

## EMQC Ltd achieves advanced SFEDI Licensed Centre Status

**EMQC Ltd is delighted to announce further success as a SFEDI Centre of Excellence when it achieved advanced SFEDI Licensed Centre Status.**

EMQC Ltd is the sole Accreditation Body, licensed by SFEDI to manage the Assessment and Accreditation process for Business Advisers to the SFEDI national Business Support Standards in the East Midlands.

We are now able to deliver the following SFEDI/ILM (Institute of Leadership and Management) Endorsed Awards:

- Business Adviser**
- Business Mentor**
- Social Enterprise Adviser**
- Business Link Broker**
- Enterprise Trainer**
- Information Officer**

These are competency based programmes that focus on assessing skills and abilities of individuals wishing to be accredited in their field of work and are committed to ongoing Continuous Professional Development.

At EMQC we have a team of qualified Assessors who work on a one to one basis with individuals wishing to achieve recognition and gain a licence to practice.

The Certificate of Achievement is issued by SFEDI and ILM.



Delegates at the SFEDI Workshop delivered by National trainer Tracey Pepper

Individuals become “studying members” of ILM and appear on the SFEDI Directory of Business Support Professionals accepted by National Register, Regional Development Agencies’, Business Links and other funding bodies.

To find out more information about the SFEDI and ILM endorsed programmes please contact EMQC on 01332 291871 or email [info@emqc.co.uk](mailto:info@emqc.co.uk)

## Investors in People: More Choice for Business's

The Investors in People (IIP) Standard is a single framework for business improvement designed to advance an organisation's performance through the development of its people.

Developed in 1990 by employers for employers and has been proven to help improve performance and realise objectives through the management and development of people. Over the past 18 months, the IIP standard has been extensively reviewed and as a result it has been adapted to provide a more flexible framework for organisations.

This means that it can be tailored to offer the flexibility, choice and customisation that you are looking for in a business improvement tool to help you achieve your objectives and performance measures, whether this is through corporate social responsibility, work-life balance, health and wellbeing or simply achieving your bottom line. The pictogram identifies some of the areas that may be linked to your objectives.

### What's different about it?

**More relevant:** Ensures the whole approach to using IIP links to your performance objectives.

**More engaging:** As the customer, you will be much more engaged in the decision making about how you work with IIP, what you want to focus on and what results you expect. By working closely with your IIP Specialist you will help design the service you receive now and in the future.

**More valuable:** As you are working with our IIP Specialist to decide the approach you want, you only focus on those issues that will have a link to your objectives. Time and resources are focused only on what's important. Equally, the feedback from our IIP Specialist will focus on the areas you have targeted – valuable information you can use to achieve the results you want.

**More integrated:** Ensures that the IIP framework, any development you undertake and the assessment link specifically to your plans.

**A closer relationship:** With a clearer understanding of your organisation, our IIP Specialist can provide regular support and guidance, moving you forward and adapting our service around your diverse needs to meet your expectations.



### What's not changing?

The core Investors in People Standard is well respected and valued and remains the foundation of good practice for any successful organisation. You will continue to be able to work with the Standard, be recognised as an Investor in People and enjoy the sense of achievement this brings, just as now.

### When will it Available?

Investors in People UK have been piloting the more choices flexible approach over the past few months and following its success, EMQC is expecting to offer this approach throughout the East Midlands from November 2008.

**You can start to prepare now. If you would like to find out more information about the Investors in People framework and the new approach please contact EMQC on 01332 291871 or email [info@emqc.co.uk](mailto:info@emqc.co.uk)**



INVESTOR IN PEOPLE

## SOLACE Annual Conference 2008 Excellence in Public Service



EMQC is delighted to be exhibiting at this year's SOLACE (Society of Local Authority Chief Executives and Senior Managers) conference which takes place between 7th and 9th October at Belfast Waterfront Hall, Belfast.

The theme for this year's conference, Prosperity, People and Place, captures a wide range of policy issues which are central to the challenges facing UK local government and society as a whole.



