

Swim England East Region

Service Level Agreement (SLA): Response Time Policy

Purpose

This Service Level Agreement (SLA) defines the expected response times for enquiries, complaints, and service requests received by Swim England East Region (“the Region”). The goal is to ensure timely, consistent, and professional communication with members, clubs, volunteers, and the general public.

Scope

This SLA applies to all enquiries received via:

- Email (including regional inboxes and officer emails)
- Online contact forms
- Telephone messages or voicemail
- Postal correspondence

This SLA applies to staff roles only. Volunteers are exempt from the service level requirements defined within this agreement and should respond to requests as reasonably practicable, having regard to the nature, priority, and complexity of the request, and subject to their availability and other voluntary commitments.

Standard Office Hours

Monday – Friday: **9:00 AM to 5:00 PM**

(Excluding public holidays and official Swim England closure dates)

Enquiries received outside these hours will be treated as received on the next working day.

Response Time Targets

| Priority | Type of Enquiry | Initial Acknowledgement | Full Response Target |
|----------|---|------------------------------|------------------------------|
| High | Urgent safeguarding, welfare, or event-critical matters | Within 1 working day | Within 2 working days |
| Other | General club, competition, membership enquiries, information queries, or general feedback | Within 2 working days | Within 5 working days |

If a full response cannot be provided within the target period, the Region will acknowledge receipt and provide an estimated timeframe for resolution.

Responsibilities

Regional Office: Monitors the central inbox and logs all enquiries.

Regional Officers: Respond to assigned enquiries within target timeframes.

Regional Manager: Reviews compliance and identifies areas for improvement.

Escalation Process

If a response is not received within the stated timeframes, the enquiry may be escalated as follows:

Stage 1: Contact the Regional Operations Manager

Stage 2: If unresolved, contact the Regional Chair

Stage 3: Escalate to Swim England National Office if appropriate

Monitoring and Reporting

Response times will be monitored quarterly, and performance against SLA targets will be reviewed at Regional Management Board meetings. Continuous improvement actions will be implemented as required.

Review

This SLA will be reviewed annually or following significant changes to operational capacity or communication systems.