With The Tide Nurture

Terms and Conditions for Sleep Support and Sleep Consultations

Business Name: With The Tide Nurture
Owner: Lucy Norris
Service: Infant and Family Sleep Support
Effective Date: 26 October 2026
Review Date: 26 October 2027

1. Introduction

These Terms and Conditions apply to sleep consultations, sleep support packages, follow-up support, written sleep guidance and other sleep-related services provided by With The Tide Nurture.

By booking or participating in sleep support with With The Tide Nurture, you confirm that you have read, understood and agreed to these Terms and Conditions.

These Terms should be read alongside the general Terms and Conditions and Privacy Policy of With The Tide Nurture.

2. About With The Tide Nurture

With The Tide Nurture provides educational and supportive services designed to help parents understand baby (ages 0-3) sleep through the lens of nurture neuroscience, responsive caregiving, infant development, attachment, regulation and family wellbeing.

Lucy Norris is a trained Nurture Neuroscience Practitioner. Her Nurture Neuroscience Practitioner training was created and facilitated by Dr Greer Kirshenbaum and Dr Rocio Zunini.

Sleep support is provided within the scope and breadth of this training, knowledge and experience.

Lucy Norris is not acting as a doctor, nurse, health visitor, psychologist, psychotherapist or other regulated healthcare professional when providing sleep support through With The Tide Nurture.

3. Nature of Sleep Support

Sleep support provided by With The Tide Nurture is educational, supportive and collaborative.

The purpose of sleep consultations is to help parents and carers:

- better understand their baby's or baby's sleep
- explore factors that may be influencing sleep
- understand developmentally normal infant and baby sleep
- consider their baby's individual temperament, needs and development
- explore responsive approaches to sleep and settling
- consider the relationship between sleep, regulation, connection, feeding, environment and family wellbeing
- identify practical changes that may support their family
- feel informed and confident when making decisions about their baby's sleep.

Any suggestions, strategies or options discussed are provided as guidance rather than instructions or prescriptions.

There is no expectation that a parent must implement any suggestions discussed during a consultation.

With The Tide Nurture recognises that every baby and family is different. Parents and carers are encouraged to consider the information provided alongside their knowledge of their own baby and family's circumstances.

4. Scope of Practice

All support offered by With The Tide Nurture is provided within the scope of Lucy Norris's training as a Nurture Neuroscience Practitioner and her associated knowledge and experience.

A sleep consultation does not constitute medical assessment, diagnosis, treatment, psychological therapy or healthcare.

Where a concern appears to fall outside that scope, With The Tide Nurture may recommend that parents seek information or assessment from an appropriately qualified professional. This may include a GP, health visitor, paediatrician, feeding specialist, psychologist or other suitably qualified healthcare professionals.

With The Tide Nurture reserves the right to pause or decline sleep support where it would be inappropriate or unsafe to continue without appropriate professional input.

5. Medical and Healthcare Disclaimer

Information provided during sleep consultations, follow-up discussions, emails, messages, written materials and other communications is intended for educational and informational purposes only.

Sleep difficulties can sometimes occur alongside medical, developmental, feeding or other health concerns.

With The Tide Nurture does not diagnose or treat medical conditions and sleep support should not be used as a substitute for appropriate medical or healthcare advice.

Parents and carers should seek advice from an appropriately qualified healthcare professional if they have concerns regarding their baby's:

- health;
- breathing;
- feeding;
- growth or weight gain;
- development;
- pain or discomfort;
- reflux or suspected reflux;
- allergies;
- unusual sleepiness or difficulty waking;
- or any other medical or developmental concern.

In an emergency, parents or carers should seek appropriate emergency medical assistance rather than contacting With The Tide Nurture.

6. Safer Sleep and Bed-Sharing

With The Tide Nurture is committed to supporting current recognised safer-sleep guidance, including guidance from the NHS and The Lullaby Trust. Where relevant, this may include education around room sharing, bed-sharing and ways to reduce risks associated with bed-sharing. [lullabytrust.org.uk], [nhs.uk]

Information provided about safer sleep, room sharing or bed-sharing is educational only. It does not constitute an assessment of an individual baby's sleep environment or sleeping arrangements and does not recommend or approve a particular sleep set-up for that baby.

