WESTMINSTER BUSINESSUNIT | City of Westminster

Westminster Business Unit Policies and Guidelines

Contents

Last updated: 25/05/2017
For more information contact:
020 7641 2070
businessunit@westminster.gov.uk

Purpose of the Westminster Business Unit

The Westminster Business Unit aims to make it easier for businesses to navigate their way through council services and get the information, advice and guidance they need.

It provides a single point of contact offering bespoke support.

Whether the client is considering self-employment, starting out a business, or already an established business looking to grow, the Business Unit is there to provide the information the client needs.

The Business Unit can help:

- Respond to enquiries effectively and promptly
- Direct clients to other relevant public bodies and business support providers
- Link clients to the support and advice available in Westminster
- Provide local economy and market intelligence
- Respond to local investment enquiries from initial information to on-going support
- Introduce the client to the bidding process for council and public sector contracts
- Help the client align their Corporate Social Responsibility activity with local priorities
- Ensure that concerns and requests are fed back to the council

The contact details for the Westminster Business Unit are:

Phone: 020 7641 2070

Email: businessunit@westminster.gov.uk

Code of Conduct

- The Professional's role is to respond to the Client's needs and agenda; it is not to impose their own agenda
- The Professional will agree with the Client how they wish the relationship to work adopting the most appropriate level of confidentiality
- The Professional will be aware of, and adhere to any current legislation relating to activities undertaken as part of any business and enterprise information service
- The Client should be made aware of their rights and any complaints procedures
- The Professional and Client will respect each other's time and other responsibilities, ensuring they do not impose beyond what is reasonable
- The Professional will ensure the Client accepts increasing responsibility for managing the relationship; the Professional will empower them to do so and will promote the Client's autonomy
- Either party may dissolve the relationship at any time throughout the period of the Business and Enterprise enquiry
- The Professional will not intrude into areas the Client wishes to keep private until invited to do so. They should, however, help the Client to recognise how other issues may relate to these areas
- The Professional will be open and truthful with themselves and their Client whilst participating in the support relationship
- The Professional will share the responsibility for the smooth winding down of the relationship with the Client, once it has achieved its purpose – they must avoid creating dependency
- The relationship should not be exploitative in any way, neither may it be open to misinterpretation
- The Professional should never work beyond the bounds of their capability, experience and expertise to the point where they do not feel confident in providing the Client with proper information. Where appropriate, the Professional should seek advice or refer the Client to another point of contact or other business and enterprise support professional
- The confidentiality of the Client remains paramount at all times. At no time will the Professional disclose any part of the relationship to any person outside of the organisation, without explicit agreement of the Client. Details regarding the client's enquiry may be shared or passed on to other council colleagues to assist with the resolution of the enquiry. Any notes or other records of support sessions shall remain, at all times, the property of the Client. They may, for convenience, be retained by the Professional but may be requested by the Client at any time
- The Professional will have a responsibility to highlight any ethical issues (such as conflicts of interest) that may arise during the enquiry at the earliest opportunity
- The Professional should not attempt to do the Client's job for them - the Client has the ability and the potential, the Professional's job is to help them realise it
- The Professional will maintain their professional competence through participation in on-going Continuous Professional Development
- The Professional will also adhere to Westminster City Council's Code of Conduct

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Enquiry process and policies

- The Westminster Business Unit will provide an acknowledgment of the enquiry to the client within 24 hours (excluding weekends and public holidays) of receiving the enquiry.

Thank you for your enquiry to the Business Unit. This enquiry has been assigned to (name of team member) who will seek to resolve your enquiry. Your reference number is (Unique enquiry number).

- In practice the majority of enquiries are resolved within 1-3 working days however, in the case of more complex enquiries we will aim to resolve these within 2 weeks of its receipt and the client will have been informed that the enquiry is now closed.
- In the event that an enquiry takes longer than 2 weeks to resolve the client will be sent an update on progress with their enquiry.
- A unique reference number will be provided for each enquiry which can be used by the client to contact the Westminster Business Unit regarding their enquiry.
- Once an enquiry has been closed the professional will notify the client that the enquiry is closed. The client will have 5 working days to notify the Business Unit of any outstanding issues.

