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SGS CHARTER MARK ASSESSMENT SERVICE APPLICATION FRAMEWORK

Organisation Name: _____

Contact Name: _____

Contact Details: _____

Telephone No: _____

SGS Charter Mark
Registration Number _____

Date: _____

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Organisation Context

Please provide on one page, details of your organisation. This should include numbers of employees, sites and budgets. You should also describe your service, in particular tell us about any constraints that impact upon your service and give an indication of the numbers and types of customers you serve.

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Your Organisation & Charter Mark

On this page please tell us why you feel you are meeting the Charter Mark standard. It may be helpful to structure your response in this area around the six Charter Mark criteria. If you are already a holder of Charter Mark please tell us how you have improved your service over the last three years.

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How do you meet the Charter Mark Standard?

In describing how you meet the standard applicants should adopt a bullet type response in the column headed 'Your Evidence'. They should ensure that a reference is provided for each element of evidence provided in support of statements made. If evidence is to be viewed on site, this should be clearly stated as "**view on site**" in the evidence reference column.

For example if you are submitting a staff handbook as evidence, under the relevant element of the standard, mark in the evidence reference column **E4** then label the handbook **E4**. If you would like to draw the assessor's attention to a certain page of the handbook, you can also put **E4 Page 34** in the column.

You can also mark a particular paragraph in a large report with a marker pen.

You should ideally aim to submit no more than one A4 Box file of evidence, if you have collected more evidence, then it is worth saving this should the assessor wish to consider a particular point in greater detail on the site visit.

SGS flexible assessment approach also means that evidence can be submitted on CD or even reviewed on-site by using your intranet site.

For more information please contact the SGS Charter Mark Assessment Service helpline of 01276 697631

Think **Quality** not Quantity and remember there is always the opportunity to present more evidence during the site visit. The review of your application is just one step on your road to Charter Mark.

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CRITERION 1: SET STANDARDS AND PERFORM WELL

Sub Criterion	Element "What the assessor is looking for"	Your Evidence	Evidence Reference
<p>1.1 You set precise and measurable standards for the main elements of your services that reflect the needs, expectations and rights of your customers and the general public</p>	<p>1.1.1 You set precise, measurable and challenging standards for your main services, which take account of your responsibility for delivering national and statutory standards, and targets and deal with local priorities.</p>		
	<p>1.1.2 You set precise, measurable and challenging standards for customer service and these measure quality as well as quantity.</p>		
<p>1.2 Your standards actively influence your organisation and you perform well.</p>	<p>1.2.1 You review and raise your standards regularly.</p>		
	<p>1.2.2 You monitor your performance against standards.</p>		
	<p>1.2.3 You meet your standards and this is confirmed independently.</p>		
	<p>1.2.4 Your organisation's performance compares well with others</p>		

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CRITERION 1: SET STANDARDS AND PERFORM WELL

Sub Criterion	Element "What the assessor is looking for"	Your Evidence	Evidence Reference
<p>1.3 Your standards are relevant to the people who use your services and your customers, potential customers, partners and staff know about the standards</p>	<p>1.3.1 You consult customers, potential customers and staff to set and review your standards</p>		
	<p>1.3.2 You tell your customers and potential customers about your standards</p>		
	<p>1.3.3 You make information on how you perform against all your standards widely available</p>		
	<p>1.3.4 Your standards are meaningful and relevant to all your customers, partners and key players.</p>		
	<p>1.3.5 You identify any dips in performance against your standards and explain these to customers, together with action you are taking to put things right and prevent further dips in performance</p>		

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CRITERION 2: ACTIVELY ENGAGE WITH YOUR CUSTOMERS, PARTNERS AND STAFF

Sub Criterion	Element "What the assessor is looking for"	Your Evidence	Evidence Reference
2.1 Consulting customers, partners and staff is a central part of your organisation.	2.1.1 You consult people in a variety of ways and regularly review these to make sure that the results are effective and reliable.		
	2.1.2 You actively involve staff in planning services, particularly front-line staff who are in daily contact with customers.		
	2.1.3 You encourage staff to make suggestions to improve services.		
	2.1.4 You speedily process and analyse the results of consultations.		
	2.1.5 You promptly tell customers, partners and staff the results of consultations, including any action plan as a result		
	2.1.6 Consultation has a direct result on your organisation's services		

