



# Customer Service Charter | Hampshire FA

*The standards of service and quality of experience you should expect from HampshireFA*

**W.** [www.HampshireFA.com](http://www.HampshireFA.com)

**T.** 01256 853000

# FROM OUR CEO | NEIL CASSAR

We have consulted with customers, stakeholders and our own staff and volunteers to better understand what matters most to you, how well we are doing and where we need to improve.

You've told us how important it is for us to become your local 'hub' for all things football: a centre of knowledge, learning and guidance that helps raise standards and grow the game. You want us to listen closely to you and to remove any obstacles that prevent you from enjoying the game.

You want us to live the values that come with being custodians of the game, to lead in the right way, with the best interests of the game at heart.

## ***In response to this, we have used your feedback to develop the Hampshire FA Customer Charter.***

This Customer Charter sets out the standards of service and quality of experience you should expect from us. It covers all of the areas that we know are most important to you, from keeping you informed and dealing with your enquiries to resolving technical issues or putting things right when mistakes have been made - and if you are unhappy with any aspect of our service, the Customer Charter explains clearly what we will do to resolve the problem.

We will monitor these commitments by consulting with customers and stakeholders, we will commit to publishing our performance regularly and we will use your feedback to review and improve the Customer Charter year on year.

These promises set out a clear commitment to meeting and exceeding the needs of everyone involved in the game at every level. They will help us remove obstacles, build on strengths and contribute to driving up interest and participation in our National Game."

# WE WILL LISTEN, ACKNOWLEDGE AND ACT

Keeping up to date with your experiences, needs and expectations is vital if we are to deliver the best service possible. To this end, we will ensure that your views are heard.

**We will** deploy a range of methods to seek your views on the quality of service we provide as well as on our Customer Charter performance. This season, we will \*commit to being present at a number of events and facilities (including Winklebury Football Complex, Stoneham Lane Football Complex, Front Lawn Community Hub and King George V Football Complex) to hear your views and remain easily accessible.

**We will** aim to ensure our communication is always up-to-date and relevant for people in Hampshire, Bournemouth and the Isle of Wight by sharing information on current/upcoming events, news, and opportunities on our Hampshire FA digital sites, utilise our social media sites to promote and publicise relevant information (LinkedIn, YouTube, Instagram, Twitter & Facebook). Additionally, we have set up a Google Business Page for all our facilities which allows our customers to leave reviews which will appear publicly when searching for Hampshire FA. We will continue to develop our online presence to be able to find alternative ways to communicate with all members.

**We will** make it easy for you to contact us with comments and/or feedback on events, on programmes and/or other initiatives, as well as being able to comment on our customer service or provide feedback on our staff and departments. Please contact [Complaints@HampshireFA.com](mailto:Complaints@HampshireFA.com) or write to Hampshire FA, Winklebury Football Complex, Winklebury Way, RG23 8BF or telephone 01256 853004.

**We will** publish, via our website and various other publications, feedback from stakeholders and customers and explain what we are planning to do to improve the specific area of service commented upon.

**We will** share information regarding our commercial partners for members to see/be aware of. Hampshire FA's commercial partners play an important role in the grassroots game in Hampshire. As a non-profit company, all income received from commercial partners goes straight back into developing and supporting football for all (coaching sessions, facility development, programmes, recreational sessions and more).

# WE WILL KEEP YOU INFORMED

You rely on us for correct, up-to-date, user-friendly information, so in order to ensure you are as successful as possible in driving up participation and interest in football, we make the following commitments:

- Information on our programmes and services will be easily accessible, accurate, and up to date. It will be published on our website, social media channels and in any relevant publications
- Disciplinary procedures will be published on our website
- Our staff will offer impartial advice on disciplinary matters upon request
- We will strive to ensure that technical details and procedures are explained as clearly as possible
- Where changes take place, we will place particular emphasis on communicating them through our website, social media sites and direct email to clubs/leagues (where necessary)
- We will continue to develop our media capabilities to ensure our customer and stakeholder groups are able to access information and interact with us in ways that are most convenient for them
- We will continue to consult with our customers and stakeholders to expand our communications

# WE WILL MAKE IT EASY FOR YOU

We want to put you in control by making sure that it is easy for you to work with us. Whether you have an urgent enquiry, a need for information, a technical query or a problem, the process of interacting with the Hampshire FA should be both effective and efficient. Whatever your needs or personal requirements are, we'll keep our promise to see things through.