Thank you for your enquiry (insert reference number). We have provided the following information (insert summary of information). If you feel this has not been resolved please contact us on 020 7641 2070 or businessunit@westminster.gov.uk. If we do not hear from you within 5 working days this case will be closed.

On the first Monday of every month the Business Unit will email all new resolved enquiries with a link to a survey.

Information storage (Customer Relationship Manager)

- Enquiries will be numbered in the following format. This will be the client's unique reference number to be included within email and/or phone correspondence.

Financial year active

Business Unit → BU-1718-001 ← Enquiry number

- Only log onto the CRM when use is required
- Ensure it is not a read only version
- Ensure the CRM is saved in the correct location once changes have been made
- Once an enquiry is closed ensure a resolution date given
- Progress of the enquiry is kept up to date as needed
- Monitor the CRM on a regular basis for unresolved enquiries
- The CRM will be updated on the morning of the Cabinet Member update as a minimum to ensure reported figures are correct

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Service Guide

Email protocols

- The officer will acknowledge receipt of the email within one working day
- In practice the majority of enquiries are resolved within 1-3 working days however, in the case of more complex enquiries we will aim to resolve these within 2 weeks of its receipt and the client will have been informed that the enquiry is now closed.
- In the event that an enquiry takes longer than 2 weeks to resolve the client will be sent an update on progress with their enquiry.
- All emails will contain the reference number in the subject line.
- All emails will contain the Westminster Business Unit email signature with the officer's name and job title above.
- Westminster Business Unit phone and email details will be in the signature rather than the officer's personal details.
- When closing enquiries, email with the agreed copy below:

Thank you for your enquiry (insert reference number). We have provided the following information (insert summary of information). If you feel this has not been resolved please contact us on 020 7641 2070 or businessunit@westminster.gov.uk. If we do not hear from you within 5 working days this case will be closed.

- All information provided needs to be clear and concise. Hyperlinks should be used instead of web links to ensure a clean layout to the email.

Phone call protocols

- The professional will answer the phone with a greeting which includes their name.
- Following the phone conversation the professional will email a summary of the enquiry to the client.
- When the professional is able to resolve the enquiry over the phone, the professional will include the suggested resolution in the email.
- When the professional requires additional information they will notify the client within the email.
- If the client wishes to manage the enquiry over the phone the professional will respect the client's wishes.
- Once engaging with the client via email the professional should follow the email protocols.

Hunt Group

- The Westminster Business Unit phone contact shall operate a Hunt Group.
- If the initial officer on the list does not pick up the call the next officer will be automatically dialled.

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- When an officer is on annual leave or not working during their working hours they should ensure their phone is switched off so that the call can be redirected quickly to the first available officer.

Meeting in person

- When meeting in person and an enquiry is raised notify the client about the Business Unit and its purpose.
- Provide the client with the Business Unit business card. Notify the client to email the Business Unit to guarantee a quick response from a member of the team.
- If the client shares their business card, upon returning to the office the professional will raise the enquiry and assign it to a team member who will then contact the client.

Meeting at a drop in session

- The professional will introduce themselves and ensure the client is clear on the role of the Business Unit.
- The professional will invite the client to introduce themselves, their business and their enquiry. Where necessary the professional will request additional information.
- The professional will seek to resolve the enquiry during the session and will provide a summary of the resolution via email.
- If the professional is unable to resolve the enquiry, they will outline the next steps with the client and include this in an email.
- Once the enquiry changes to email or phone communication the relevant procedures will be adhered to.

Complaints Procedure

- For all complaints received the officer will follow the Councils complaints procedure.

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Policy source documents

SFEDI Code of Conduct

Code of Conduct and Employee Guide Policy

Data Protection Act 1998

Freedom of Information act

E-mail and Internet Use Policy

Employee Information Policy

Westminster council's complaints procedure - https://www.westminster.gov.uk/complaints

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