Parents and carers remain responsible for considering safety, reviewing current safer-sleep guidance and making their own informed decisions about where and how their baby sleeps.

Where families choose to bed-share, With The Tide Nurture may provide information about safer bed-sharing and recognised risk factors as part of its educational support. This should not be interpreted as confirmation that bed-sharing is appropriate or safe for an individual baby or family.

All sleep-related information and support is provided within the scope of Lucy Norris's training as a Nurture Neuroscience Practitioner.

7. Parent and Carer Choice

With The Tide Nurture strongly respects parental autonomy.

Parents and carers know their own baby and family circumstances and remain responsible for deciding what feels appropriate, manageable and right for their family.

Nothing discussed within a sleep consultation should make a parent feel that they must follow a particular strategy.

Parents are encouraged to:

- ask questions;
- raise concerns;
- decline suggestions they are uncomfortable with;
- adapt suggestions to suit their family's circumstances;
- stop implementing a strategy if it no longer feels appropriate; and
- seek additional professional advice where they are uncertain.

The role of With The Tide Nurture is to inform, support and empower parents in their decision-making rather than make parenting decisions on their behalf.

8. Responsive Sleep Support

With The Tide Nurture approaches sleep through a nurture neuroscience and responsive caregiving perspective.

Recommendations may therefore consider the wider context of sleep, including development, temperament, regulation, connection, sensory needs, feeding, environment and family circumstances.

Sleep support does not guarantee a particular approach, routine or technique.

The aim is to work collaboratively with families to identify realistic options that support their individual goals while maintaining the wellbeing and safety of the baby.

9. No Guaranteed Sleep Outcomes

Infant and baby sleep is individual and can change over time.

Factors including development, temperament, illness, feeding, environment, family circumstances and developmental transitions may affect sleep.

For these reasons, With The Tide Nurture cannot guarantee any particular sleep outcome.

This includes, but is not limited to, guarantees that a baby will:

- sleep through the night;
- stop waking during the night;
- nap for a particular length of time;
- sleep independently;
- stop requiring parental support to settle;
- settle within a particular period of time; or
- achieve a particular sleep schedule.

Any examples of previous family experiences or outcomes should not be interpreted as a guarantee that another family will experience the same results.

10. Parent and Carer Responsibility

Parents and carers retain full responsibility for their baby and for all decisions relating to their baby's care, sleep and wellbeing.

Information provided by With The Tide Nurture should be considered alongside:

- the parent's knowledge of their own baby;
- the baby's individual circumstances;
- current safer-sleep guidance; and
- advice provided by appropriately qualified healthcare professionals.

Parents and carers are responsible for deciding whether and how any information or suggestions are implemented.

Where a parent has received medical or healthcare advice that differs from information discussed during sleep support, they should discuss this with the appropriately qualified healthcare professional before making changes.

11. Information Provided by Parents

The quality and relevance of sleep support depends upon the information provided by parents and carers.

Parents and carers agree to provide, to the best of their knowledge, accurate and relevant information regarding their baby's:

- age and development;
- health and medical history where relevant;
- feeding;
- typical sleep patterns;
- current sleeping arrangements;

- sleep environment;
- routines;
- medications where relevant; and
- any healthcare advice already received which may affect sleep.

Parents should notify With The Tide Nurture if important circumstances change during a period of ongoing sleep support.

12. Written Sleep Suggestions and Plans

Where written guidance, suggestions or a sleep plan are provided following a consultation, these are intended as a summary of the information discussed and possible approaches for the family to consider.

Any written plan is not a prescription or set of instructions that must be followed.

Families may adapt, pause or stop suggestions according to their baby's needs, their own judgement and any professional advice they receive.

Safer-sleep guidance should always take priority over any written recommendation.

13. Follow-Up Support

Where follow-up support forms part of a sleep package, the duration, method and level of support will be set out within the service description at the time of booking.

Follow-up support is intended to help parents reflect upon progress, discuss changes and consider whether adjustments may be helpful.

It does not provide continuous monitoring, emergency support or medical advice.

Messages will be responded to within the communication arrangements specified for the service purchased.