We will use your feedback to ensure that our programmes, workshops and other services are deployed in ways that make it easy for you and that maximise participation as a consequence.

You can telephone our office between the hours of 9am – 5pm, Monday to Friday. Additionally, at other sites operated by Hampshire FA (Front Lawn Recreation Ground, Stoneham Lane Football Complex and King George V Football Complex), you may be able to contact the site from 9am – 9pm Monday to Friday, 9am – 5pm on Saturdays and on Sundays from 9am to leave a message for Hampshire FA. Please note that staff annual leave and holidays may affect the response time in answering your call. We recommend following up with an email if required. Please find contact details for all of our staff members and departments on this page [here](#).

We will continue to work on finding better ways to allow you access to County FA expertise outside of usual working hours. Our social media sites are monitored at different hours in the day well into the evenings and have become a first point-of-call for many enquiries. Customers will expect to still receive an automated message (Facebook) confirming the opening times so there is an acknowledgement of their message.

We will answer telephone calls as quickly as possible. If the specific colleague you wish to speak to is not available, you will always be able to leave a message, speak to another available colleague or expect a call back within a 48- hour working day (unless that member of staff is on leave, which may result in a longer turnaround time).

If you write to us, we will endeavour to provide a full response within 14 working days\*. If this is not going to be possible, we will acknowledge your letter within 14 days, clearly explaining why the process may take longer and tell you when to expect a full response.

If you email us, you should expect a response within 7 days (1 week from when the email was received). If the person you are emailing is unavailable, you should expect an automated 'out of office' reply together with a number to call if your enquiry is urgent. Due to the nature of our work, some members of staff may be away from their desks / email for several days at a time. In such circumstances, customers will receive an automated response to emails advising who to contact if the matter is urgent. If a member of staff is on leave due to COVID-19, their automated response will direct you to other members of the team who will be available to support/direct your message.

Additionally, we have a Support email for all enquiries which will be passed onto relevant members of the team to respond to your enquiry if you are unsure of who to contact: [Support@HampshireFA.com](mailto:Support@HampshireFA.com)

# WE WILL DEMONSTRATE THAT WE HAVE YOUR BEST INTERESTS AT HEART

The majority of people working to develop and administer grassroots football give their time voluntarily, so the best way we can match this passion and commitment is by demonstrating that we have your best interests, and those of the game, at heart at all times.

We therefore commit to recruiting, training, supporting, coaching and developing colleagues who excel at customer service and promoting a customer service culture in all of our operations.

- We will listen carefully to you and ensure we fully understand your needs
- We will always be polite and helpful
- We will always act with integrity
- We will always treat you with respect
- We will always be open and transparent

We will strive to provide the best possible service to all of our customers and stakeholders, irrespective of their gender, race, ethnic origin, disability, age, nationality, national origin, sexuality, religion or belief, marital status and/or social class.

All of the talents and resources of Hampshire FA will be fully utilised to maximise the levels of service offered.

# WE WILL MAKE YOUR PROBLEM OUR PRIORITY

It's only when things go wrong, that our true commitment to customer service comes to light, so if you have any issues you must be able to count on your County FA to react accordingly.

We therefore make the following promises:

- We will make it easy for you to contact us with comments and improvement suggestions. Simply email the [Complaints@HampshireFA.com](mailto:Complaints@HampshireFA.com), write to us directly at: Hampshire FA, Winklebury Football Complex, Winklebury Way, RG23 8BF or telephone 01256 853000 where your comments will be acknowledged. We may contact you to find out more.
- If you have a complaint, please email [Complaints@HampshireFA.com](mailto:Complaints@HampshireFA.com) in the first instance with full details where they will work to resolve your issue.
- If you prefer to write to us, please address your letter to *FAO Complaints, HampshireFA, WinkleburyFootball Complex, Winklebury Way, Basingstoke, RG23 8BF*, explaining your concerns and enclosing all of your contact details. We will firstly provide acknowledgement of your complaint before conducting a full investigation into the matter.

