

Customer Service Targets

1. Introduction

At Swim England Qualifications (SEQ), we are dedicated to providing a high-quality service, aiming to get things right the first time, every time. However, we recognise that occasionally things may not go as planned. We believe you have the right to know what level of service you can expect from us at all times - including those rare occasions when we fall short of our high standards. That's why we are committed to meeting the following service targets:

2. Customer enquiries

Whenever you contact us, you can expect a personalised service. Our team will make every effort to resolve your enquiry on the first interaction. If further information is required, the staff member handling your request will take responsibility for finding the necessary details and will keep you updated regularly, with a communication schedule agreed upon by both parties.

If you contact us by email, we will aim to respond to your enquiry within *five working days*.

3. Centre approval

Upon receipt of your application form, payment and evidence, we will conduct a desktop review. This review will be undertaken within *15 working days* of receipt of your application. Upon completion one of the following outcomes will be provided:

- Interim approval granted and we will be able to accept qualification registrations
- Interim approval declined with an action plan to work towards gaining interim approval

Full approval will not be granted until a centre review has been conducted with no major concerns or actions. This will take place *during or as soon as possible after your first course*.

We will aim to inform the decision of the centre review for full approval within *20 working days* of the review having been completed.

We will aim to respond to appeals against approval decisions within *20 working days*.

4. Qualification registration

Registrations will be processed as soon as possible but we aim to complete registration within *10 working days* of receipt. Please note, during busy times we may prioritise upcoming courses. We will provide confirmation of receipt and processing, as well as details of any errors.

5. Invoicing

All invoices will be raised to the Swim England finance department within *15 working days*, who in turn will send the invoice within another *15 working days*.

6. Resulting and certification

All certificates will be dispatched within **20 working days** for all Swim England qualifications, providing that all paperwork is accurate, invoices have been paid and Quality Assurance measures have been met.

Replacement certificates, upon receipt of full payment, will be dispatched within **10 working days**.

7. Quality assurance

We will conduct a Centre Review on all SEQ Approved Training Centres **annually** unless Swim England Qualifications decide otherwise.

Reports on the outcome of the review will be provided within **25 working days** where possible.

All courses will be assessed for external verification. Those selected will be allocated an SEQ External Verifier (EV) - this can be at any point including **during** or **after a course**. Reports on the outcome of external verification will be provided within **20 working days** where possible.

For notifications and / or investigations timescales under malpractice, complaints and / or enquiries / appeals, please refer to the relevant policy available via the ATC secure area, The Box.

Please note, throughout the year the number of courses fluctuates, therefore there may be times when the standards above are not met, however we will strive to keep these times to a minimum.

8. Assessment Tasks approval / re-approval

All assessment tasks submitted to qualityassurance@swimenglandqualifications.com) along with the "SEQ Assessment Tasks Declaration" (FRM057) will be assessed and the ATC Key Contact will be notified of the approval decision within **20 working days**.

Please note, an initial review followed by a review of completed actions can take up to **30 working days**.

9. Reasonable Adjustment and Special Consideration Requests

All Reasonable Adjustment and Special Consideration Requests submitted to qualityassurance@swimenglandqualifications.com) along with the relevant completed forms (FRM009 / FRM010), will be acknowledged within **five working days**. SEQ will then review the request and inform the ATC of the decision within **10 working days** of the initial request.

10. Quality Assurance and Monitoring

This document will be reviewed annually, following consideration of customer feedback and good practice guidance, to ensure it continues to meet our needs and those of our Regulators (Ofqual / Qualification Wales). This document may be reviewed as an action resulting from the outcome of the investigation of a complaint.

For Office Purposes

Document Version Number	Comments on Amendments and/or Additions	Published Date
7	Format standardised, removal of 'calendar days'	11/03/2025