14. Bookings and Payment

All bookings should be completed through the designated booking process.

Payment must be made in accordance with the terms stated when the sleep consultation or package is booked.

A booking is considered confirmed once payment has been received and confirmation has been issued.

15. Cancellations and Rescheduling

Where possible, parents should provide at least 7 days' notice if they need to cancel or rearrange a sleep consultation.

Cancellations within 7 days may not be eligible for a refund, although transfer to another appointment may be offered at the discretion of With The Tide Nurture.

If With The Tide Nurture needs to cancel or rearrange a consultation due to illness or circumstances outside its reasonable control, an alternative appointment will be offered where possible. Where an appropriate alternative cannot be provided, payment for the affected service will be refunded.

Where a sleep package includes time-limited follow-up support, cancellation or postponement arrangements relating to that support will be communicated as part of the package.

16. Communication and Response Times

With The Tide Nurture is not an emergency or 24-hour support service.

Messages, emails and other communications will be responded to within the parameters described within the sleep package purchased.

Parents should not rely upon With The Tide Nurture for urgent medical, safeguarding or emergency advice.

Where urgent healthcare assistance is required, parents should contact an appropriate healthcare or emergency service.

17. Confidentiality and Privacy

Personal information shared during sleep consultations will be treated respectfully and confidentially and handled in accordance with the With The Tide Nurture Privacy Policy and applicable data-protection requirements.

Information may need to be disclosed where there is a legal requirement to do so or where a safeguarding concern exists relating to a baby or vulnerable person.

Anonymous information or themes from practice may occasionally be used for professional reflection, education or training, but identifiable information will not be shared without appropriate consent unless disclosure is required for safeguarding or legal reasons.

18. Safeguarding

The safety and welfare of babies and families is of primary importance.

Where information shared during sleep support gives rise to a safeguarding concern, With The Tide Nurture may record and, where necessary, share relevant information with appropriate safeguarding agencies, healthcare professionals, social-care services or law-enforcement agencies.

Where there is a safeguarding concern, the welfare and safety of the baby or vulnerable person will take priority over confidentiality.

Any safeguarding concerns will be handled in accordance with the With The Tide Nurture Safeguarding Policy.

19. Respectful Relationship

With The Tide Nurture aims to provide sleep support that is compassionate, respectful and non-judgemental.

Families will not be judged for their baby's sleep patterns, parenting choices or previous approaches to sleep.

Parents and carers are similarly expected to communicate respectfully with With The Tide Nurture.

With The Tide Nurture reserves the right to discontinue a consultation or support package in circumstances involving abusive, threatening, discriminatory or inappropriate behaviour.

20. Liability

Nothing in these Terms and Conditions excludes or limits any liability where doing so would not be permitted by law.

With The Tide Nurture will take reasonable care to provide accurate, appropriate and evidence-informed information within the scope of the practitioner's training.

However, decisions about a baby's care and sleep remain the responsibility of their parent or carer.

With The Tide Nurture cannot accept responsibility for outcomes arising from information being implemented in a manner inconsistent with the discussion or written guidance provided, current safer-sleep guidance, healthcare advice or the baby's individual needs and circumstances.

21. Changes to Sleep Recommendations and Guidance

Knowledge and professional guidance relating to infant development, parenting and safer sleep may change over time.

With The Tide Nurture may therefore update its information, resources, practices and Terms and Conditions to reflect changes in evidence or recognised guidance.

Where current authoritative safer-sleep guidance differs from information contained in older With The Tide Nurture materials, the current safer-sleep guidance should take priority.

22. Agreement

By booking sleep support with With The Tide Nurture, parents and carers confirm that they understand:

- sleep support is educational and supportive rather than medical or clinical
- Lucy Norris provides support within the scope of her training as a Nurture Neuroscience Practitioner
- suggestions are not prescriptions or compulsory instructions
- no particular sleep outcome can be guaranteed
- parents and carers remain responsible for decisions concerning their baby's care
- current recognised safer-sleep guidance should always take priority
- concerns relating to health, development or medical conditions should be discussed with an appropriately qualified healthcare professional
- parents are free to accept, adapt or decline suggestions according to what they believe is appropriate for their baby and family.

Date:

Print name:

Signature: