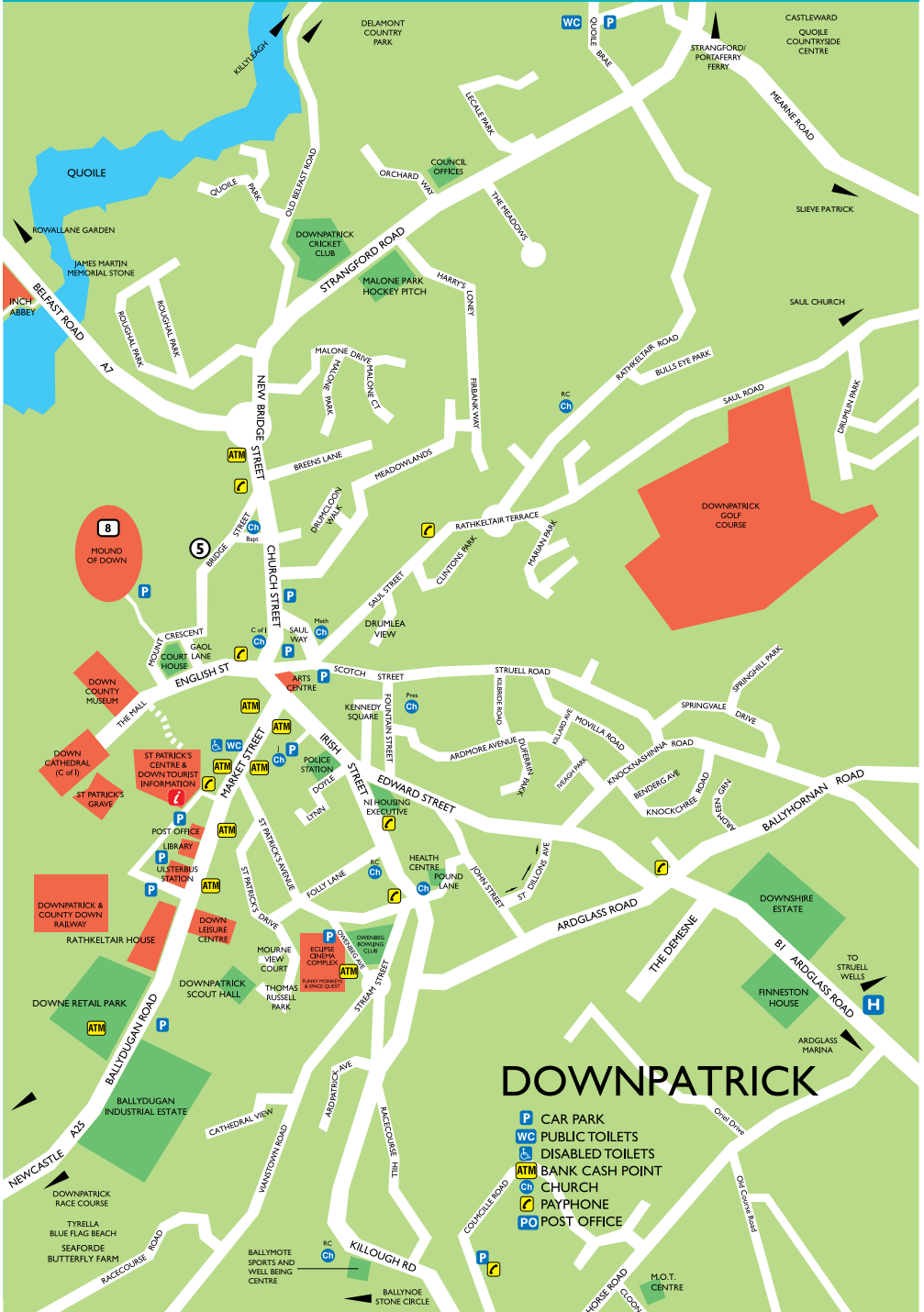


Customer Charter

Downpatrick / Newcastle Tourist Information Centres



Downpatrick Map



DOWNPATRICK

- P** CAR PARK
- WC** PUBLIC TOILETS
- ♿** DISABLED TOILETS
- ATM** BANK CASH POINT
- Ch** CHURCH
- ☎** PAYPHONE
- PO** POST OFFICE

Customer Charter

Improving the quality of life for all our people.

The Council is working to improve the quality of life for all the people in Down District, which means providing the best possible services. This Charter describes our commitment to you and the standards that you can expect from us.

Customer Charter

We are committed to providing quality services which are valued by people who live in and visit the area.

Our tourist information centres are often the first point of contact for visitors so we try to make sure that we greet each and every caller with a welcoming smile. Our friendly, helpful staff will take the trouble to do that little bit extra to make sure your visit to Down District is a pleasant one.

wide range of high quality literature and information. They also have systems for reserving accommodation. They are fully accessible for wheelchair users and pushchairs. You can buy gifts, souvenirs and locally produced crafts from the centre in Newcastle.