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CRITERION 2: ACTIVELY ENGAGE WITH YOUR CUSTOMERS, PARTNERS AND STAFF

Sub Criterion	Element "What the assessor is looking for"	Your Evidence	Evidence Reference
<p>2.2 You provide reliable and wide-ranging information for customers about all aspects of your organisation and services.</p>	<p>2.2.1 You make information about all aspects of your services widely available to customers and potential customers, including how they are run and who is in charge.</p>		
	<p>2.2.2 You tell your customers how much it costs to run your services, how much they will have to pay if appropriate and how that compares with similar organisations.</p>		
<p>2.3 Your information meets the full range of customers' needs, abilities and preferences.</p>	<p>2.3.1 You provide your customers with the information they need in plain, jargon free language and in ways which meet their needs and preferences.</p>		
	<p>2.3.2 Your organisation makes sure customers have received and understood the information, and you improve it using the feedback you have received.</p>		

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CRITERION 2: ACTIVELY ENGAGE WITH YOUR CUSTOMERS, PARTNERS AND STAFF

Sub Criterion	Element "What the assessor is looking for"	Your Evidence	Evidence Reference
<p>2.4 You work effectively with other providers to improve access and services for customers from all sections of the community.</p>	<p>2.4.1 You have made arrangements with other providers to actively provide a co-ordinated service.</p>		
	<p>2.4.2 You have effective arrangements for passing information and consultation between providers.</p>		
	<p>2.4.3 Your arrangements are for the benefits of your customers.</p>		
	<p>2.4.4 Your arrangements are cost effective.</p>		
	<p>2.4.5 Your customers know how to access co-ordinated services.</p>		

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CRITERION 3 BE FAIR AND ACCESSIBLE TO EVERYONE AND PROMOTE CHOICE

Sub Criterion	Element "What the assessor is looking for"	Your Evidence	Evidence Reference
3.1 You widely publicise access to your services and their availability.	3.1.1 Your services are easily accessible to everyone.		
	3.1.2 You use technology to provide information about, and access to, services where appropriate.		
3.2 Your service meets the needs of customers.	3.2.1 Staff respond promptly and politely to customers, and they identify themselves where possible.		
	3.2.2 You provide services flexibly to give people choice.		
	3.2.3 You ask your customers and staff for their views on how to improve choices, and act on what they say, where appropriate.		
	3.2.4 You try to make sure your services, and access to them , are affordable		

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CRITERION 3: BE FAIR AND ACCESSIBLE TO EVERYONE AND PROMOTE CHOICE

Sub Criterion	Element “What the assessor is looking for”	Your Evidence	Evidence Reference
<p>3.3 You have responsive equal opportunities and disability policies for delivering your service, and put these into practice.</p>	<p>3.3.1 You consult customers with special needs about information and access to services they need.</p>		
	<p>3.3.2 You make information available to everyone, including people with special needs.</p>		
	<p>3.3.3 You make reasonable changes to your facilities, policies, practices and procedures to help disadvantaged people, those with learning difficulties and members of minority groups who use or access your service.</p>		
	<p>3.3.4 You have customer care, equal opportunities and disability policies, procedures and training, which relate to all your customers. Staff make sure that everyone is treated fairly and sensitively and you ask your customers about their views on this.</p>		

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CRITERION 4: CONTINUOUSLY DEVELOP AND IMPROVE

Sub Criterion	Element "What the assessor is looking for"	Your Evidence	Evidence Reference
4.1 Continuous development is built into your organisation.	4.1.1 You plan and realistically work out the cost of proposed or future developments in your organisation.		
4.2 Your services and facilities have developed and improved.	4.2.1 Your services and facilities have improved over the last three years, and you can measure or demonstrate the improvements.		
	4.2.2 There are high levels of customer satisfaction and levels of satisfaction are generally improving.		
	4.2.3 You actively involve customers in planning improvements, and they know about and appreciate the improvements.		
	4.2.4 You assess, record and analyse satisfaction levels for the full range of customers for all the main areas of your service and take action to deal with any problems.		
	4.2.5 You make the most of technology to improve services or value for money.		

