

Customer care and behavioural policy

Swindon Dance is committed to providing a high quality experience to all its customers and students, to build trust and confidence in the Organisation. Swindon Dance is committed to being open to receive comments, both positive and constructively critical as it is important for the Organisation to know when it gets things right and when there is a need for improvement.

To this end Swindon Dance will:

- Have a well-trained and committed team of staff,
- Provide all front line staff with training in customer service, child protection awareness, diversity and inclusivity,
- Will ensure all tutors and course managers have the appropriate training and experience required to fulfil their role,
- Provide information and advice that is clear and understandable,
- Ensure making an enquiry or a booking is as easy and simple as possible,
- Respond to any problems promptly and aim to resolve them swiftly and with the best possible outcomes for all parties,
- Listen to, respect the opinions of and respond to feedback from its customers,
- Provide a welcoming and safe environment for people to enjoy its activities,
- Regularly check the building for cleanliness and Health and Safety compliance,
- Make the facilities as accessible as possible, and
- Respect its customer's privacy and data security through its Data Protection Policy.

In order to achieve this Swindon Dance will regularly:

- Review its booking and enrolment systems, in person, online and over the phone,
- Survey its customers and students to find out what their experiences have been,
- Review publicity to ensure all practical details are current and include information for customers and students with disabilities,
- Ensure its credit card charges are made clear and include information on refunds and latecomers,
- Inspect the building to ensure the venue is clean and tidy and safe and welcoming,
- Ensure all staff maintain a professional and welcoming attitude,
- Review and update staff training,
- Monitor and evaluate classes and teachers, and
- Ensure all programmes and publicity of events reflects the diversity within the community.

All courses and services at Swindon Dance are reviewed regularly and include customer and student feedback and comments in order to ensure they meet demand. Where required Swindon Dance will redesign or change the provision.

Swindon Dance is committed to listening and responding to the views of all its stakeholders, customers and students.

The purpose of this policy is to provide an opportunity for complaints to be resolved as quickly as possible. By carefully logging and analysing of complaints to provide a means of identifying problems and potential faults in the services provided by Swindon Dance.

Procedure

Customer and students complaints will always be treated seriously and sensitively. It is our aim to try to resolve any problems a customer or student may have in a timely and amicable manner.

All complaints and/or comments should be made to the duty manager at any time.

The duty manager can be contacted via reception. If the duty manager is unable to resolve the complaint to the customer or student's satisfaction they will record details and refer it to the Artistic Director who will respond in writing within 5 working days.

Complaints and/or comments can also be made in writing, via email or telephone directly to the Artistic Director 01793 601700 / viv.slayford@swindondance.org.uk

In the event that the Artistic Director cannot resolve the complaint the matter will be referred to the Chair and representative of the Board of Trustees within seven days. Procedures will follow the Complaints Policy.

All complaints will be investigated fairly and fully. All information will be handled sensitively, confidentially and will only involve those who need to know. Written records of complaints, any meetings and the outcome will be held on record. These records will be kept confidential.

Where a complaint is fully or partially upheld, Swindon Dance will take positive action to put things right, make every effort to prevent the same thing from happening again and will ensure the complainant is kept informed throughout. If a complaint is not upheld, the complainant will be advised accordingly.

Where the complainant is not satisfied with the outcome, they have the right to pursue the complaint to the next stage.

The complainant will be treated fairly at all times before, during and after the conclusion of the complaint hearing(s).

If the complainant wishes to appeal against the outcome, this should be put in writing and sent to the Artistic Director viv.slayford@swindondance.org.uk within fifteen working days of receipt of the formal outcome.

A review of the matter will be undertaken by a different manager and overseen by a member of the Board of Trustees.

If a complaint outcome is appealed, the subsequent re-investigation will look to confirm that the initial complaint response accurately followed the complaints procedure and all appropriate information was reviewed. Appeals will not constitute a complete re-investigation of the initial complaint.

For students on an Access to Higher Education course that are not satisfied with the outcome of a complaint they can contact:

- The Clerk to the Corporation, New College Swindon, New College Drive, Swindon, SN3 1AH
- The Education Skills Funding Agency (ESFA), Ministerial and Public Communications Division, Department for Education, Piccadilly Gate, Stone Street, Manchester, M1 2WD (students aged 14 – 19 OR 14 – 25 if there are learning difficulties).

Actions for the team

All staff, regardless of situation, will:

- Greet the customer, student or young person respectfully and in a friendly manner,
- Acknowledge the person straight away, make eye contact, smile, use their name if known,
- Listen to what the person is saying,
- Identify the most important thing(s) that customer, student or young person is saying,
- Establish a rapport,
- Create a positive impression of them and the Organisation,
- Quickly find information that will help the customer, student or young person,
- Recognise information that the customer, student or young person may find complicated and check whether they fully understand,
- Be identified as a staff member by wearing uniform or identity badge,
- Balance administrative work with the need to receive and welcome customers, and
- Keep up to date with everything that Swindon Dance is doing by
 - Attending team meetings,
 - Reading minutes, and
 - Reviewing the website and Swindon Dance's Social Media output

User behaviour

Swindon Dance values and respects its staff and users. Users include adults, students, children and young people.

Swindon Dance encourages good behaviour through a mixture of high expectations, clear policy and an ethos which fosters discipline and mutual respect between its users, including children and young people and between its staff.

Swindon Dance expects its staff and users to behave in an appropriate and respectful manner to each other and to its building and facilities.

Swindon Dance expects all of its staff, guest tutors and users to behaviour in a way that will:

- Promote good behaviour, self-discipline and respect,
- Prevent bullying, and
- Regulate the conduct of its users

When user behaviour fails

Although Swindon Dance promotes good behaviour and respect there are times when a child and young person's behaviour may become challenging and a risk to their own safety, stop others in the class learning or be perceived as rude to the teacher.

When a child or young person misbehaves or fails to follow a reasonable instruction the teacher may impose a reprimand on that person. This will be as a last resort and if that child or young person's behaviour is disrupting the class and/or perceived to be upsetting to other class members.

The power to reprimand applies to all paid staff with responsibility for children and young people, including teaching assistants and Duty Managers.

The decision to reprimand a child or young person must only be made by a paid member of staff or a member of staff.

The decision to reprimand a child or young person and the penance itself must be made on the Swindon Dance premises or whilst the child or young person is under the care of the member of staff.

The penance must be reasonable in all the circumstances and account must be taken of the pupil's age, any special educational needs or disability they may have, and any religious requirements affecting them and other equalities and human rights.

Any form of corporal punishment is illegal in all circumstances.

Behaviour and sanctions

If a tutor or member of staff is required to reprimand a child or young person they will instigate the follow disciplinary measures:

- A verbal reprimand,
- 'Three strikes and out' system, for example after three warnings that state what the child or young person has been asked to do, what they have done to break that boundary. The 'Out' part means sitting out at the side until they calm down or class finishes. If a child or young person gets three strikes in one class, the teacher will report it to the Programme Manager,
- Loss of privileges for example not being able to participate in a performance or workshop, and
- In more extreme cases, where there are repeated episodes of disruptive behaviour temporary or permanent exclusion may follow

Where a child or young person has been reprimanded or required to sit out of a session the parent and/or guardian will be notified at the end of the class.

All instances of poor or disruptive behavior, reprimand given and/or actions taken by a tutor or member of staff will be recorded in the organisation's incident book (held in reception) with copies going to the child or young person's parents/guardians.