Conveniently situated in the St Patrick Centre, Market Street, Downpatrick and Central Promenade, Newcastle our tourist information centres offer a

Reception staff deal with various types of enquiries and some figures for 2007 - 2009 are listed below:

Visitor Usage	Downpatrick TIC			Newcastle TIC		
	2007	2008	2009	2007	2008	2009
Visitors through door	15,744	19,005	21,103	71,473	68,362	74,905
Visitors dealt with at counter	14,412	17,508	19,958	63,637	61,003	68,089
Postal/Fax/Email	94	172	328	1,102	1,032	1,277
Telephone	4,074	5,355	4,570	10,926	10,331	10,299
Average spend per visitor	£0.62	£0.41	£0.36	£1.76	£1.61	£1.46
Bookings as % of total enquiries	0.68%	0.58%	0.35%	0.59%	0.56%	0.50%
Total booking	158	142	91	489	445	436
Value of bookings	£19,859.76	£13,567.61	£9,816.98	£68,269.08	£54,990.34	£52,382.05

In the information which follows we give details of the services we provide and what you can expect from our staff. We aim to provide complete satisfaction and encourage our customers to comment on our service so we can continuously improve.

What services do we provide?

- A wide range of information on the local area (including places to stay and visit, festivals, activities, entertainment, events, places to eat etc).
- Free information on holidays in Ireland.
- We accept Eurocard, Mastercard, Switch, American Express and Visa using the new chip and pin system. We also accept Sterling, Euro and USA Dollar notes for purchases.
- Computerised accommodation reservations for Ireland.
- Computerised Entertainment Guide for Ireland.
- Information on holidays in Great Britain.
- A fax and photocopying service.
- Long opening hours.
- A seating area for our customers.
- Access for customers with disabilities.
- Facilities for people who have hearing or sight problems.
- Wheelchairs for hire.
- 24 hour telephone answering machine and out of hours information.
- A widely stocked gift and craft shop - Newcastle only.

Our promise to you

We take pride in our services so you can expect the following from us:

- All staff will be pleasant and helpful at all times.
- The member of staff who handled the enquiry will sign any enquiries, where we need to send you written information.
- Name badges will be worn by all staff.
- We will answer phone calls within six rings and give the caller our name. We will be polite and the customer will not be put on hold for more than one minute.
- There will be full access to the tourist information centres.
- If you ask us, we will make special arrangements for people with sight or hearing difficulties.
- If you have a hearing or speech impairment you can use Typetalk to contact us.
- We will reply to all letters within three working days. If a full response is delayed, we will acknowledge that we have received your letter. We will reply to all faxes and e-mails within one working day.
- Forms for comments and complaints will be available at all times.
- Visitor manuals giving details of doctors, hospitals, church services etc are available in each tourist information centre.
- A 24-hour telephone/information service will be available.
- We will send letters second class to reduce costs unless the information is required urgently.
- Locally produced crafts will be on sale in the tourist information centre in Newcastle.



We listen to our customers

To show that we take your comments seriously, we have made the following changes as a result of customer feedback:

- Increased the types of credit cards we accept for payment within the tourist information centres and accept Euros and USA dollars as payment for goods and services.
- Installed induction loop systems in both tourist information centres.
- Trained staff in the Tynetalk system co-ordinated by RNIB.
- Introduced a children's activity centre in both tourist information centres.
- Availability of wheelchairs for customers to hire from the tourist information centres.
- Produced a new Visitor Guide for the area.
- Introduced new brochure stands in both tourist information centres.
- Updated our Customer Charter.
- Put up new display boards in both tourist information centres with photographs to identify staff members.
- Produced new maps of Downpatrick and Newcastle showing where the accommodation is located in that area.
- Sell tickets for local events.



What we plan for the future

As we continually try to improve we plan to do the following:

- Update Northern Ireland Tourist Board and Down District Council web sites with information on both the Newcastle and Downpatrick tourist information centres.
- Annually carry out additional Market Research during the summer period.
- Work with Northern Ireland Tourist Board to re-brand the Tourist Information Centre network in Northern Ireland.
- Carry out tours of the district so all new staff, including seasonal staff, and accommodation providers, can familiarise themselves with the area.
- Produce an updated guide for eating out locally.
- Advertise the services that the tourist information centres provide.
- Update Downpatrick and Newcastle street maps.
- Working with Northern Ireland Tourist Board, continue the NVQ programme for all permanent staff.
- Produce an in-house DVD to advertise our services to those who have difficulty understanding written words.
- Review the provision of out-of-hours information in both centres.
- Update ticket booking system in both tourist information centres.
- Maintain and update the East Border Region Kiosk.
- Update the Visitor's Guide.
- New social media network to promote events and services.



