



PROFESSIONAL CONDUCT & DISCIPLINARY PROCEDURE

INTRODUCTION

As part of our ongoing commitment to maintain high standards in tourist guiding in England, Northern Ireland and Jersey, we appreciate and value complaints and feedback about the performance of our qualified guides for the benefit of our community, the general public and our heritage site and travel trade partners. It is important to us to receive feedback both in terms of Compliments and Complaints about our qualified guides.

Our updated disciplinary process has been developed in response to a thorough review of our complaints procedures plus feedback from our Professional Conduct Committee colleagues and our guiding community, over the years.

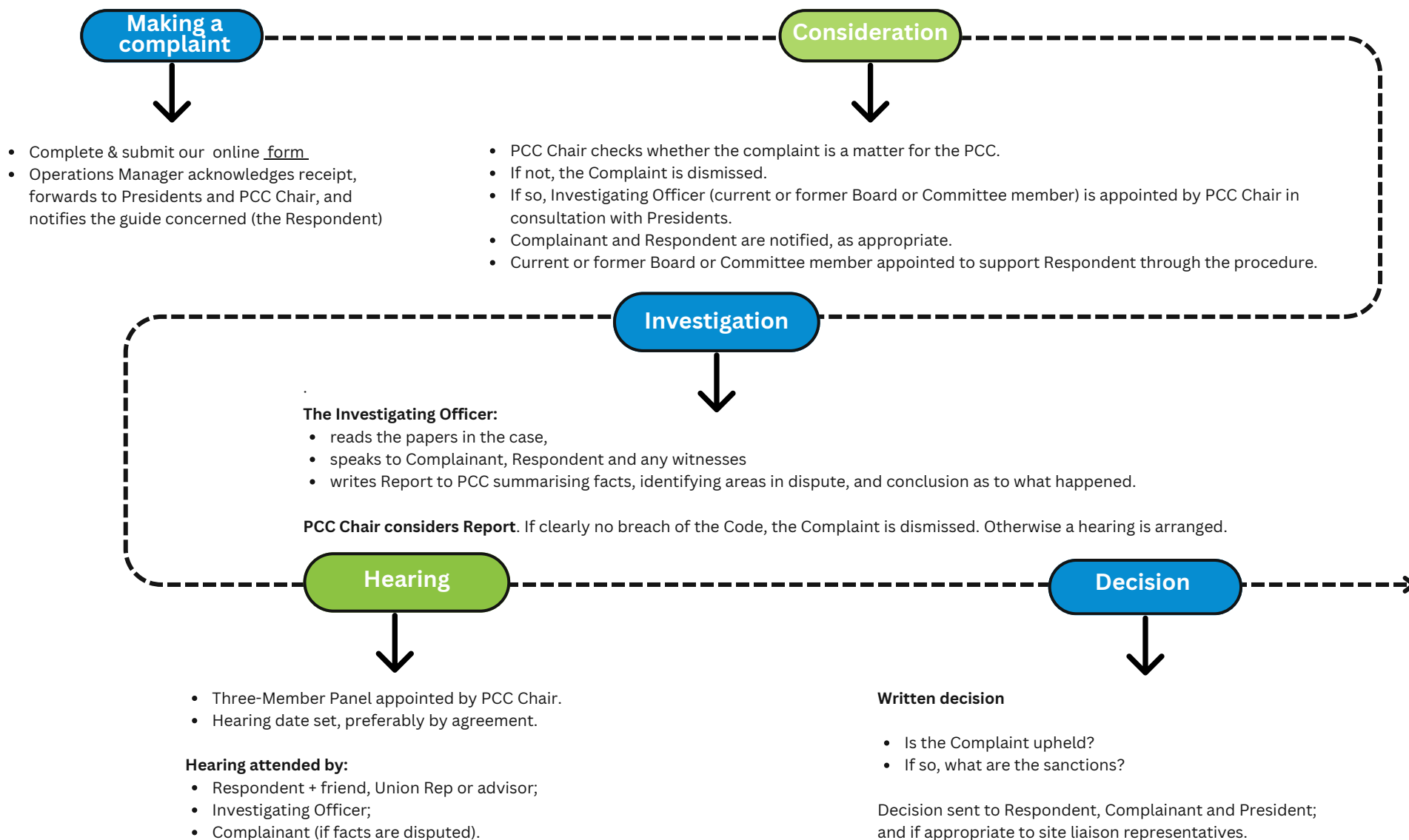
The underpinning principles of our procedures are as follows:

- We are committed to high standards in **customer care**
- **Feedback is easy** through our online feedback form on the Institute website
- **Our rules and Code of Conduct are easy to understand** and easily accessible and any queries can be raised for clarification via our Office.
- **Our feedback and complaints process is for all** Annually, the Institute receives very few complaints. But we are open to hearing your reasons for any concerns you may have, and to receiving formal complaints relating to breaches of our Code of Conduct and misrepresentation of our qualifications
- **The complaints process is confidential and objective** All complaints are treated in a consistent way, applying the policy. Neutral, respectful and polite language is used throughout the process and we will explore all resolution opportunities with the parties involved
- **We are a listening and supportive organisation** Our complaints process is a positive tool to drive improvement, not only in regard to specific issues raised by a specific disciplinary case, but also because complaints can highlight an underlying or systemic problem. We will offer support to individual guides who are the subject of a complaint to improve future practice and follow-up to ensure understanding is embedded in their guiding practice going forward
- **We will discipline appropriately** Our complaints process is a positive developmental tool but it is also a tool to protect and uphold the reputation of our community with the general public and with our heritage and travel trade partners. Where complaints are upheld, we will impose appropriate disciplinary sanctions.

