



BRITISH FENCING CUSTOMER CHARTER

1. This is British Fencing's first Charter for our customers. In drawing this up, we have looked at the few Charters existing for other sports and sought advice from Moore Stephens who handle governance audits on behalf of Sport England and UK Sport. We would welcome feedback from any member of the British fencing community.

Our strategic goals

2. The Board has set these three strategic goals for 2024:-
 - Britain will be recognised as the world's leading fencing nation;
 - membership of British Fencing will exceed 50,000;
 - British Fencing will be considered Britain's best sports governing body.

Our vision

3. British Fencing's watchwords are Honesty, Respect, Excellence. These are the key qualities we strive to demonstrate in all we do.
4. Our strategic vision is "3G" - to achieve the "Green" rating for our governance, to "Grow" fencing participation and to win "Gold" at the Olympic Games and other world level competitions.
5. We have recognised that in order to achieve this vision we must continually improve the way we communicate with our Customers. We are committed to meeting the needs of customers in a professional manner and this Customer Charter has been created to show that commitment.

Who are our Customers?

6. British Fencing is the governing body for the sport of fencing in Great Britain; we are not a business, although in some areas we must adopt business principles; we are not a charity, although our volunteer network is critical to our success in all we do. We are a national sports governing body, with the goals and vision set out above. We are clear that our Customers are:-
 - our members;
 - all fencers in GB, whether established, new or potential and making enquiries (included here are our top athletes, eg those in the World Class Programme).
7. We can identify other people and bodies with whom we must also have a Customer relationship, at least in part, or at times. These are:-
 - the Home Countries (England, Scotland, Wales, Northern Ireland, Guernsey, Jersey). Primarily these are key partners;
 - our sponsors, notably Beazley;
 - our funding partners, eg Sport England, UK Sport, Youth Sport Trust;
 - our clubs, coaches, team managers, all volunteers;
 - our suppliers.
8. The principles in this Charter apply to each and all of the above in paras. 6 and 7. Inevitably there may be differences of approach to and for the specific groups identified, but they are all of major importance to British Fencing.

The Customer Charter

9. The Customer Charter sets out:

- the standards that each customer can expect from us;
- details of our Comments and Complaints Procedure;
- information on how customers can contact us.

Our Customer Contact Standards

10. British Fencing will:

- greet you, whether in person or on the telephone, in a polite and friendly manner;
- provide you with advice and instructions that are easy to understand and in a variety of formats for specific types of customer;
- ensure that everyone is treated fairly, taking full account of individual circumstances or special needs;
- respect your privacy, dignity and confidentiality and, where necessary, providing appropriate interview facilities;
- give you our full attention and remain professional at all times ensuring that any communication with you is open, honest and fair - and as clearly worded as possible;
- continually review all our methods of contact with customers, for example, telephone, email or via our website so that these services are easily accessible to all and where possible at all times.

11. Our Face to Face Standards - are as follows:-

- we will attend to you promptly when you are visiting our premises;
- all public areas in our buildings will be clean, comfortable and smoke-free, with all facilities well and clearly displayed.

12. Our Telephone Standards - we will aim to:

- answer calls within 30 seconds and staff will answer as "British and England Fencing";
- answer calls within the organisation and other facilities within 6 rings, with staff giving their name (where appropriate);
- transfer your call no more than once when answering a query but if this is not possible we will take your details and contact you with the information you require;
- we will, whenever possible, direct you to the correct service provider if the service you are asking about is provided by another organisation;
- we will monitor our telephone calls from time to time to ensure that these standards for answering calls are met.

13. Our Written Standards - we will:

- acknowledge all written correspondence requiring a response, including e-mails and faxes within 5 working days;
- provide a response, where required, to all written correspondence including emails and faxes within 12 working days. If this is not possible because, for example, the subject requires greater attention or prolonged investigation, we will contact you to explain the reason for the delay and wherever possible, give you a date when you can expect a further response from us;
- provide you with the contact details of the person dealing with, or who has dealt with, your enquiry or request.

Our Comments and Complaints Procedure

14. British Fencing will at all times aim to work to our watchwords above and to treat every kind of BF customer with respect, kindness and efficiency. We are committed to continuous improvement. We recognise we can always do better.
15. We have a Customer Comments and Complaints Procedure that includes clear standards so that you know what to expect from us. There is also a review procedure so that if you are unhappy with the response you receive you can have it reviewed by the Chief Executive.
 - On-line details are available on our website at <http://www.britishfencing.com>
 - e-mail us at headoffice@britishfencing.com
 - phone us on 020 8742 3032

Equality Statement

British Fencing will promote equal opportunities for all sections of the community. We will combat discrimination and disadvantage at all times and with determination and focus. We are an Equal Opportunities employer.

How to contact us

Main Number: 020 8742 3032 9.00am to 5pm Monday to Friday

Office Address: 1 Baron's Gate, 33-35 Rothschild Road, London W4 5HT

Website: www.britishfencing.com

FROM THE BOARD and MANAGEMENT OF BRITISH FENCING

David Teasdale, Chair

Peter King, CEO