

**REGULATORY SERVICES**  
**CUSTOMER CARE CHARTER**

**April 2012**

**Mission Statement**

**“Fair Regulation for All -**  
achieving a safe, healthy, clean, green and  
fair trading city for residents, business and  
visitors”

**Introduction – Our commitment to you**

We want you to receive efficient and effective services from us, from the moment you realise that you need our assistance (or we make contact with you) to the time that your dealings with us are concluded.

Regulatory Services deliver the Trading Standards, Environmental Health, Licensing, Register Office and Birmingham City Laboratory Services for Birmingham City Council. Our Director, Jacqui Kennedy, (telephone number 0121 303 6121) believes that a number of factors help to make us a customer focused organisation that delivers our services to our customers efficiently, effectively and courteously. We set standards for these factors.

This Charter sets out our commitments to you so that you can judge us on our promises. We have tried to make our Charter clear and easy to read but because it is a formal commitment from us to you, we will use some technical terms.

Copies of our Charter are available at public reception offices, from our website at [www.birmingham.gov.uk](http://www.birmingham.gov.uk), or by contacting any of the useful contacts at the end of the Charter. The Charter runs in parallel with our Enforcement Policy which details how we deal with breaches of legislation that we enforce – this too can be found on the website.

We will review our Charter from time to time in consultation with our customers.

When dealing with Regulatory Services you should expect to receive the following:

- Methods of accessing our services that are convenient for you
- Welcoming and efficient staff to deal with your initial enquiry
- Comfortable reception facilities
- A professional service from trained, competent officers
- The best outcome for your particular issue
- A fair outcome when things go wrong

This Charter sets out:

- Our standards
- How we measure our performance against the standards and then publish the results
- How we will deal with you and make amends when things go wrong
- How you can contact us

As part of our approach to striving to continually improve our services we may ask you to take part in one of our customer service surveys. We value your views whether you have had a good experience of our services or not. It is important for us to find out what is important to you and how you feel about the services we offer. We review these surveys along with performance information that we gather ourselves and this helps us to improve our services. If you have been a customer of our service and would like to complete a questionnaire please telephone 0121 675 4116 and a form will be sent to you to complete.

### **Our Staff**

We appreciate that our staff are key to your experience of our services and have the opportunity to make a very positive difference. You should expect our staff to respond to you and your needs in a courteous and professional way. All of our staff are trained in aspects of customer care and are competent to deal with your specific issues so that they can deal confidently with your service requirements. Our staff should be able to deal with any problems that you encounter in using our services but we do have a complaints procedure available to you if you are not satisfied with the service that you receive.

### **Information about our services**

You can obtain details of the services that we provide by accessing our website [www.birmingham.gov.uk](http://www.birmingham.gov.uk), selecting Trading Standards, Environmental Health, Licensing, Register Office or BCL (as appropriate) or through the contacts detailed at the end of the Charter.

### **Accessing Our Services**

You can access our services in a variety of ways:

- In person
- By telephone
- By letter
- By e mail
- Through our website

whichever is most convenient and appropriate for you. Full details are set out at the end of the Charter.

We have set **standards** in relation to accessing our services that we aim to achieve:

- If you visit one of our publicly open offices without an appointment we will see you within 15 minutes
- If you are unable, through disability or other difficulty, to come to our offices we can visit you at home
- If you telephone one of our publicly listed numbers, we will answer within 15 seconds
- We can normally give advice to telephone or personal callers there and then. If we can't we will contact you within 5 working days and tell you the name of the officer who is dealing with your enquiry, what they are going to do and when they are going to do it.
- If you write to us or e mail us, we will reply within 5 working days.
- We will respond to all requests under Freedom of Information legislation within 20 days

### **Serving our Customers**

We will always:

- Be polite and courteous
- Give you our name so that you know who you are dealing with
- Treat you fairly
- Listen carefully to establish what is required
- Advise you of the assistance we can provide
- Keep you updated on the actions we are taking in dealing with your matters
- Treat you as an individual
- Keep our promises

When dealing with customers on the telephone we will additionally:

- Handle the call effectively by not keeping you waiting
- If it is not possible to take a call we will explain why, take your details and offer to ring back as soon as is convenient for both parties
- Listen actively and repeat back your enquiry to ensure we have fully understood
- Ensure all details of the call are recorded
- Take a clear message where we cannot help and ask a colleague to call back
- Before transferring a call, explain that the line will go quiet for several seconds whilst the call is put through to the most appropriate officer

If you contact us in writing or by e mail we will additionally:

- Record all correspondence
- Ensure the quality of any written response to you
- Provide full officer contact details as part of any written or e mail response that we make

If we visit you at home or business we will:

- Make an appointment where possible

- Show you our identity card and explain who we are and the purpose of the visit

We measure our performance against these aims through Customer Satisfaction questionnaires. We aim for 80% satisfaction with the overall quality of the services that we provide. We publish our performance against standards on the website and in reports to our committees which can be found on 'Democracy in Birmingham' on our website.

