



## OUR CUSTOMER CHARTER

We are Gravesham Community Leisure Limited (GCLL) and this is **Our Customer Charter**.

Firstly, GCLL tries hard to understand **WHY** it does what it does and not just WHAT it does and HOW it does it!

### **Our Vision:**

Is to be our communities **First Choice for Sport and Leisure services** and to support in improving both **Health & Happiness** through regular exercise. We will create a Safe, Fun and Affordable space for everyone to Get Active and improve their **Physical & Mental Wellbeing**, whilst cultivating **new friendships**, and bringing **communities together**.

### **Our Mission:**

- Create a truly **Sustainable Organisation**, whilst being the **Leisure Employer of choice** in Northwest Kent. We will actively promote our **Training and Development culture** and outline clear career progression opportunities within the Sports and Leisure Industry.
- Champion **'Health and Fitness'** and promote the benefits of regular membership to include **My Zone & TRAKK** our Health and Fitness monitoring tools and our complimentary Body Composition service **Boditrax**.
- Actively promote the benefits of our **Swim programme and lessons** and increase community participation by providing the best-in-class tuition for all age groups as well as creating a **fun and Safe environment for families** to swim and be together.
- Fully utilise and make available our **Sports Halls** for Community activity and actively encourage **Group Sports, Fitness, and Fun** in the spirit of **togetherness and creating new friendships**.

### **What We Value:**

- **Our Community** - We make service our top priority by giving our time, knowledge, and experience to serve the needs of our community, partners, and team members.
- **Building Trust** - Trust and shared belief create strong organisations. We will support our community, Team members, Suppliers, and Partners in creating a truly Sustainable Organisation.
- **Being Better Every day** – We are always on a journey to be Better, with our communities help we will strive to be Better every day.
- **Promoting Diversity & Inclusivity** - Our Core Values foster an environment of diversity, equality, inclusion, and belonging, and create the framework that guides everything we do.
- **Creating Enjoyable and Purposeful jobs** – We promote a developmental culture, share success, have fun and create meaningful and satisfying work.
- **We Value each Other** – An environment where everyone understands theirs, and others', needs or limitations and feels comfortable to ask for, or provide, Help and Support
- **Making the Right Decisions** - We want to make the right decisions for the community we serve, If it isn't right for our community, we simply won't do it.
- **Our Environment** - We will always strive carry out our activities in ways that minimise the negative environmental impacts of our business while maximising the positive ones.

To ensure that we meet these requirements, we have produced certain quality standards that you should expect. These quality standards are displayed throughout the centre together, where applicable, with information on how well we are achieving them.

If at any time we are unable to offer any of the services we have promised, we will notify you as soon as possible and attempt to offer an alternative.

### **Our Service** - we will offer:

- Competitive prices that offer good value for money.
- You the opportunity to forward suggestions that you may have and involve you in decisions which may affect your enjoyment of the centres.
- New products and services, driven by technology and ideas for your benefit.
- A service that actively encourages you, your family and friends to lead a healthier lifestyle.

### **Our Facilities** - We will provide:

- Facilities that are clean, well-maintained and accessible.
- Maintain the temperature of activity areas suitable for individual sessions.
- A safe and healthy environment in which to undertake your leisure activity.
- Immediate notification if equipment or activities are not available prior to use.

### **Our Staff** - Will endeavour to provide:

- A quick and professional service.
- An ongoing programme of staff training to ensure high standards of customer care and service.
- A warm welcome and help you to enjoy the facilities.
- A policy that the telephone should be answered in a polite and courteous manner.
- Equal opportunities for all users.
- A customer first approach to everything we do.
- A response to your written or verbal suggestions/comments/complaints within 72 Hours.

### **Our Customers:**

We would like you to help us achieve our aspiration of providing quality services and facilities.

We will actively encourage you to express your views and to inform us if you are not happy about anything concerning your visit.

We will provide an opportunity for two Customer Representatives to be a member of GCLL's Management Board so as to have a positive input into company matters.

Listed below are examples in which you can provide positive or negative feedback relating to our service, facilities and/or our staff.

- 1) Report any deficiency to any member of staff who will be able to assist you. Where possible they will take immediate action to remedy the problem or contact another member of staff who will be able to help.
- 2) There will be a Duty Manager on duty who is responsible for the day-to-day operation of each centre and will be able to discuss any issues that you may wish to raise.
- 3) For cascades you can email Centre Manger [cassie.jakcson@gcll.co.uk](mailto:cassie.jakcson@gcll.co.uk), for Cygnet or Swanscombe email [sonya.sims@gcll.co.uk](mailto:sonya.sims@gcll.co.uk) we will ensure that you receive a reply within 72 Hours.
- 4) If you are not satisfied with the response you have received from any member of staff, you are encouraged to email Mr Wayne Pedrick, Head of Operations at [wayne.pedrick@gcll.co.uk](mailto:wayne.pedrick@gcll.co.uk) or in writing to Head Office, Cascades Leisure Centre, Thong Lane, Gravesend, Kent DA12 4LG.