In order to provide the best possible service, to better understand your needs and to speed up problem resolution, we encourage the resolution of complaints by email. Rest assured, however, that we take every complaint seriously and will endeavour to resolve the issue at hand with immediate effect.

# WHAT WE EXPECT FROM YOU

We expect you to:

- Treat our staff politely with respect and understanding
- Give us relevant, accurate, timely and up to date information to help us resolve queries as quickly as possible
- To complete any forms supplied, accurately and fully, attaching any supporting papers that may be needed ○

Tell us immediately about any changes to your Club or personal contact details

- Quote any relevant reference number used in the Disciplinary process or any other correspondence from this office if applicable
- Respond to our letters, calls and emails as quickly as you can, but in no longer than 14 days

Please note that improper behaviour towards our staff, volunteers, other customers, or our property is unacceptable and will not be tolerated. This may lead to further action being taken at the discretion of the Chief Executive Officer.



# NEW County FA Complaints Escalation Process

## Process:

Hampshire FA must deal with each complaint in a prompt and courteous manner, taking due care and consideration to follow the steps set out within the Hampshire FA Customer Charter.

If the complainant feels that their complaint has not been satisfactorily resolved upon exhausting the County FA complaints procedure, or if the County FA has failed to respond then they can escalate it to the FA.

The FA's function is to check that due process has been followed, and, where necessary, to check that the process was a reasonable one – for example, the timeliness of response and whether it was dealt with in accordance with the County FA complaints procedure (Customer Charter) and if necessary, make recommendations back to the County FA. It is important to note that the complaint review is not a re-investigation of the complaint.

The County FA complaints escalation process is also **not an alternative** to a matter that should be remedied through the FA appeals process. Nor can a failed appeal, or the missing of an appeal opportunity, be dealt with through the County FA complaints escalation process. Where a complaint relates to the County FA discipline process, it should be lodged in accordance with the FA's Grassroots Discipline Complaints Process here.

The County FA complaint escalation should be sent to the Senior Lead – County FAs at [Paul.Dolan@TheFA.com](mailto:Paul.Dolan@TheFA.com).

Upon receipt of an escalated County FA complaint the Senior Lead – County FAs will:

- Acknowledge the complaint and: Provide timescales for the complaint review.
- Ask the complainant about their desired outcome of the complaint review for consideration.
- Ensure that the complainant has exhausted the County FA complaints procedure and detailed which parts it is alleged have not been followed, and the reason(s) the complainant believes this to be the case.
- Ensure the complainant has provided evidence setting out any impact this has had together with any other relevant evidence.
- Add the details of the complaint to the County FA Complaints Tracker.
- Allocate the complaint to the relevant complaint handler, if not them, within the FA, or to an

independent person to review.

The complaint handler will then conduct the complaint review and provide a response to the complainant and to the County FA.

### **Timescales:**

A complaint can only be escalated to The FA within 30 calendar days of the final decision from the County FA unless any of the following circumstances apply:

- The complainant was incapacitated by ill-health beyond the 6-month period which prevented him/her from making a complaint within the timescales permitted and provides proof of this.

It would have been unreasonable or not possible for the complaint to have been made earlier than it was made. accessible via <https://www.theifo.co.uk>. Alternatively, complainants may contact the IFO if they require them to send an Application Form in the post or to raise a complaint via other accessible channels.

Complaints received anonymously will be recorded and weighted accordingly, but action may be limited if further information is required to ensure a full and fair investigation.

The total complaints escalation process should be finalised in no more than 30 calendar days unless there are exceptional circumstances when both parties will be kept **informed of progress**.

### **Final Stage:**

Following the decision of the complaint handler there is no further right to escalate the matter within the FA.

The final appeal for any complainant, is to submit a complaint to the Independent Football Ombudsman (IFO). The IFO has a clear remit to receive and adjudicate on complaints from participants which have not been resolved by the FA.

