



## FEEDBACK AND COMPLAINTS POLICY

Review Date: 8<sup>th</sup> Dec 2025  
Next Review Date: Dec 2026

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## 1. PURPOSE

SEA LIFE TRUST is committed to protecting our world's oceans and caring for marine wildlife, and we want everyone who supports this work to have a positive experience.

We welcome all feedback including compliments, comments and complaints because it helps us learn, improve and continue to build meaningful connections with the people who care about our oceans as much as we do.

This policy sets out how you can raise any concerns about our fundraising or supporter care, and how we will respond. We review this policy regularly to ensure it remains clear, supportive and up to date.

## 2. SCOPE

This policy covers feedback relating to SEA LIFE TRUST's work, including our fundraising activities, supporter care and stewardship, communications, campaigns and wider engagement with our supporters. It also applies to the conduct of staff, volunteers and trusted partners acting on our behalf. We want everyone who supports our mission to feel heard, valued and respected, and this policy helps us ensure that.

This policy applies to members of the public, supporters and donors. Internal staff concerns are handled under SEA LIFE TRUST or Merlin Entertainments HR procedures.

This policy does not cover visitor experience issues at the Cornish Seal Sanctuary or the Beluga Whale & Puffin Sanctuary. Feedback relating to ticketing, facilities, accessibility, or any part of your visit is handled directly by the sanctuary teams through their own guest feedback procedures. If your enquiry relates to a visitor matter, we will guide you to the right place so you can receive support as quickly as possible.

## 3. DEFINITIONS: COMMENTS, COMPLIMENTS, AND COMPLAINTS

### Comments

Comments are general feedback, ideas, or suggestions about our work.

We welcome these as they help us understand what matters to our supporters and how we can keep improving. Comments are recorded where helpful, though they do not require a formal investigation.

### Compliments

Compliments are positive feedback about our work, our staff, our volunteers or the experience you have had with SEA LIFE TRUST. These moments of appreciation help us recognise good practice and celebrate the people who make our mission possible, and we share them internally so that learning and encouragement can continue.

### Complaints

A complaint is any expression of dissatisfaction, whether spoken or written, about our fundraising, supporter care, communications or actions, or where you feel we have not acted when we should have.

We take all complaints seriously because they help us understand when something has gone wrong and how we can put it right.

Examples include concerns about donations or payment, issues with fundraising communications, delays or missed thank you messages, concerns about behaviour in a fundraising context, or inaccuracies in the way we have handled your personal information.

We will review anonymous complaints where possible, although we may not be able to respond directly. Feedback that is abusive, discriminatory or unrelated to our work may not receive a response.

## 4. HOW TO MAKE A COMPLAINT

If something hasn't gone as expected, we want to hear from you so we can understand what happened and put things right. Your feedback helps us improve the experience for everyone who supports our work.

The easiest way to reach us is by email:  
[help@sealifetrust.com](mailto:help@sealifetrust.com)

If you would like to give feedback about your experience at our sanctuaries, please contact the relevant team:

- Cornish Seal Sanctuary: [seals@sealifetrust.com](mailto:seals@sealifetrust.com)
- Beluga Whale & Puffin Sanctuary: [belugas@sealifetrust.com](mailto:belugas@sealifetrust.com)

You can also write to us at:

**SEA LIFE TRUST**  
**Arbor Building 16th Floor**  
**255 Blackfriars Road**  
**London**  
**SE1 9AX**

Please include your name, contact details and a brief description of your concern so that we can respond as quickly and clearly as possible. We will usually reply using the same method you used to contact us, unless you ask us to use another.

We handle all feedback with care, respect and confidentiality, and we only share information with colleagues who need it to look into your concern. If you need support in submitting your complaint or would prefer to share your feedback in another format, please let us know and we will do our best to help.

### 5. HOW TO MAKE A COMPLAINT

Examples include concerns about donations or payment, issues with fundraising communications, delays or missed thank you messages, concerns about behaviour in a fundraising context, or inaccuracies in the way we have handled your personal information.

We will review anonymous complaints where possible, although we may not be able to respond directly. Feedback that is abusive, discriminatory or unrelated to our work may not receive a response.

#### **Step One - Acknowledgement**

We will acknowledge your complaint within five working days and let you know what will happen next.

#### **Step Two - Investigation and Initial Response**

Your complaint will be reviewed by the most appropriate member of the SEA LIFE TRUST team or the relevant sanctuary administration or fundraising team.

We aim to provide a full response within fifteen working days. If we need more time to look into the matter, we will let you know and give you an updated timeframe.

#### **If you are not satisfied with the initial response**

##### **Stage One - Review by the Senior Head of Global Fundraising & Partnerships**

If you feel your concern has not been fully resolved, you can request a review by the Senior Head of Global Fundraising and Partnerships at SEA LIFE TRUST. We will look at the matter in more detail and provide a further response.

##### **Stage Two - Final Review**

If the issue is still unresolved, the complaint may be considered by the Head of SEA LIFE TRUST for a final internal decision.

### 6. EXTERNAL REGULATORS

We always hope to resolve any concerns directly with you, but if your fundraising complaint remains unresolved after our internal review, you are welcome to contact the relevant independent regulators for further support. We will always do our best to resolve any concerns before they need to be taken further, but we respect your right to seek external support at any time.

#### **The Fundraising Regulator**

[www.fundraisingregulator.org.uk/make-a-complaint/complaints](http://www.fundraisingregulator.org.uk/make-a-complaint/complaints)

#### **The Charity Commission for England and Wales**

[Complain about a charity - GOV.UK](https://www.gov.uk/complain-about-a-charity)

#### **The Information Commissioner's Office**

[www.ico.org.uk](http://www.ico.org.uk)

### 7. CONFIDENTIALITY AND DATA PROTECTION

We handle all complaints with care, respect and confidentiality. Any personal information you share with us will be used only for the purpose of looking into your concern and will be handled in line with the UK Data Protection Act 2018.

Only colleagues who need to be involved in investigating your complaint will have access to the information you provide.

### 8. LEARNING AND REVIEW

We are committed to learning from the feedback we receive, whether positive or negative. Complaint data is reviewed regularly to help us identify trends, improve our processes and strengthen the experience for everyone who supports SLT.

This policy is reviewed annually, or sooner if there are significant changes to our operations or regulatory requirements, to make sure it remains clear, supportive and effective.