By exploring local government's unique role in generating more prosperous and cohesive places, SOLACE hopes to contribute to some of the most important public policy debates in the UK. The issues surrounding prosperity and place will be debated at the conference through a selection of plenary

workshop and discussion sessions. There will also be plenty of time for networking with colleagues and exhibitors, and a full programme of social events.

EMQC has been working with businesses and local authorities for 15 years and we are able to offer assessment against the Customer Service Excellence Standard, the Government's national standard, recognised as a mark of quality for the level of service provided customers.

Customer Service Excellence is designed to operate at three distinct levels:

- 1. Driver of Continuous Improvement:** Organisations can self assess themselves using the Cabinet Office on-line self assessment tool. By using this tool it allows organisations to identify areas for improvement.
- 2. Skills Development Tool:** Allowing individuals within an organisation the opportunity to acquire new skills in the area of Customer focus, engagement leading to delivering improved services.

- 3. Independent Validation of Achievement:** Accreditation to Customer Service Excellence demonstrates competence in identifying key areas for improvement whilst giving the opportunity to celebrate success.

Customer Service Excellence is primarily aimed at public services providing them with the tools for driving a truly customer focused service but no restrictions on eligibility have been imposed therefore the standard can be applied to public service, private and third sectors.

### CRITERIA

- 1. Customer Insight:** This criterion focuses on the importance of developing an in-depth understanding of an organisations customer. This may include consulting with customers and using the information received to design and change services. It also aides as a tool to measure the outcomes of the services provided e.g. 'Is the customer truly satisfied with the services received'
- 2. The Culture of the Organisation:** Any transition to a customer focused culture can be challenging but should be at the heart of an organisations business model. A customer focused culture should have in place or be working towards the values and understanding along with operational procedures to meet both customer needs and expectations.
- 3. Information & Access:** There is a need to ensure that the organisation focus on ensuring an effective link / communication plan for consulting and involving customers and not consider communicating with customers as a one off exercise. Research has resulted in customers telling us that one of the most frustrating parts of public service is not being kept informed.
- 4. Delivery:** This criterion relates to how you carry out your main business, the outcomes for the customer and how you may manage the problems that may arise.
- 5. Timeliness and Quality of Service:** This criterion draws heavily on what public service users have identified as the most important factors in excellent customer service with this playing a major part in delivering a customer-focused culture and links closely with criterion 2.

**For more information about the SOLACE conference and to book your place please visit [www.solaceconference.org.uk](http://www.solaceconference.org.uk)  
For more information on the Customer Service Excellence Standard please visit [www.emqc.co.uk](http://www.emqc.co.uk)**

## CASE STUDY:

### Watford Grammar School for Girls

#### About the organisation

**Name:** Watford Grammar School for Girls

**Size:** 1250 pupils, including a sixth form of 340 students

**Sector:** Education

The school was the first to be awarded the Customer Service Excellence (CSE) Standard by EMQC Ltd, one of only four National Certification Bodies in the UK which can assess organisations against the Standard. The school also was one of the first organisations throughout the UK to achieve the Standard within the first month of the launch in March 2008.

#### Why choose the Customer Service Excellence Standard?

Headmistress Helen Hyde wanted the school to be assessed to ensure that it was delivering the highest standard of education and provision for all its students and staff.

Founded in 1704, the school cherishes its long-standing, continued commitment to serving the wider community, and its distinguished history and traditions of academic excellence. It was felt that achieving the CSE Award would further its success in building upon that legacy.

Mrs Hyde explained: "We want to set our standards really high. To do that successfully, it's very important to have an outside assessor come in and have a good look at our provision to see that we are doing what we say we are doing."

The school's business objectives include being a respected place of academic teaching where learning takes place in a caring, stimulating and supportive environment and where students are helped to become independent life long learners. These objectives were believed to fit well with the CSE Standard's aim of driving up customer service levels in all public service organisations.

#### Implementation

The school already undertook regular surveys and record keeping to help assess its achievements in customer service. It continually reviews and develops these. "Self evaluation is deeply embedded into our systems and processes," Mrs Hyde explained. The school's processes include keeping records of evaluations and how new developments and improvements take place. Complaints, suggestions and compliments are also recorded, and regular surveys conducted so that the school can be sure it is meeting its targets.

