

# SERPENTINE

## Feedback and Complaints Policy and Procedure

### 1. Introduction

The Serpentine values all visitor feedback and takes complaints seriously. We aim to provide a high-quality visitor experience which meet visitors' needs. We believe we achieve this most of the time. In order to ensure our services, remain at a high and improving standard, we have a procedure through which you can notify us of your dissatisfaction.

At all times we aim to:

- Deal with complaints fairly, efficiently and effectively;
- Ensure that all complaints are handled in a consistent manner throughout;
- Increase visitor satisfaction; and
- Use complaints constructively in the planning and improvement in all aspects of our work.

All complaints will be handled in line with the data protection legislation.

### 2. What is a Complaint

A complaint is when you let us know you are dissatisfied with any aspect of your visit, a service you have received or the conduct of a member of staff. A complaint may be made by contacting us using the means listed below.

### 3. Informal Complaints Procedure

Many complaints can be resolved informally. If you are unhappy about any aspect of your visit or your contact with us, please ask to speak to the Visitor Experience Duty Manager.

If you are unhappy with an individual member of staff, sometimes it is best to tell them directly. If you feel this is difficult or inappropriate, then please ask to speak to the Visitor Experience Duty Manager.

Often, we will be able to give you a response straight away. When the matter is more complicated, we will give you an initial response within two working days.

If the response to your informal complaint is not satisfactory or do not wish for an informal solution, you may wish to pursue a formal complaint.

#### 4. Making a Formal Complaint

If you are not satisfied with the response you have received or wish to raise the matter formally, you may make a formal complaint as follows:

- In person with our Visitor Experience Assistant
- By telephone by calling +44 (0)20 7402 6075
- By email at [feedback@serpentinegalleries.org](mailto:feedback@serpentinegalleries.org)
- In writing, by letter addressed to:  
Visitor Feedback  
Serpentine Galleries  
Kensington Gardens  
London W2 3XA

If a complaint being made in person or by telephone is deemed abusive, you may be asked to put the complaint in writing.

All written complaints will be logged and monitored. You will receive a written acknowledgement within two working days.

Our aim is to investigate your complaint fully and to reply within ten working days, setting out how the problem will be resolved. In some circumstances, the complaint may take longer to resolve. If this is the case, we will keep you informed.

#### 5. Feedback and Complaints Procedure

The Feedback and Complaints Procedure consists of three stages:

**Stage 1:** In the first instance, your concerns will be raised with the team providing the service. They will review the complaint and try to put things right.

**Stage 2:** If we have been unable to resolve your complaint at Stage 1, your complaint will be referred to the relevant Head of Department or the most appropriate member of staff.

**Stage 3:** If you are still unhappy with the way the complaint has been handled, you may wish to contact our Chief Operating and Financial Officer at the address provided above.

#### 6. Complaint Investigation

All logged complaints will be investigated in a timely and confidential manner. Wherever possible, we will take action to resolve the problem and take steps to avoid a repeat occurrence.

At all times, we will treat you with understanding and respect. We ask that you do the same for our staff.

We will keep your complaint confidential as far as possible. Any information about the complaint will usually only be shared with those best placed to resolve it. However, there may be occasions when we cannot provide absolute confidentiality. This may, for example, arise in circumstances where a child or vulnerable adult may be at risk of harm. In these circumstances, our safeguarding procedures will take precedence over the complaint's procedure. Any relevant information will be shared with individuals responsible for the safety and welfare of our visitors and staff.

We are unable to respond to anonymous complaints or matters for which we are not directly responsible. We also request that complaints are made in a timely manner to allow a thorough investigation.

We are not bound to respond to complaints which are deemed repetitive, i.e. repeated complaints of a similar nature from the same individual or group of individuals, which we believe have been answered fully previously. We are not bound to respond to complaints which are believed to be vexatious or frivolous, i.e. which are not a genuine endeavour to seek redress but aimed at disrupting our business or harassing our staff.

#### **7. Positive Feedback**

Finally, please do let us know if you are happy with your visit to the Serpentine Galleries. We always pass on positive feedback to our staff.

#### **8. External Complaints**

If your complaint relates to fundraising and we are unable to resolve it to your satisfaction, you can refer it to the Fundraising Regulator at the following address:

Fundraising Regulator  
2nd floor  
CAN Mezzanine Building  
49-51 East Road  
London N1 6AH  
0300 999 3407  
enquiries@ fundraisingregulator.org.uk

Or if your complaint is related to another area of our work and you do not feel satisfied with our response, you can contact The Charity Commission at [gov.uk/complain-about-charity](https://www.gov.uk/complain-about-charity)