How to offer us suggestions

We always welcome suggestions from our customers and if you are unhappy with the service you have received from us we need to hear from you. Your comments will help us improve our services. You can make a suggestion or complaint in a number of ways.

- You can contact any member of staff in the tourist information centre by phone, letter, fax, e-mail or in person.
- You can pick up a Customer Comments form from any Council building in the district and return it by freepost (you do not need a stamp).
- You can use the suggestion box in either of the tourist information centres.
- You can fill in the tear off strip in this leaflet and return freepost.

Remember

Unless we hear what you, the customer, think about our services, or staff, we can only hope that we are doing things right.

If you are not satisfied with our response, you can contact Mr John Dumigan, the Clerk and Chief Executive of Down District Council at 24 Strangford Road, Downpatrick, BT30 6SR (028 4461 0800). Mr Dumigan will acknowledge your complaint within three days and respond fully within 14 working days. After that if you feel we haven't done enough to resolve your complaint then you can contact the Northern Ireland Ombudsman at Office of the Ombudsman, Freepost, BEL 1478, Belfast, BT1 6BR (0800 343 424). www.ni-ombudsman.org.uk. The Ombudsman is independent.

Newcastle Contact Details

Christine McCormick

Telephone: 028 4372 2222
Fax: 028 4372 2400
E-mail: newcastle.tic@downdc.gov.uk
Web: www.downdc.gov.uk
Writing to: Christine McCormick, Visitor Services Manager
Newcastle Tourist Information Centre
10/14 Central Promenade
Newcastle BT33 0AA

Newcastle Opening Hours

September - June Monday - Saturday 10.00am - 5.00pm
Sunday 2.00pm - 5.00pm

July - August Monday - Saturday 9.30am - 7.00pm
Sunday 1.00pm - 7.00pm

Downpatrick Contact Details

Una Savage

Telephone: 028 4461 2233

Fax: 028 4461 2350

E-mail: downpatrick.tic@downdc.gov.uk

Web: www.downdc.gov.uk

Writing to: Una Savage, Visitor Services Officer
Downpatrick Tourist Information Centre
The St Patrick Centre
53a Market Street
Downpatrick BT30 6LZ

Downpatrick Opening Hours

September - June Monday - Saturday 10.00am - 5.00pm
Sunday Closed

July - August Monday - Saturday 9.30am - 6.00pm
Sunday 2.00pm - 6.00pm

Should you have any queries relating to tourist information we are happy to help you. The following staff members work in the Newcastle TIC: Eileen McShane, Valerie McCracken and Janice Douthwaite. Sarah Dillon works in the Downpatrick TIC.

Staff in the Tourist Information Centre are responsible to:

Angela Gilchrist

Telephone: 028 4461 9872

Email: angela.gilchrist@downdc.gov.uk

Writing to: Angela Gilchrist, Tourism Development Manager
Down District Council, 9-10 Innovation House, Down Business Centre
Down Business Park, 46 Belfast Road
Downpatrick BT30 9UP

Tourist Information Complaint Form

We will acknowledge your complaint within three working days and we will provide you with a full response within 20 working days - if your complaint relates to an accommodation provider we will forward a copy to NITB for investigation within three working days of receipt and if your complaint relates to another department of Down District Council or another organisation we will again forward a copy for investigation within three working days. If there is any delay we will let you know the reasons and when you can expect to receive your detailed reply.

Name _____

Address _____

Postcode _____

Telephone number _____

Name and address of premises or facility you are making the complaint about:

Please give details of the complaint including appropriate dates:

Was the complaint referred to the premises/department at the time? Yes or No _____

If yes, what was the outcome?



What was the name of the staff member you spoke to in the tourist information centre?

What would you like us to do to put things right?

Your signature

Your name

Date

OFFICE USE ONLY:

Date Received _____ Date Acknowledged _____

Dealt with by _____

Please return this form **FREEPOST** to:

Christine McCormick

Newcastle Tourist Information Centre

Freepost BEL 3894, Newcastle

Co Down, BT33 0ZA

Let us know your views

So we can improve our services, please let us know if you have any comments or suggestions which you feel could help us raise our standards (please tick the appropriate sections).

	Excellent	Good	Average	Poor
Opening Times	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Waiting and Response Times	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Signposting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information Available	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Products Available	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Range of Services Provided	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value for Money	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Information in this Customer Charter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How important is it to have a tourist information centre in the area?

Very Important Important Don't know

Can we improve upon our service standards?

Any additional comments or suggestions



Have you used our complaints procedure? If so, please complete the following:

	Excellent	Good	Average	Poor
How easy was it to complain?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How did we handle your complaint?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Our response to your complaint	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If you would like us to reply to you please complete the following:

Name _____

Address _____

Postcode _____

Telephone number _____

Date _____

Down District Council

24 Strangford Road, Downpatrick

Co Down BT30 6SR

Telephone: (028) 4461 0800

Fax: (028) 4461 0801

Email: council@downdc.gov.uk