In addition, she said: "Pupil voice is well integrated into our processes and we have a strong school council which is regularly consulted." The evidence gained from these regular surveys and



Headmistress Helen Hyde with the school's Head Girls receiving their Certificate for the Customer Service Excellence Award

talking to client groups helps the school to measure where it is meeting its targets.

All staff have a performance review where targets are set with line managers and in support of the school. "They must ensure that the individual and the school move forward," said Mrs Hyde. "Every head of department sets departmental targets which are in line with the school development plan. This is drawn up using the individual and departmental targets and the plan goes to every department for comments and additions."

An example of the school's efforts to maintain high standards is its review and subsequent improvement to the way references are prepared for Year 11 students.

#### What benefits have been gained?

Helen Hyde pointed out: "We measure our success on our provision of a high standard of education along with high levels of care and support for all our students and staff. Ultimately, it's about staff, student and parent satisfaction. After working with the CSE, we are aware that we are working to a high standard and we know what to do to maintain this. We feel that our assessment against CSE has contributed towards meeting the OFSTED standards and also the wider public service standards that this award upholds."

Deputy Head Stephen Johnson added: **"The award acts as an independent benchmark against which we can evaluate our service. It helps us better understand what we do, how we do it and how we can do it better."**

Assessor Leon Winston highlighted: "This is a school where customer insight is understanding everyone's needs and preferences and is a genuine key driver that is being achieved through placing engagement and consultation at the heart of the schools day- to- day activity."

# matrix Standard breaks the 2000th barrier!



In July this year, Trade Assessments Ltd became the 2000th organisation to be awarded Accreditation to the **matrix** Standard.

Trade Assessments Ltd is a company, based in Hampshire, working in partnership with Further Education Colleges, Construction Skills, the Train to Gain contractor for the South West, the South East Train to Gain contractor and the City and Guilds vocational qualifications awarding body. The company focuses on the provision of assessment to experienced workers within the construction industry to enable them to achieve NVQ Level 2, 3 and 4 qualifications.

It is a small company in its sixth year of trading comprising thirteen staff. The two Directors are the Managing Director/ Internal Verifier (IV) and Training Manager and both have many years of experience of working in the construction industry in a range of different roles. They are supported by a Receptionist/ Coordinator and five self-employed NVQ Assessors who carry out the bulk of the candidate assessment work; there are also 5 temporary staff.

The company's aim is to provide information and advice to guide its NVQ candidates from initial contact through induction to enrolment and throughout the assessment process.

The culture of the organisation is one of team working and sharing knowledge and expertise. Staff understand their limitations and will ask for help from a more experienced colleague, should it be necessary.

As a direct result of working for Accreditation to the matrix Standard, several changes to – promotional activities, the compliments/comments/complaints procedures, updating/ formalising of internal procedures and production of a hand book to further help individuals within their job role - were made by the organisation

In view of the 'slow down' in the construction industry, the organisation has plans to expand their NVQ portfolio into other sectors, by providing further NVQs for example, in HGV – heavy goods vehicle – driver training.

## matrix Standard – What is it?

The matrix Standard is a national Quality Standard for organisations delivering information, advice and guidance (IAG) services for learning and/or work.

It is relevant in any setting where IAG is given to support individuals in their learning and work, regardless of the type, size or sector of the organisation.

The matrix Standard is designed to be entirely flexible so that it adds value from day one, whatever your line of business. It does not require you to do anything that does not enhance your everyday activities.

## Benefits of the **matrix** journey:

### PLANNING

Clarity and consistency in your vision, strategy and values  
Aims and objectives that are measurable and easy to understand

### RESOURCES

Effective management and leadership  
The right mix of skills, knowledge and personal qualities

### INFORMATION

Relevant, up to date and easily accessible by those who need it  
People are kept informed and made to feel valued and appreciated

### MARKETING

Effective in reaching the right people  
Promotional activities and materials are appropriate for the user

### FEEDBACK & CONTINUOUS IMPROVEMENT

Gathered from staff, services users and other organisations to inform future planning  
Appropriate and timely improvements have been made based on feedback from a variety of sources  
Quality as a way of life

If you would like to find out more about the **matrix** Standard please contact EMQC on 01332 291871 or email [info@emqc.co.uk](mailto:info@emqc.co.uk)

## Double Your Standards!

There are many quality standards, business improvement tools and frameworks that you can use to help improve your business. However choosing which to use can often be daunting.