We will let relevant guides know of any Compliments received. For Complaints, we have provided a simple overview of our complaints process in the flow chart below. We also outline the different disciplinary levels and additional sanctions which will be applied on a case-by-case basis and which reflect the nature of the complaint, taking account of previous complaints about a particular guide.

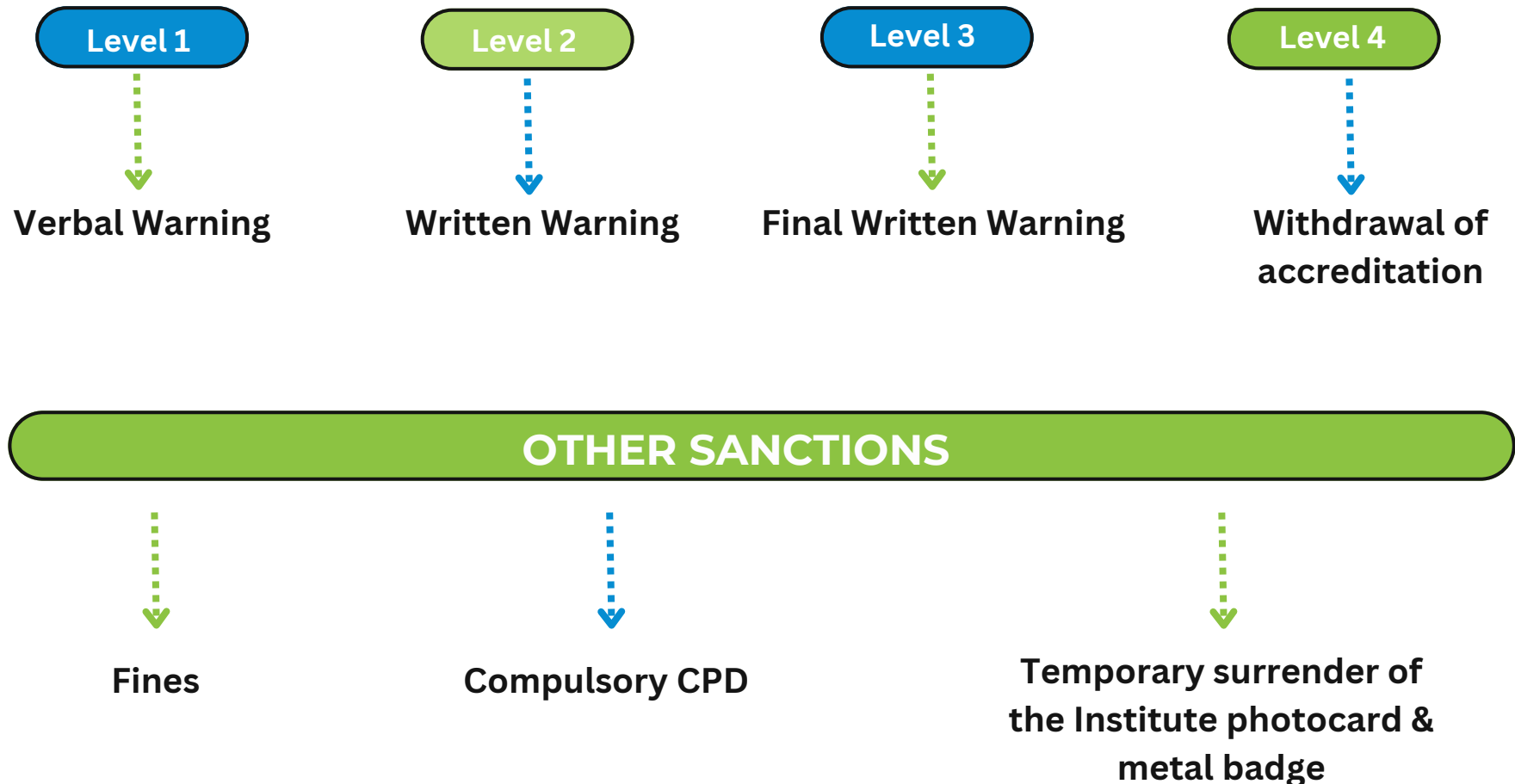
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FLOW CHART



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LEVELS OF SANCTIONS



Please note, the different disciplinary levels and additional sanctions above are not sequential. They will be applied appropriately on a case-by-case basis and reflect the nature of the complaint, taking account of previous complaints about a particular guide.