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CRITERION 4: CONTINUOUSLY DEVELOP AND IMPROVE

Sub Criterion	Element "What the assessor is looking for"	Your Evidence	Evidence Reference
<p>4.3 You deal effectively with complaints, compliments and suggestions, and act on them to improve your service.</p>	<p>4.3.1 You have a well publicised, easy to use complaints procedure, including a commitment to deal with problems fully and solve them wherever possible within a time limit.</p>		
	<p>4.3.2 You give staff guidance and training to handle complaints and empower them to put things right.</p>		
	<p>4.3.3 You actively encourage customers, partners and staff to comment on your service.</p>		
	<p>4.3.4 You keep and analyse records of the number and type of formal and informal complaints, compliments and suggestions you receive and how quickly they are dealt with.</p>		

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CRITERION 4: CONTINUOUSLY DEVELOP AND IMPROVE

Sub Criterion	Element "What the assessor is looking for"	Your Evidence	Evidence Reference
<p>4.3 You deal effectively with complaints, compliments and suggestions, and act on them to improve your service.</p>	<p>4.3.5 You publish details of the number and type of complaints, compliments and suggestions you receive, along with improvements you made as a result.</p>		
	<p>4.3.6 You ask people, who use your complaints procedure, what they think of it.</p>		
	<p>4.3.7 You regularly review and improve your complaints procedure, taking account of the views of customers and staff.</p>		

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CRITERION 5: USE YOUR RESOURCES EFFECTIVELY AND IMAGINATIVELY

Sub Criterion	Element "What the assessor is looking for"	Your Evidence	Evidence Reference
5.1 You manage your resources effectively.	5.1.1 You have met budgets and financial targets, and analysed and explained any differences.		
	5.1.2 You measure and monitor your efficiency against performance standards.		
	5.1.3 Your organisation makes the most of available resources.		
	5.1.4 You benchmark financial indicators or cost effectiveness measures against similar organisations where relevant.		
	5.1.5 Your use of resources is independently assessed for value for money.		
5.2 Your organisation puts priority on value for money	5.2.1 Your staff are aware of the need for efficiency and value for money		
	5.2.2 You have plans to improve value for money and keep costs down		

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CRITERION 6: CONTRIBUTE TO IMPROVING OPPORTUNITIES & QUALITY OF LIFE IN THE COMMUNITIES YOU SERVE

Sub Criterion	Element "What the assessor is looking for"	Your Evidence	Evidence Reference
<p>6.1 You are aware of the impact and potential usefulness of your organisation in the communities you serve and you have explored opportunities to enrich those communities.</p>	<p>6.1.1 The senior management team has identified and approved the commitment to make a contribution to the wider community.</p>		
	<p>6.1.2 You have reviewed the social, economic and physical impact of your organisation and considered whether they are under used or potentially useful resources for the community (or both).</p>		
	<p>6.1.3 You have collected the views of customers, staff and other interested people or organisations, and used them to influence the contribution you make to the community.</p>		

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CRITERION 6: CONTRIBUTE TO IMPROVING OPPORTUNITIES & QUALITY OF LIFE IN THE COMMUNITIES YOU SERVE

Sub Criterion	Element "What the assessor is looking for"	Your Evidence	Evidence Reference
<p>6.2 You have achieved positive results from your involvement with the community.</p>	<p>6.2.1 Your organisation has given corporate support and invested appropriate resources for its involvement in the community.</p>		
	<p>6.2.2 You have been positively involved with the community for six months or more.</p>		
	<p>6.2.3 You monitor your activities and have evidence of their positive effect in the community.</p>		
	<p>6.2.4 You have learnt from your involvement with the community and improved your plans as a result</p>		