Here at EMQC we have many years of working with a variety of tools and can offer a range of solutions for your business needs. We have successfully piloted joint assessments, simultaneous assessments and bespoke business delivery and support programmes, and hope to be able to offer this approach to all of our clients very soon.

The purpose of these approaches is to enable you to achieve maximum benefit and minimum disruption associated with continued accreditation. The potential added value and the opportunities to impact on your bottom line, people and customers can be achieved through creating the right business and continuous improvement environment that can be supported with effective time, depth, synergy, and cost impacts.

There is synergy between many standards, and the combination of a joint assessment allows for natural exploration of the a variety of measures depending on which standards you wish to work with and what your business objectives are.

During our pilot, we have supported a variety of organisations who have worked with Investors in People, the **matrix** Standard, Customer Service Excellence, ISO, EFQM, Lexcel and Customer First. All of which have found a variety of benefits from this approach;

“As an organisation we work with the **matrix** Standard and Investors in People all the time, so it was really beneficial on a variety of levels to have both standards assessed at the same time”  
“We thought that it was great; the feedback, the costs and the time saved”  
“The process was simple and straightforward and we have already seen the benefits of a bespoke approach”

### Considering Joint Assessment?

If you would like to talk to the team about options and choices for joint assessments, simultaneous assessments and/or bespoke business delivery and support programmes please contact us on 01332 291871 or email [info@emqc.co.uk](mailto:info@emqc.co.uk)



The Business Conference for the East Midlands - “a flourishing region”

## EMQC sponsors LSC Business Conference for the East Midlands

**Wednesday 1st October 2008, East Midlands Conference Centre, Nottingham**

Keynote Speakers: Pete Waterman OBE, Emma Harrison, Tim Campbell & Matthew Amroliwala

EMQC is proud to support and jointly fund this year's event. This exciting East Midlands conference offers you the opportunity to hear from some national business celebrities who will share their own personal experiences of developing skills and knowledge, and the impact of skills on their industry.

This coupled with attending informative seminars, means that this event is a unique opportunity to understand what works and get access to some significant business support to help your business flourish in challenging times.

You will have the opportunity to network and share best practice with other local organisations. This programme of high calibre speakers and informative, lively seminars has been developed to ensure that every delegate will leave with new ideas and knowledge that can be transferred to their workplace with some immediate impacts.

This conference would benefit most businesses, based in the East Midlands, who employ more than 25 employees. You must register to attend, please register on-line @ [www.kc-jones.co.uk/business08](http://www.kc-jones.co.uk/business08)

Places for this conference are limited and we would therefore like to ensure that delegates who register are available to stay for the whole day. Please note that it is FREE, however delegates who fail to attend without a minimum 5 days prior notice will be charged an administration fee.

This FREE event is funded by the Learning and Skills Council East Midlands, supported by Business Link, East Midlands Development Agency, East Midlands Chambers of Commerce, Jobcentre Plus and EMQC Ltd, and endorsed by CBI East Midlands.

## meet the team

### Mandy Bellringer Client Support Officer



EMQC Ltd would like to welcome Mandy Bellringer to the team. Mandy joined us in April in the role of Client Support Officer and focuses her time on

coordinating the delivery of assessments and advisory services to all our valued organisations, as well as taking a lead role in our Event Management and workshop planning.

Mandy is responsible for providing a client focused service to businesses throughout the UK, supporting them through their entire assessment journey from receipt of booking form through to the celebration of their award and beyond! She also dedicates time to organising events for our clients, seeing them through from start to finish with evaluation at the end.

Since joining EMQC Ltd, Mandy has said she really enjoys working with her colleagues at EMQC and has really felt like she belongs here since she started her role, the team are very supportive and Mandy is pleased to join us.

