

Complaints Procedure

How to raise a concern, and what will happen when you do

VERSION 1.0	AUTHOR Emily Forbes, Founder
EFFECTIVE DATE 26 August 2026	PRACTICE Wylde Wellbeing Ltd
REVIEW DATE 26 August 2027	APPLIES TO Clients, prospective clients, referring clinicians and partner organisations
LEGAL / PROFESSIONAL BASIS AC Global Code of Ethics (Member, Association for Coaching); Data (Use and Access) Act 2025; UK GDPR; Consumer Rights Act 2015	READ ALONGSIDE Coaching Agreement; Privacy Notice; Safeguarding & Referrals Policy

Our commitment in one sentence

If something in this work has not been right, I would far rather hear it than not — and I will tell you plainly what I have found and what I am doing about it.

1. Purpose and Scope

This procedure sets out how to raise a concern or a complaint about Wylde Wellbeing Ltd, what will happen once you do, and how long each stage takes.

It applies to clients, prospective clients, referring clinicians and partner organisations, and anyone else who has dealt with the practice. It covers concerns about the coaching itself, about my professional conduct, about the way a service was delivered, and about how a complaint was handled.

Complaints about how we handle your personal data follow a separate route, set out in Section 7 and in the Privacy Notice.

This procedure exists as a published document, separate from the Coaching Agreement, so that anyone can find it without having signed anything.

2. Our Principles

- A complaint is information. It is treated as something to learn from, not something to defend against.
- Raising a concern will never affect the quality or continuity of your coaching, and it will never affect how you are treated.
- You may raise a concern at any point — during the work, at the end of it, or afterwards.
- You may bring someone with you, or ask someone to write on your behalf.
- Most concerns are resolved by being said out loud early. Nothing here is intended to make that harder.
- Where I have got something wrong, I will say so plainly.

3. Stage One — Raise It Directly

If something is not working, the quickest route is to tell me. You can do this in a session, by email or by telephone. There is no form to complete and no particular wording required.

ROUTE	DETAIL
Email	info@wyldewellbeing.uk
Telephone	07795 555894
Post	Highcroft, Factory Road, Cowbridge, Vale of Glamorgan, CF71 7JD

I will acknowledge what you have raised within two working days, and aim to resolve it with you within ten working days. If it will take longer, I will tell you why and when to expect a response.

4. Stage Two — A Formal Complaint

If the matter is not resolved at Stage One, or if you would prefer to start formally, you can make a formal complaint in writing to info@wyldewellbeing.uk, marked “Formal complaint”.

What to include

- What happened, and when
- Who was involved
- What effect it had on you
- What outcome you are looking for
- Any documents or correspondence you want me to consider

What happens then

STAGE	TIMESCALE
Written acknowledgement of your complaint	Within 5 working days
Full written response, or an explanation of any delay and a new date	Within 20 working days
Where a complaint is complex, a holding response at least every 20 working days until it is concluded	Ongoing

The written response will set out what I have understood the complaint to be, what I have found, what I am doing about it, and what you can do next if you remain unhappy.

5. Stage Three — Mediation

Where a dispute arises that cannot be resolved by agreement, the Coaching Agreement provides for both parties to attempt mediation in good faith for up to 21 days from the date notice is given. Mediation is voluntary and does not remove your right to escalate under Section 6.

6. Stage Four — External Escalation

Association for Coaching

I am a Member of the Association for Coaching and am committed to the AC / EMCC Global Code of Ethics. If you have a concern about my professional conduct that we have not been able to resolve, you have the right to raise a formal complaint with the AC.

— AC complaints procedure: associationforcoaching.com/page/ACComplaintsProc

You do not have to exhaust Stages One to Three before approaching the AC, although in most cases it is quicker if you do.

If you were referred by a clinician or partner organisation

Where you came to Wylde Wellbeing through a clinical referral or a partner organisation, you may also raise your concern with that organisation under its own complaints process. Doing so does not affect your right to complain to me, or to the AC.

7. Complaints About Your Personal Data

Data protection complaints (DUAA 2025, in force from 19 June 2026)

The Data (Use and Access) Act 2025 requires us to operate a formal data protection complaints procedure. Concerns about how your personal information has been collected, used, shared or retained should be sent to info@wyldewellbeing.uk.

We will acknowledge within five working days and respond substantively within 30 days. If you remain unhappy, you may complain to the Information Commissioner's Office: 0303 123 1113, ico.org.uk/make-a-complaint.

Full detail is set out in Section 9 of the Privacy Notice.

8. Confidentiality and Records

Complaints are handled confidentially. Information is shared only with those who need it in order to investigate and respond — which may include my coaching supervisor, my professional indemnity insurer, or a legal adviser.

A record is kept of every formal complaint: what was raised, what was found, what was decided and what changed as a result. Complaints records are held securely and retained for seven years after the case is closed, in line with the retention schedule in the Privacy Notice.

9. Learning From Complaints

Every formal complaint is reviewed at the next supervision session in anonymised form, and considered at the annual policy review. Where a complaint shows that a policy, a process or a piece of wording needs to change, that change is made and recorded in the relevant document's version history.

10. Review

This procedure is reviewed annually as a minimum, and sooner following any formal complaint, any change in Association for Coaching guidance, or any relevant change in legislation.

11. Where to Find This Procedure

This procedure is published on the legal page at wyldewellbeing.uk, where it can be read by anyone at any time, without needing to ask for it and without having signed anything. It is also referenced in the Coaching Agreement and in Section 9 of the Privacy Notice.

It is deliberately published rather than issued on request. A complaints route that has to be asked for is not, for accreditation purposes and not in practice, a route most people will use.