyone who suspects that a child / adult is at risk of harm, abuse or neglect takes personal responsibility to act. Keeping worries or concerns to yourself may put children and vulnerable adults at further risk of harm. It is not Cadbury World's responsibility to investigate a child or adult safeguarding complaint but to refer concerns on to local children's or adult's social care departments or the Police. Line Managers and HR, supported by the Safeguarding Officer, will be responsible for investigating any potential breaches of this policy involving staff, volunteers or contractors.

Responding to a Safeguarding Concern

Concerns about adults and children may arise in different situations. You may,

- Witness or observe something.
- Hear it from others, in person or on the phone, by email or letter.
- Be told directly.

The following guidance must be followed if you receive an allegation of child or vulnerable adult abuse:

- Ensure the welfare of the child, young person or vulnerable adult.
- Check your understanding of the situation, without being investigative.

- Explain that you have a responsibility to report what the child / vulnerable adult has said to someone else.
- Report the matter as soon as possible to your Line Manager and / or the Duty Officer. The Duty manager will then liaise with the Attraction's Safeguarding Officer who will advise about the need to contact parents, carers or guardians and police / statutory authorities.
- Record all the details on the child / vulnerable adult safeguarding incident report form.
- Do not disclose any information about disclosures or allegations to members of the public or the parties involved. It is the responsibility of the Line Manager / Duty Manager / Safeguarding Officer / General Manager to liaise with the parties involved and appropriate agencies.

If a disclosure or allegation is being made to you by a child, young person or vulnerable adult:

- Ensure that any medical attention needed is addressed as a priority if required.
- Listen to what he / she has to say with an open mind.
- Check your understanding of the situation, without asking leading questions.
- Make a note of the discussion as soon as possible afterwards, taking care to record the timing, setting and people present as well as what was said. Try to record the words that were actually spoken and not your own interpretation of them.
- Explain that you cannot keep such information confidential, and that you have a responsibility to report what he / she has said to your Line Manager or the Safeguarding Officer.

If the allegation concerns a visitor or member of the public, the Duty Manager should consider whether there are reasonable grounds for excluding them from the site until an appropriate investigation can be carried out. In some cases, the immediate involvement of the Police may be appropriate. For example, if anyone was causing harm to a child or adult on-site then the involvement of the Police must be sought immediately. In all major incidents, Cadbury World's General Manager must also be informed.

If the child, young person or vulnerable adult involved is part of an organised group, the Duty Manager will consult with the group's leader and make every effort to agree an appropriate course of action.

If the child, young person or vulnerable adult involved is with a family member or other responsible adult who is not the subject of the disclosure, the Duty Manager will consult with this person and will make every effort to agree an appropriate course of action.

If the child is under 16 years of age or a vulnerable adult and is unaccompanied; the Duty Manager will speak to the child / vulnerable adult and then decide on the appropriate course of action. If relevant external authorities need to be informed then this should be done by Cadbury World's General Manager or Duty Manager.

If the allegation concerns another member of staff, contractor or volunteer, the staff member must raise this matter with their Line Manager or consult HR in confidence. If a formal investigation is deemed necessary then this will be carried out by the General Manager in accordance with the Disciplinary and Gross Misconduct policy and procedures. Depending on the nature of the allegation, the Attraction may be required to involve the appropriate authorities, including the Police.

Recording Information

All staff should discuss the matter immediately with their Line Manager or if not available, with a Duty Manager and / or the Safeguarding Officer.

Use the Cadbury World Safeguarding Incident Report Form to record as much information as possible about the situation; what has happened, where and when, who was involved and any contact details. Also record what action has been taken so far.

This information should be passed immediately to your Line Manager or the Duty Manager. This can be by phone, email or in person but ensure all the information passed on is also recorded on a Cadbury World Incident Report form as a written record is vital if the incident goes to court.

Wherever possible, you will receive a Receipt within 5 working days of your submission of the Safeguarding Incident Report Form to your Line Manager / Safeguarding Officer and will be kept informed about what has happened since on a need-to-know basis.

It is important to pass on what information you have, even if the informant has only divulged a little or will not give their details. This information must be maintained in the strictest confidence and failure to treat such information confidentially may be viewed as a potential disciplinary matter.

For Staff wishing to seek further advice, you can always contact the NSPCC Child Protection Helpline. This is staffed 24 hours a day, seven days a week and the contact number is 0808 800 5000.