The IFO's function is to check that due process has been followed by the FA, and, where necessary, to check that the process is a reasonable one – for example, the timeliness of response and whether it has been dealt with in accordance with this process.

The Independent Football Ombudsman

Premier House

1 – 5 Argyle Way

Stevenage

SG1 2AD

[contact@theifo.co.uk](mailto:contact@theifo.co.uk)

0330 165 4223

## **Data Protection and Confidentiality:**

To process a complaint, The FA will hold personal data about the complainant, which the individual provides, and which other people give in response to the complaint. The FA will hold this data securely and only use it to address the complaint in accordance with the FA Privacy Policy.

The identity of the person making the complaint will only be known to those who need to consider the complaint and will not be revealed to other people or made public. However, it may not be possible to preserve confidentiality in some circumstances, for example, where relevant legislation applied, or allegations are made which involve the conduct of third parties.

The FA will normally destroy complaints files in a secure manner six years after the complaint has been closed.

## **Compliance and Review:**

Complaints are an important tool which, alongside data provided by exit surveys, stakeholder surveys, user feedback and focus groups, will allow us to learn about the services we provide. They

provide a useful source of information about how individuals see our services and how we are serving them.

The FA will monitor the volume and subject matter of complaints to:

- help maintain standards of fairness and equality whilst delivering a game free from discrimination.
- identify the cause of complaints.
- implement preventative measures to reduce the risks of recurrences.
- take corrective action where regulations allow.
- optimise procedures for dealing with complaints which will assist with The FAs culture of continuous improvement.
- be responsive to the needs of those affected by the work of the FA.

## **Quality Assurance:**

To ensure that The FA can learn from complaints, the following data will be collected:

- Name and address (unless it is an anonymous complaint).
- Name of person dealing with the complaint.

- Date of complaint and response.
- Nature of complaint.
- Action(s) taken/recommendations made in response to the complaint lessons learnt.

### **Persistent and/or unreasonable contact:**

There will be occasions in which The FA are unable to meet customers' expectations or that the complaint itself does not justify further investigation. This may be for example, because the complainant is unreasonable or persistent in nature, or a combination of the two.

It is the role of the FA to determine whether a complainant is unreasonable and/or persistent if they meet any of the following criteria (inter alia):

1. Persistence in pursuing a complaint after the full complaint's procedure has been exhausted.
2. Continually changing the substance of the complaint or continually raising new issues about the complaint.
3. No precise issue has been identified in the complaint.
4. Threats of intimidation, physical violence or other abusive language or behaviour.
5. Participant has an excessive number of contacts with The FA amounting to harassment.
6. Harassed or been abusive towards members of staff.
7. Displayed unreasonable or unrealistic demands and fails to recognise these requests are unreasonable.
8. Making a request that is outside The FA's remit.

Following this the appropriate person will inform the complainant of the action The FA has chosen to take against them. This will include any or all the following:

- Refuse to accept any further phone calls or communications from the complainant or anyone calling on the complainant's behalf.
- Terminate any calls or do not respond to the communications made to The FA by the complainant or anyone contacting on the complainant's behalf.
- Refuse to grant any further meetings with the complainant or anyone on behalf of the complainant.
- Allow limited contact with a nominated person.

- Limit the type of correspondence the complainant can make.
- Where appropriate, to report the matter to the Police, appropriate governing body or take legal action. In such cases, we may not give the complainant warning of that action.

All future correspondences that the complainant makes to The FA have to be kept on record.

The FA will advise the complainant that should they be unhappy with the decision they can contact the Independent Football Ombudsman to review their case.

The FA will review all future correspondences with the complainant to evaluate whether limited contact remains appropriate. Due consideration will be given if:

- the complainant provides new, important information which merits a reassessment of the complaint.
- the complainant issues a separate complaint which warrants the use of the general complaint's procedure.
- the complainant displays a change of attitude/behaviour when dealing with the FA.

If a complainant is categorised as 'unreasonable and/or persistent', their access or ability to make contact will be limited. This will be reviewed, and the complainant will be advised accordingly.