



## **CUSTOMER SERVICE CHARTER AND COMPLAINTS GUIDE**

British Dressage (BD) is committed to providing high standards of customer service to our members and stakeholder groups. Below are the service standards you can expect from employees and volunteers who are part of the British Dressage team, both at Head Office and in the regions. If you have any issues, concerns, comments, or queries that you wish to escalate, then please complete the feedback form.

We aim to:

- Ensure all enquiries and issues are dealt with promptly and efficiently.
- Ensure that all members are treated fairly and equally, with courtesy and respect.
- Publicise and review our Customer Charter and Complaints Guide annually.
- Monitor member views and opinions by conducting satisfaction surveys.
- Ensure our staff have the appropriate skills, knowledge, experience and training to perform their jobs effectively.
- Provide formal feedback, complaints and escalation procedures.

### **Our customer service standards**

We will:

- Be professional, polite, and courteous in all of our engagements.
- Treat all of our customers in a consistent, fair and equitable manner.
- Respond promptly and efficiently to all member and stakeholder enquiries.
- Be contactable during normal office hours. An alternative contact will be offered in case an urgent response is required.
- Answer all calls to the head office number (02476 698830) personally.
- Otherwise, a message can be left, and we will get back to you promptly.
- Return all telephone calls directed at specific individuals within 24 hours, or as soon as they are next in attendance in the office.
- Acknowledge all general and email enquiries within 48 hours of receipt, with a full response provided within 10 working days (unless an automated out of office message is received).
- Respond to Data Protection enquiries and complaints within the published time limits.
- Take any concerns raised about the quality of our service seriously.

### **Zero Tolerance Policy**

- British Dressage has a zero-tolerance approach to any aggressive, abusive, confrontational, derogatory, violent, or anti-social behaviour towards our staff.
- We have a duty of care to all our employees, including staff members who are working alone or out of the office.

- We believe that all correspondents and complainants have the right to be heard, understood and respected. We also believe that our staff have the same rights.
- We value our employees and volunteers and we will not tolerate any form of abusive, threatening, aggressive or violent behaviour towards them, whether physical or verbal.
- We reserve the right to record such instances, refer them to the Disciplinary Panel and / or escalate to the relevant authorities if deemed necessary.

## **Feedback and Comments**

If British Dressage do something well, please do tell us about it, but if you have any comments or suggestions for improvement, please email us direct on [feedback@britishdressage.co.uk](mailto:feedback@britishdressage.co.uk).

## **Escalation Procedures**

BD engages in a wide range of activities. Your first point of call if you have a complaint is to contact the relevant line manager responsible for delivering that particular activity, or you can speak to a BD representative if at an event.

They will investigate further, referring you to the relevant individual if required, and provide a full response in order to resolve any issues or problems that may arise. If you have difficulty in identifying the right person to contact, please email us directly at [office@britishdressage.co.uk](mailto:office@britishdressage.co.uk) and we will point you in the right direction.

Further information on our judge complaints and disciplinary procedures are detailed in the British Dressage Members' Handbook, published annually.

Data Protection complaints and any complaints of a generic nature not covered by these procedures should be sent to the Chief Executive of British Dressage, via email: [ceo@britishdressage.co.uk](mailto:ceo@britishdressage.co.uk) or to our postal address: British Dressage, Building 2020, Meriden Business Park, Copse Drive, Meriden, Coventry, CV5 9RG.

The following complaints procedure outlined below will then apply.

## **Complaints Procedure**

1. British Dressage aims to ensure that complaints are resolved as quickly and efficiently as possible, to the satisfaction of all parties.
2. In order to achieve this, the complaints procedures should be open, transparent, and easily accessible, all complaints will be fully and fairly investigated, and the complaints process should provide an effective response and appropriate course of action.
3. British Dressage will use the feedback provided from complaints to ensure that its service is improved, if required, and used to inform future decision making.
4. This Complaints Procedure is designed to provide a means for individuals to make Data Protection complaints and to escalate issues where no other procedure is provided to cover the specific activity in question.

5. This document explains how to proceed with a Data Protection complaint, or a generic complaint that is not covered by the specific judges' complaint or disciplinary procedures outlined in the British Dressage Members' Handbook.

### **Procedure**

6. A complaint should be made in writing, by letter or email, addressed to the Chief Executive Officer of British Dressage. If the complaint concerns the Chief Executive, it should be addressed to the Chairman of British Dressage, who will stand in for the Chief Executive for the purposes of the complaint in question.
7. Complaints should be lodged as soon as possible after occurrence of the events giving rise to the complaint and normally no more than 28 days after that date. Delay may hamper proper and full investigation of a complaint.
8. Where appropriate, the Chief Executive will seek to resolve the matter informally within 14 days, unless further investigation is required.
9. Complaints which fall outside the jurisdiction of British Dressage, or are more appropriately dealt with by another supervisory body, may be referred to that body for their consideration.
10. Safeguarding complaints regarding the protection of children or vulnerable adults may be referred to the police or social services, as will any complaints alleging criminal activity. BD may also take action if a complaint is found to be malicious or vexatious.
11. Where informal resolution is not possible, the complaint will be investigated fully, with all relevant parties contacted to provide supporting statements.
12. The Chief Executive may request further information or evidence, including written statements from other third parties, officials or witnesses if required.
13. The circumstances of the complaint will be investigated in whatever way is determined appropriate to that complaint, with the evidence then fully considered by the Chief Executive.
14. The Chief Executive will then determine the outcome by way of resolution to the complaint and notify the complainant within 28 days.
15. If there is any delay in this timetable, the Chief Executive will ensure that the complainant is aware of the reasons for this delay.
16. If this process resolves the matter to the satisfaction of the complainant, the Chief Executive will take the necessary steps to remedy or rectify the cause for complaint.
17. If the complainant, or any other party involved, is not satisfied with the outcome, the Chief Executive may escalate this to the British Dressage Board of Directors for their consideration and final resolution.

### **Confidentiality**

18. British Dressage will respect all parties' desire for confidentiality, which will be preserved in so far as is practicable. Proper investigation of a complaint is likely to involve enquiry of third parties, including any person named in a complaint, and it will normally be necessary for these people to be given more information about the nature of complaint. Any such disclosure will be notified to the complainant in advance.

## **Independence**

19. British Dressage will ensure that all persons concerned in the investigation of a complaint are independent of that complaint and free of any conflict of interest.

## **Head Office Contact Information**

British Dressage  
Building 2020  
Meriden Business Park  
Copse Drive  
Meriden  
CV5 9RG

Telephone: 02476 698830

Website: [www.britishdressage.co.uk](http://www.britishdressage.co.uk)

Email: [office@britishdressage.co.uk](mailto:office@britishdressage.co.uk)

Our office is open from Monday to Friday, 9.00am – 5.00pm.