Contact Information:

There are separate safeguarding boards for the local areas for both children / young people and adults.

Children and Young People

The appropriate safeguarding board to contact is the one based where the child or young person lives. If it is not possible to confirm the address referral should be made to the Children's Advice and Support Service (CASS)

[Children's Advice and Support Service \(CASS\)](#): 0121 303 1888

Adults

[Birmingham City Council Safeguarding Adults](#): 0121 303 1157

Other useful numbers

[NSPCC](#) 24-hour helpline: 0800 800 5000

[Childline](#) 24-hour helpline: 0800 1111.

9. Training

The Attraction will provide and explain the content of this policy to all new staff and volunteers in the course of the induction process. Basic, and where appropriate, enhanced child protection awareness training will be given to some members of staff and volunteers dependent on their roles and responsibilities.

10. Policy Review

This policy will be reviewed on an annual basis to take into account any changes to Government legislation and the relevant Cadbury World / Merlin Entertainment's policies and procedures.

Appendices	Page
Appendix 1: Definitions of Abuse and Neglect	10
Appendix 2: Our Promise to Children, Young People and Vulnerable Adults	13
Appendix 3: GDPR and Information sharing	14
Appendix 4: Group Leaders' / Teachers' Responsibilities when visiting Cadbury World	15
Appendix 5: Group Conduct whilst visiting Cadbury World	16
Appendix 6: Use of Photography	17
Appendix 7: Truancy	18
Appendix 8: External Groups use of Cadbury World Learning / Corporate Spaces	19



Appendix 1: Definitions of Abuse and Neglect

Although the legal context is different for vulnerable adults, much of the following information on types of abuse and neglect for children does apply for vulnerable adults too.

i) Abuse and Neglect - Children

It is generally accepted that there are four main forms of abuse of children. The following definitions are based on those from Working Together to Safeguard Children ([HM Government 2018](#)) and Safeguarding Children: Working Together under the [Children Act 2004](#).

Abuse and neglect are forms of maltreatment of a child. Someone may abuse or neglect a child by inflicting harm, or by failing to act to prevent harm. Children may be abused in a family, institutional setting or community setting; by those known to them, or more rarely by a stranger. They may be abused by adult/s, another child or children.

ii) Physical Abuse

Physical abuse may involve hitting, shaking, throwing, poisoning, burning or scalding, drowning, suffocating, or otherwise causing physical harm to a child.

Physical harm may also be caused when a parent or carer fabricates the symptoms of, or deliberately induces illness. An important indicator of abuse is where bruises or injuries are unexplained or the explanation does not fit the injury.

iii) Emotional Abuse

Emotional abuse is the persistent emotional ill treatment of a child such as to cause severe and persistent adverse effects on the child's emotional development. It may involve making a child feel or believe they are worthless or unloved, inadequate, or valued only insofar as they meet the needs of another person. It may involve serious bullying causing children frequently to feel frightened or in danger, or the exploitation or corruption of children. It may involve seeing or hearing the ill treatment of others. Some level of emotional abuse is involved in all types of ill treatment of a child, though it may occur alone.

iv) Sexual Abuse

Sexual abuse involves forcing or enticing a child or young person to take part in sexual activities, including prostitution whether or not the child is aware of what is happening. The activities may involve physical contact, including penetrative or non-penetrative acts. They may include non-contact activities, such as involving children in looking at pornographic material or watching sexual activities, or encouraging children to behave in sexually inappropriate ways.

v) Neglect

Neglect is the persistent failure to meet a child's basic physical and psychological needs, likely to result in the serious impairment of the child's health or development. It may involve a parent or carer failing to provide adequate food, shelter and clothing, failing to protect a child from physical harm or danger, or the failure to ensure access to appropriate medical care or treatment. It may also include neglect of a child's basic emotional needs.

vi) Bullying

Bullying may come from another young person or an adult. It can be defined as deliberate hurtful behaviour, usually repeated over a period of time, where it is difficult for those bullied to defend themselves.

There are four main types of bullying.

1. Physical (e.g. hitting, kicking, slapping)
2. Verbal (e.g. racist or homophobic remarks, name-calling, graffiti, threats, abusive text messages)
3. Emotional (e.g. tormenting, ridiculing, humiliating, ignoring, isolating from the group)
4. Sexual (e.g. unwanted physical contact or abusive comments)

Please note that some of the above may be deemed a crime and warrant investigation by the Police.

