

# Customer Service and Equality Champions



## Terms of Reference

**November 2007**

It is believed that a truly customer-focused organisation will have issues of equality and diversity embedded within the fabric of its policies and practice. Equally, an organisation which is committed to achieving best practice in equality of service provision and customer experience will inevitably be providing better outcomes for customers.

A combined Champion role is therefore key to ensuring that there is no divergence of energy or resource in promoting – and achieving - continued improvement.

The Champions for Customer Service and Equality will represent colleagues within their directorate and across the organisation and will:

- ◆ Act as an advocate for customers and members of the public who interact with the Council.
- ◆ Work with the corporate Equality Strategy Group and Customer Service Team to prioritise and scope future developments.
- ◆ Work with Directorate Management Teams to raise awareness of implications of decisions on equality, human rights and service delivery.
- ◆ Help to secure adequate resources for associated work, including awareness raising, training, impact assessment, planning, improvement action and monitoring.
- ◆ Collate (or facilitate collation of) performance data and report to Directorate Management Teams and Equality Reference and Strategy Groups as required.
- ◆ Make recommendations for improvement action and take steps to secure resources, action and implementation.
- ◆ Co-ordinate related action and communication plans and facilitate their progress.
- ◆ Work with Champion colleagues to share best practice, resources and provide support to ensure a corporate consistency.
- ◆ Lead Directorate communication of Standards, expectations, progress and celebration of achievements.