### **Complaints**

If you are not satisfied with the quality of service that you receive from us we will attempt to resolve the difficulty but if you remain dissatisfied we have a City wide comments, complaints and compliments procedure called 'Your Views' that allows you to make any comment or complaint about our services or indeed to compliment any of our staff. You can find details of the 3 'Your Views' system on our website or at any public reception office. You can make your complaint to us through whichever medium is best for you. We will investigate your complaint within detailed time limits and where we have failed to provide excellent service we will apologise and take the necessary steps to rectify the situation if possible or make recompense if appropriate. (We will not investigate complaints in relation to ongoing criminal investigations that we undertake – but we will investigate once the criminal process is completed) At any time you are free to take your complaint to the ombudsman – we can provide contact details if you require them.

### **What we expect from our customers**

- Be polite and Courteous
- Not to be abusive or aggressive towards our staff
- Comply with any reasonable request to help assist with their enquiry

Birmingham City Council Staff work on your behalf and in the interests of the community. Any acts or threats of violence or aggression will not be tolerated against our staff and any offenders will be prosecuted

### **Useful Contacts**

#### **Information about Regulatory Services**

Websites	General	<a href="http://www.birmingham.gov.uk">www.birmingham.gov.uk</a>
	Trading Standards	<a href="http://www.birmingham.gov.uk/tradingstandards">www.birmingham.gov.uk/tradingstandards</a>
	Environmental Health	<a href="http://www.birmingham.gov.uk/publichealth">www.birmingham.gov.uk/publichealth</a>

Licensing [www.birmingham.gov.uk/licensing](http://www.birmingham.gov.uk/licensing)

BCL [www.birmingham.gov.uk/bcl](http://www.birmingham.gov.uk/bcl)

### **Contacting Trading Standards**

Trading Standards' **advice** is provided through the Citizens Advice consumer helpline on **08454 04 05 06**.

#### **By post**

Trading Standards

Phoenix House  
Valepits Road  
Garretts Green  
Birmingham  
B33 0TD

Or e-mail us at [tradingstandards@birmingham.gov.uk](mailto:tradingstandards@birmingham.gov.uk)

**Loan Sharks** Tel: **0121 693 1122** or the Helpline on **0300 555 2222**

**Doorstoppers** Tel: **0121 303 9367**

**Business advice** Tel: **0121 303 9161**

### **Contacting Environmental Health**

#### **By post**

Environmental Health  
N12 2nd Floor  
PO Box 15908  
1 Lancaster Circus  
Birmingham  
B2 2UD

Environmental Health's **advice and enquiry** number is **0121 303 6007**

Or e mail us at [publichealth@birmingham.gov.uk](mailto:publichealth@birmingham.gov.uk)

**Pest Control Tel: 0121 303 6993**

**Food Complaints Tel: 0121 303 4111**

### **Contacting Licensing**

#### **By post or in person**

Licensing Section  
Crystal Court  
Aston Cross Business Village  
50 Rocky Lane  
Aston  
Birmingham  
B6 5RQ

Or e mail us at [licensing@birmingham.gov.uk](mailto:licensing@birmingham.gov.uk)

**Alcohol/Entertainment Licensing Tel: 0121 303 9896**

**General Licensing Tel: 0121 303 9896**

**Hackney Carriage/Private Hire Licensing Tel: 0121 303 8442**

**Licensing Complaints Tel: 0121 303 9611**

### **Contacting the Register Office**

#### **By post or in person**

Register Office  
Holliday Wharf  
Holliday Street  
Birmingham  
B1 1TJ

#### **Opening hours:**

<b>Monday - Friday</b>	<b>9am - 4pm</b> Excluding public holidays
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The Sutton Coldfield office will deal with the registration of births and deaths on an appointment only basis – telephone 0121 675 2902 to make an appointment

Or e mail us at [register.office@birmingham.gov.uk](mailto:register.office@birmingham.gov.uk)

**Telephone 0121 675 1000**

### **Contacting Birmingham City Laboratories**

#### **By Post or in Person**

BCL  
Phoenix House  
Valepits Road  
Garretts Green  
Birmingham  
B33 0TD

#### **Opening Hours:**

<b>Monday - Thursday</b>	<b>8:45am - 5:15pm</b>
<b>Friday</b>	<b>8:45am - 4:15pm</b>

Or e mail us at [bcl@birmingham.gov.uk](mailto:bcl@birmingham.gov.uk)

**Telephone 0121 303 9300**