Additional Information

Some children and vulnerable adults may be particularly vulnerable to abuse.

For example, there is research which has found that disabled children are three times more likely to be abused than non-disabled children. Reasons for this might include disabled children and vulnerable adults:

- Having fewer outside contacts than other children
- Having an impaired capacity to resist or avoid abuse
- Requiring intimate care from a number of carers which may both increase the risk of exposure to abusive behaviour and make it more difficult to set and maintain physical boundaries
- Using different communication methods or lack of appropriate vocabulary which might provide a barrier for being able to communicate their concerns

Some studies suggest children from minority ethnic groups may be at increased risk of abuse through factors such as stereotyping, prejudice and discrimination.

Vulnerable Adults Abuse - Definitions

A vulnerable adult is someone who:

Is over the age of 18 who may have a physical, learning, or sensory disability, a mental health issue, a serious illness, or may be an older person.

Adult abuse is:

- A violation of an individual's human and civil rights by any other person or persons
- Any behaviour towards a person that deliberately or unknowingly causes him or her harm, endangers their life or violates their rights.
- Abuse may be physical, sexual, emotional, financial or through neglect or discrimination.
- Abuse may be perpetrated by an individual, a group or an organisation.

Abuse can also be caused by poor or bad professional practice and is sometimes called "Institutional" or "Practice" abuse.

vii) Financial Abuse, Discriminatory Abuse and Institutional Abuse:

- Financial abuse is abuse or misuse of possessions or money. Indicators may be an unusual shortage of money to pay bills or buy food or to maintain adequate living conditions.
- Discriminatory abuse is harassment or similar discriminatory or derogatory treatment which is racist, sexist or refers to disability or any of the other protected characteristics covered by the [Single Equality Act](#).
- Institutional abuse or Practice abuse is neglect due to bad or poor care practice or unsatisfactory professional practice and low standards.

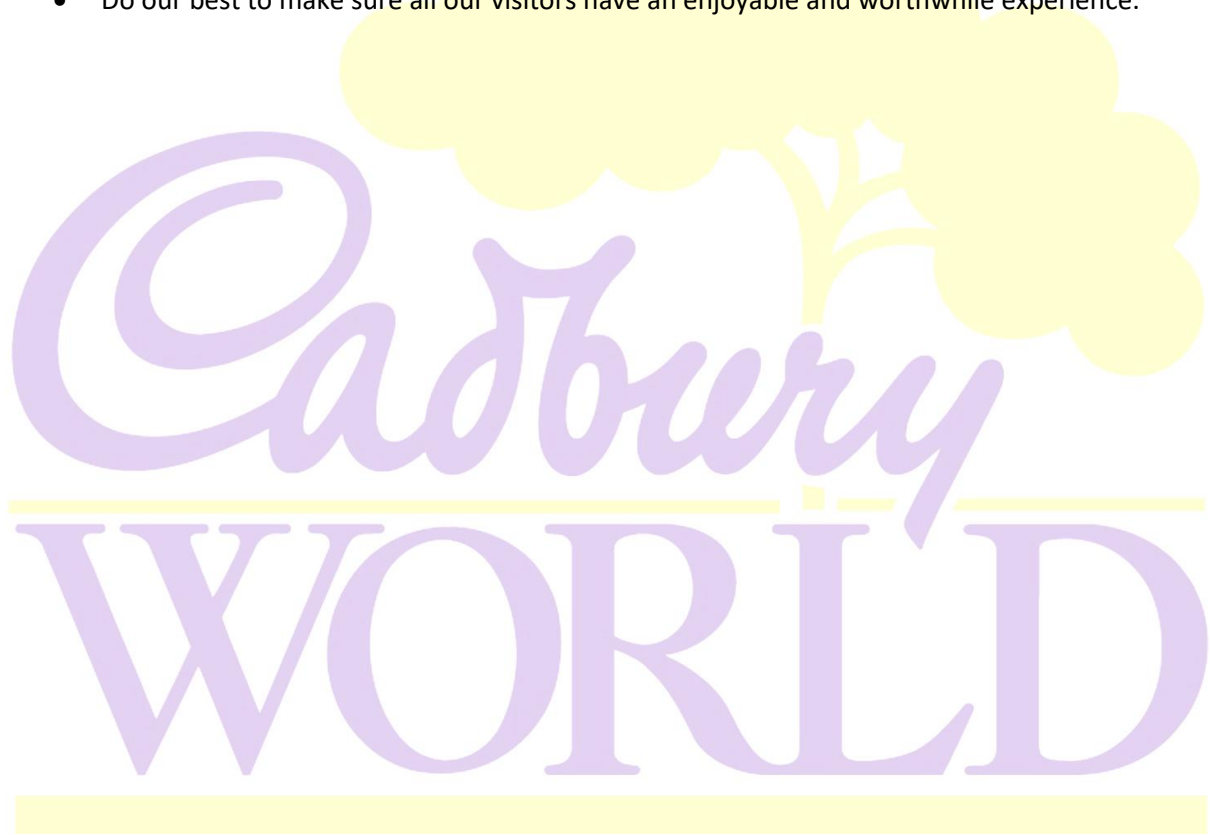


Appendix 2: Our Promise to Children, Young People and Vulnerable Adults

Cadbury World is committed to making sure all visitors have the best time possible whilst in the Attraction. The Attraction believes that everyone has a right to feel safe and comfortable whilst visiting.

We promise to:

- Make all our visitors feel welcome and safe.
- Always strive to meet our visitor's needs.
- Treat all children, young people and vulnerable adults with dignity and respect.
- Make sure that all our staff, contractors and volunteers are familiar with the appropriate policies and procedures to ensure the wellbeing of all our visitors.
- Listen and respond to what our visitors tell us.
- Do our best to make sure all our visitors have an enjoyable and worthwhile experience.



Appendix 3: GDPR and Information Sharing

GDPR does not prevent, or limit, the sharing of information for the purpose of keeping children safe. Legal and secure information sharing between schools, Children's Social Care, educational settings, and other local agencies, is essential for keeping children safe and ensuring they get the support they need. Information can be shared without consent if to gain consent would place the child at risk. Fears about sharing information must not be allowed to stand in the way of promoting the welfare and protecting the safety of children. As with all data sharing, appropriate organisational and technical safeguards should still be in place.



Appendix 4: Group Leaders' / Teachers' Responsibilities when visiting Cadbury World

The Attraction wishes to ensure that children, young people and vulnerable adults are safeguarded and protected from harm whilst visiting the Attraction. In addition to the measures that the Attraction have put in place, we ask that teachers and group leaders exercise their own responsibilities in relation to their groups.

All group leaders and teachers must:

- Book in advance
- Ensure that they supervise the children, young people and vulnerable adults in their care at all times.
- Ensure that all children under the age of 16 and vulnerable adults remain with an adult at all times.
- In case of an accident, they should contact a member of Attraction staff who will follow Attraction procedure.
- In the case of a lost child, they should contact a member of Attraction staff who will follow Attraction procedure.
- Not verbally or physically abuse a child, young person or vulnerable adult.
- Inform their group of expected behaviour for the visit to the Attraction by ensuring compliance with the guidelines outlined in [Appendix 5](#).
- Be considerate of other visitors and groups visiting the Attraction.
- Observe the Attraction fire evacuation procedures.

Teachers and group leaders are reminded that the children and vulnerable adults in their care remain their responsibility throughout a visit to Cadbury World.

We recommend the following ratio of adults to students:

- 1:8 for children ages 4-16.

Attraction staff will communicate concerns to the group leader / teacher in charge (unless this person is the cause of concern) and if required, follow this up with the school / organisation following the visit.

Concerns about the conduct of any teacher / leader will be reported directly to the school or organisation and to the Police where there is cause to believe a crime has been or may have been committed.

Appendix 5: Group Conduct whilst visiting Cadbury World

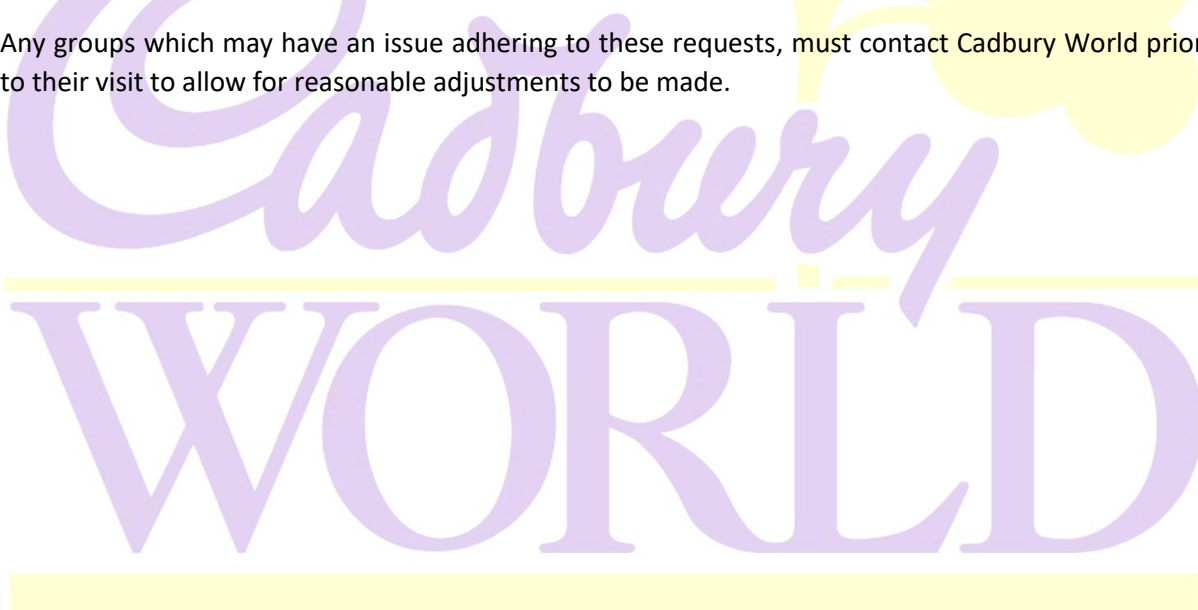
Cadbury World wishes all visitors to enjoy the Attraction. We therefore expect all visitors to display courtesy and respect for others and for the Attraction's property at all times.

Group leaders should therefore not allow members of their group to:

- Use threatening, abusive or violent behaviour.
- Bully (verbally or physically).
- Make any sexist, racist, homophobic or other offensive remarks toward any person or other group.
- Touch the vehicles or objects on display in the Attraction unless instructed otherwise.
- Vandalise Attraction property or displays.
- Use bad language.
- Smoke. Designated smoking areas are available at the attraction.
- Consume alcohol or use illegal drugs on Attraction premises.
- Leave litter on the Attraction's premises.
- Enter areas of the Attraction that are marked as closed or cordoned off.
- Ignore the Attraction signage.

In the event that any of the above are not followed, the Attraction reserves the right to refuse admission and / or ask the group to leave.

Any groups which may have an issue adhering to these requests, must contact Cadbury World prior to their visit to allow for reasonable adjustments to be made.



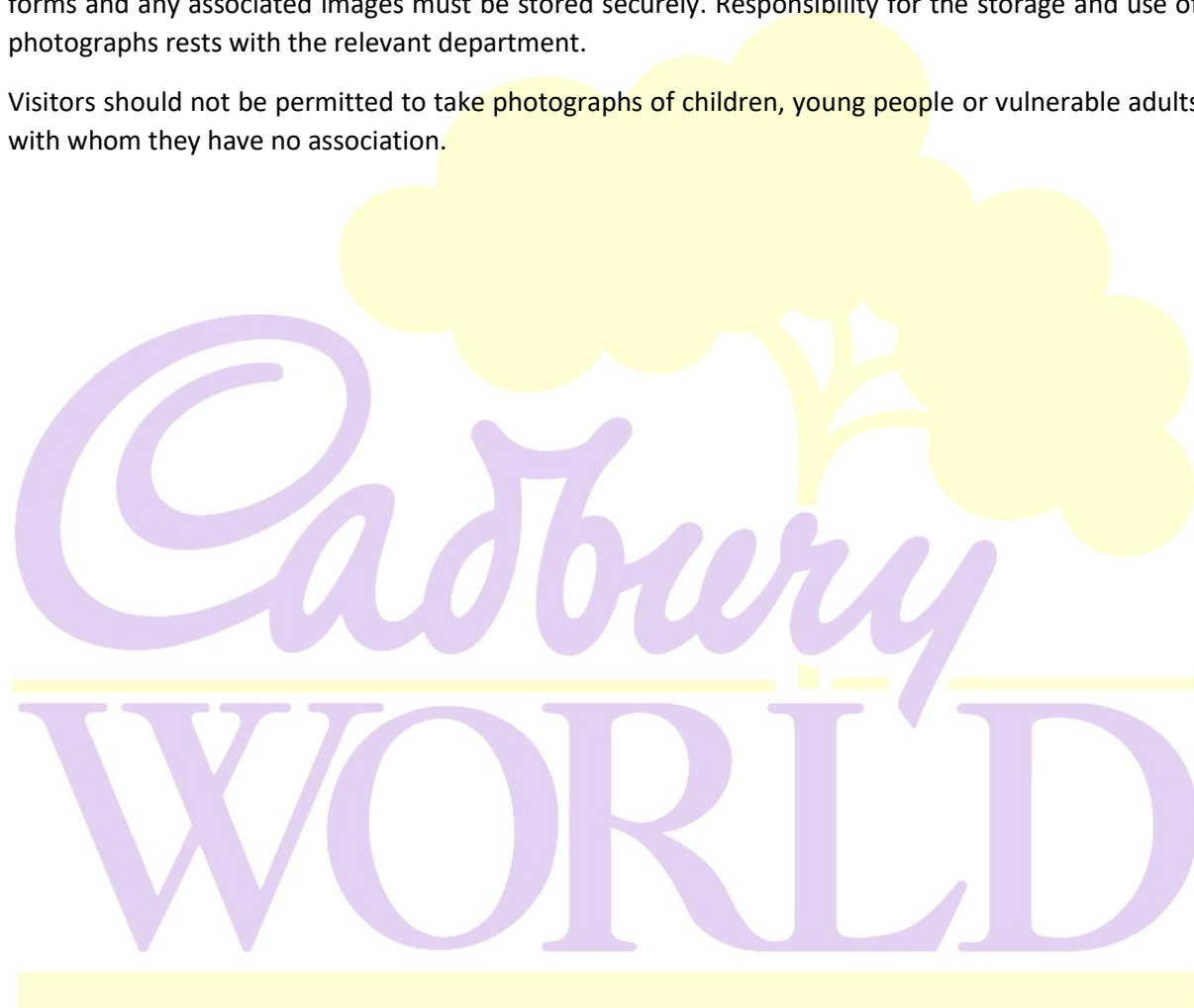
Appendix 6: Use of Photography

Photographs or videos, including those on websites must not include any participant unless authorised by the appropriate member of staff and adult / parental (for children) consent is given. This includes the use of camera phones.

The Attraction has forms which must be completed by the relevant guardian (e.g. teacher or parent) to obtain permission to photograph children, young people or vulnerable adults.

Forms are available from the Marketing team. The responsibility for obtaining signatories rests with the member of staff organising the event at which photographs will be taken. Completed permission forms and any associated images must be stored securely. Responsibility for the storage and use of photographs rests with the relevant department.

Visitors should not be permitted to take photographs of children, young people or vulnerable adults with whom they have no association.



Appendix 7: Truancy

If staff become suspicious that a child visiting their venue is truanting, they should alert the Duty Manager regarding their concern.

Children that are suspected of being truants should not be asked to leave the venue but their whereabouts within the venue should be discreetly monitored for their own safety.

