



ASM Sports (UK) Limited | Complaints Reporting & Handling Procedure/Policy | May 2024

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Signature of Policy/Procedure Leader	Signature of Managing Director	
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Tel: 01782 366332
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Address: G22 Genesis Centre, Stoke-on-Trent, Staffordshire, ST6 4BF

Registration No: 07376198 **VAT No:** 159838063



1. COMPLAINTS POLICY

Complaints Procedure – The purpose and scope of policy

- 1.1 ASM Sports is responsible for setting standards and values to apply to the children we coach. Participation in sport belongs to and should be enjoyed by anyone who wants to participate in it. Our commitment is to confront and eliminate. Our intention always is to deal with people fairly and properly. If you feel that we have not met that standard, please let us know. Where there is reason to believe our conduct has fallen short, we want to be able to resolve any issues and learn from what has happened so that we can continuously improve.
- 1.2 The company has clear sanctions to deal with any misconduct at its coaching sessions. The company commits itself to the immediate investigation of any claims, when it is brought to its attention, of misconduct and where such is found to be the case, a requirement that the coach sanctions a course of action that is appropriate.
- 1.3 The aim of this procedure is to ensure that everyone is treated fairly and with respect and the coaching company is equally accessible to all.
- 1.4 The company will not discriminate, or in any way treat anyone less favourably, on grounds of gender, race, nationality, ethnic origin, colour, religion or belief, ability, or disability.

2. What is a complaint?

We will treat any expression of dissatisfaction about our conduct as a complaint. However, we ask you to contact us in writing as set out in the next section, so that we can consider the matter properly.

- 2.1 If the child feels that they have suffered discrimination in any way or that the company Code of Conduct has been broken, they should follow the procedures below:
- 2.2 Report the matter to a member of the ASM Sports coaching staff.
- 2.3 A report should include:
 - Details of what, when and where the occurrence took place.
 - Any witness statement and names.
 - Names of others, treated in an equivalent way.





- Details of any former complaints made about the incident.
- A preference for the solution to the incident

3. When We may Not Act

3.1 It may be the case that we receive correspondence that in our view does not fall under our definition of a complaint or does not raise any issue that calls for in depth investigation. This may apply, for instance, to:

- 3.1.1 objections to certain steps, recommendations, or decisions we have taken in compliance with a legal requirement.
- 3.1.2 disapproval of the company's refusal to act in a matter where we have no legal power to act.
- 3.1.3 anonymous complaints; or
- 3.1.4 malicious, repetitive, or vexatious claims such as harassment of staff or repeated submissions of a complaint to which a response under stage two of our complaint's procedure has been provided. We will not reply to rude or abusive emails, calls or letters. In all other cases we will give brief reasons for our views but having done so once will not normally engage in further correspondence on the merits of the position we have taken.
- 3.1.5 In these instances, we will give you a detailed explanation why we can or won't act and do an utmost best to work out a solution.
- 3.1.6 The policy does not cover matters that are subject to separate procedures, which include the following:
 - 3.1.7 Requests, or refusals for requests, for information under the Freedom of Information Act 2000 or GDPR Act under the UK General Data Protection Regulation.
 - 3.1.8 An issue which is being, or has been, considered by a court or tribunal.
 - 3.1.9 A previously settled complaint or grievance.
 - 3.1.10 Issues that will be measured against the alternative policies such as:
 - 3.1.10.1 Equality and Diversity Policy.





3.1.10.2 Data Protection Policy.

3.1.10.3 Grievance Procedures for all Staff.

3.1.10.4 Insurance policies

3.1.10.5 The Appeals Process

3.1.10.6 Concerns raised by workers which are dealt with under our Whistleblowing policy.

ASM Sports will routinely establish the order in which the issues will be investigated and responded to everyone as required ideally within 24/48hours of receiving any complaint which fits the criteria.

4. How we will handle your complaint

4.1 By following the complaints procedure our staff are equipped to handle the situation professionally and efficiently

4.1.1 We will follow the steps below are found in all complaints.

4.1.2 Acknowledge the customer immediately and listen carefully without interrupting.

4.1.3 Apologies to the customer whilst remaining polite, calm, and professional.

4.1.4 Summarise the complaint back to customer letting them know you understand their frustration

4.1.5 Solve the problem as quickly as possible by explaining the action you will take

4.1.6 Check with the customer to ensure they are satisfied with the outcome

4.1.7 Thank the customer for their understanding and patience.

4.1.8 Record complaint via the company complaints log

5. Where to report your Complaint

5.1 All complaints and concerns should be forwarded to info@asmsports.co.uk and made for the attention of John Kendall



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6. What else could your complaint be about

6.1 All other complaints and concerns should be treated as being serious if you the customer has brought it to our attention and should therefore be forwarded to info@asmsports.co.uk and made for the attention of John Kendall.

6.1.1 Other things that may fall into this category could be as follows:

6.1.1.1 Faulty equipment

6.1.1.2 Substandard equipment

6.1.1.3 Problems with the booking system or interaction with ASM's customer service

6.1.1.4 Food related issues at our HAF provisions.

6.1.1.5 Any issues relating to social media.

6.1.1.6 Any other issue that does not fall in to any of the above categories.

NB ASM Sports UK LTD treats all complaints as being serious and gives them the due attention that they require. Please be assured there is no such thing as a frivolous complaint and we will always endeavor to deal with any feedback as per the policy and without prejudice.



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