### GOINGS Jaclyn Fletcher

You can find a full list of our employees on [www.emqc.co.uk](http://www.emqc.co.uk)

## Charity Night Proves Profitable for Children's Hospice

The streets of Derby were awash with EMQC fever on Friday 25th July when staff went out in fancy dress in an attempt to boost the funds of their 2008 chosen charity 'Rainbows Children's Hospice' in Loughborough.

Dressed as children's cartoon characters, staff moved from bar to bar with collecting tins and, after a night of singing, car horns and a few lost props later we are pleased and proud to say that we raised £145.00.

As part of our continued support, EMQC has a number of planned activities taking place throughout the year including a "Lock the Boss up Night", where we will be sending our very own Managing Director Rosie Duncan to the old Derby Gaol overnight. Look out for the article in our next newsletter.

The Rainbows Children's Hospice is dedicated to meeting the needs of life-limited children and young people in the East Midlands; each child receives one-to-one care around the clock by specialised doctors and nurses providing medical care to help them live their shortened lives to the full.



On the night: Fred Flinstone, Pocahontas, Winnie the Witch, Robin Hood, Wonder Woman, Mrs Jack Sparrow, Bob the Builder, Mary Poppins and Jessie the Cowgirl

## Upcoming Events

These workshops are designed to look at particular **key areas** within organisations, providing lively, interactive and action centred learning.

**Workshop – Effective Sales & Marketing**  
**07 October at EMQC Derby 09:00 – 16:30**  
**£125.00 + vat per person**

These workshops are primarily designed for organisations due for their **Investors in People** assessment or review within the next 3 – 12 months, and looks at what to expect from your assessment and review and how you can prepare internally.

**Workshop – Investors in People Preparation for Assessment**  
**16 October at EMQC Derby 09:30 – 12:30**  
**11 November at EMQC Derby 09:30 – 12:30**  
**10 December at EMQC Derby 09:30 – 12:30**  
**£75.00 + vat per person**

These workshops are available for all organisations considering the **Customer Service Excellence** (CSE) certification. The workshops will enable organisations to relate CSE to their own organisation and plan for assessment against the standard.

**Workshop – Customer Service Excellence Standard**  
**30 October at EMQC Derby 10:00 – 15:00**  
**£95.00 + vat**  
(In house accommodating up to 12 delegates - £850 + VAT per session)

**Workshop – Customer Service Excellence Standard: Customer Journey Mapping**  
**19 November at EMQC Derby 10:00 – 13:00**  
**£75.00 + vat per person**

The following seminar explores the Lexcel Standard version 4 and gives you opportunity to find out more about the benefits

**Introduction to Lexcel Version 4**  
**4 November at EMQC Derby 13:45 – 16:45**  
**Free of Charge**

### **IIP Interactive Organisational & Leadership Development Programme**

A series of five one day workshops have been developed to accompany the free online development tool IIP Interactive.

The programme is run over a 6 month period and includes the opportunity of engaging in 1:1 sessions with an experienced IIP specialist. Participants should be in Senior Management roles and capable of effecting change throughout the organisation. Contact us to find out more.

Internal Review is a process that will help your organisation get the best it possibly can from your Investors in People recognition. It involves training one or more of your own people to undertake robust assessments against the Standard. Next programme dates are:

**IP Internal Reviewers Programme**  
**25th & 26th November**

For more information including directions and how to book your place(s) plus details of any forthcoming events and workshops please visit our website [www.emqc.co.uk](http://www.emqc.co.uk) for regular updates. Alternatively for bookings please contact Mandy Bellringer on 01332 297871 or email [events@emqc.co.uk](mailto:events@emqc.co.uk)



**the first choice**  
for organisational improvement

## Contact Us

We would love to hear what you think of this issue of ENGAGE, including any suggestions for improvements. Also if you would like to feature your organisation in our newsletter by means of a case study or celebration of achievement, please feel free to contact us using any of the contact details displayed:

**EMQC Ltd**  
Pentagon House, 3rd Floor South Wing,  
Sir Frank Whittle Road, Pentagon Island,  
Derby DE21 4XA

Tel: 01332 291871  
Fax: 01332 295736  
Email: [kim@emqc.co.uk](mailto:kim@emqc.co.uk)  
**[www.emqc.co.uk](http://www.emqc.co.uk)**



INVESTOR IN PEOPLE