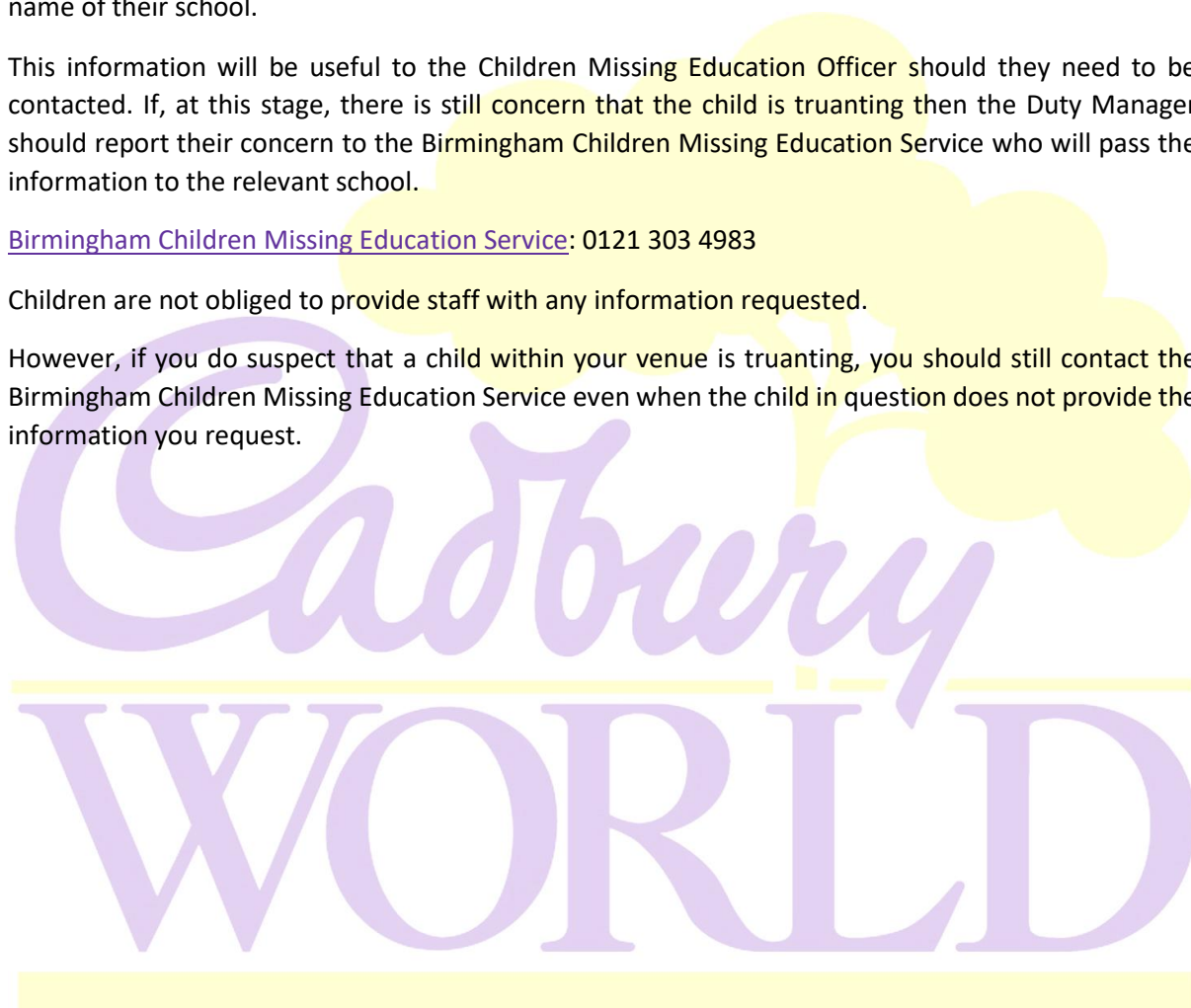
On being advised that there may be a possible truant within the venue the Duty Manager should, in the company of another staff member, approach the child in a non-threatening manner, ask their name and try to establish the reason they are not at school at present, their date of birth and the name of their school.

This information will be useful to the Children Missing Education Officer should they need to be contacted. If, at this stage, there is still concern that the child is truanting then the Duty Manager should report their concern to the Birmingham Children Missing Education Service who will pass the information to the relevant school.

[Birmingham Children Missing Education Service](#): 0121 303 4983

Children are not obliged to provide staff with any information requested.

However, if you do suspect that a child within your venue is truanting, you should still contact the Birmingham Children Missing Education Service even when the child in question does not provide the information you request.



Appendix 8: External Groups Use of Cadbury World Learning / Corporate Spaces

Cadbury World has a number of events spaces which external groups can use independent of Attraction staff. In such circumstances, the group leader will be asked to complete a short form to outline the activity taking place, the room and equipment requirements plus any additional activities they would like to partake in during their visit to Cadbury World. They will then receive a letter confirming their requests and outlining the Terms & Conditions of the booking which the group leader must sign and return to cadburyworldinfo@merlinentertainments.biz at least one month before the booking. This form confirms that the group leader understands that they are responsible for the event taking place as well as the attendees, and has undertaken the necessary Health & Safety checks to ensure the event is safe.

Charitable requests for the use of Cadbury World Learning / Corporate Spaces will be dealt with directly by cadburyworldinfo@merlinentertainments.biz.

