



Primary Goal

Complaints Policy & Procedure 2025

Introduction and Purpose

As part of our commitment to quality and improvement, Primary Goal welcomes the views and feedback of our learners, our employers and third parties. The purpose of this policy and the procedures contained within it is to ensure that all complaints received by Primary Goal are recorded, investigated and all necessary corrective and preventative action is taken.

Responsibility

All staff have a responsibility to attempt to resolve informal complaints prior to the Complaints Policy being enforced. Directors have overall responsibility for the effective control and investigation of complaints. Members of the Senior Leadership Team will assist in the implementation of this policy, and the resolution of complaints.

Making a Complaint

Primary Goal will consider any expression of dissatisfaction, either verbally or in writing, as a complaint.

Complaints will be assessed by the Shared Services Manager and Chief Operating Officer to determine whether they may be resolved informally or formally with agreement from the party raising the complaint. In cases where the complaint may be dealt with informally, this will be passed on to the most appropriate member of the Primary Goal team to resolve any issues.

Should the complaint be deemed necessary to be raised formally, either by the complainant or the member of the Primary Goal team assessing the complaint, a formal complaint may be raised. Formal complaints can be made in the following ways:

By telephone - 024 7526 7600 Norah Smith, Shared Services Manager or Barbara Veeramallay-Permaul, Chief Operating Officer.

By email - complaints@primarygoal.ac.uk

Should you wish to make a formal complaint, please ensure you include your name, contact details, relationship to Primary Goal (i.e., learner, employer, third party) and a description of your complaint are provided.

In some cases, and if appropriate, the complainant may be asked to provide their complaint in writing, if they have not already done so, to record and escalate their concern appropriately – please refer to the escalation process in Appendix A.

If the complaint is around dissatisfaction towards Awarding Organisations, such as exams and assessments (including end point assessments), then learners can directly raise their complaint with the appropriate organisation if they are not satisfied with the outcome of the process. In this instance, please visit the Awarding Organisation's website directly for information, or contact your Coach, who will be happy to provide this information for you.

Procedure

If a complaint is unable to be resolved informally, a formal complaint can be raised using the above methods.

Details of all complaints received will be communicated to the Shared Services Manager and will be recorded and monitored on the company internal complaints log, including details of all actions taken to resolve the complaint.

Upon notification of a formal complaint being received, we will follow the escalation process in Appendix A. If the escalation process has been followed up to the Head of Department level, without successful resolution, the Chief Operating Officer will be notified within 10 working days of the complaint being received. The Chief Operating Officer will acknowledge receipt of the complaint within 48 hours and will investigate in order to reach a satisfactory outcome.

Primary Goal will aim to reach an outcome or resolution within 10 working days of the complaint being received. However, in cases where a complaint is more complex, or requires investigation and further escalation, this time frame may be extended. Primary Goal will endeavour to keep the complainant reasonably informed of the progress of their complaint being resolved.

Primary Goal aims to have communicated outcomes and decisions regarding the received complaint with the complainant within 15 working days.

Appeals

In the event of the complainant being dissatisfied with the response received in relation to their complaint, they may appeal against the decision within 10 working days of Primary Goal's response.

The appeal will be escalated to a Director, or a member of the Senior Leadership Team, who is independent of the original complaint. The same time scales will then apply to reattempt to resolve the complaint. The outcome of the appeal will conclude the complaints process.

Should the complainant still be dissatisfied with the resolution provided after the above complaints and appeals processes have been exhausted, and the complaint relates to a course or employer

funded by the Education and Skills Funding Agency (ESFA), contact may be made within three months of a decision or outcome being provided in relation to your original complaint in the following ways:

By post – Complaints Team, Education and Skills Funding Agency, Cheylesmore House, Quinton Road, Coventry, CV1 2WT

Online - <https://www.gov.uk/government/organisations/education-and-skills-funding-agency/about/complaints-procedure>

Equality and Diversity

In conjunction with Primary Goal's Equality, Diversity and Inclusion policy, all complaints will be treated fairly, and complainants will not face discrimination or exclusion following a complaint being made. Complainants will be treated with respect and fairness throughout all investigations into their complaints.

Review

Primary Goal will continue to review the contents of this policy annually.

Appendix A: Escalation Process for Complaints

This appendix outlines the internal escalation routes for complaints raised by learners, staff, and partners to ensure consistent handling and resolution of concerns across the organisation.

1. Learner Complaints Escalation Route

All learners are encouraged to raise complaints promptly and professionally. The escalation pathway is as follows:

Stage	Escalation Point	Responsibility	Response Time
Stage 1	Learning Coach	Learner discusses the concern directly with their assigned coach.	Within 5 working days
Stage 2	Delivery and Performance Manager (DPM)	The learner may escalate to the DPM if the complaint is about the coach or the complaint remains unresolved.	Within 5 working days
Stage 3	Head of Teaching, Learning and Assessment (TLA)	If the DPM does not resolve the complaint, the complaint will be referred to the Head of TLA.	Within 5 working days
Stage 4	Chief Operating Officer (COO)	If still unresolved, the complaint will be investigated by the COO.	Within 10 working days

Learners may raise their complaints in writing or verbally. All complaints will be logged and monitored for resolution outcomes and quality assurance.

2. Staff Complaints Escalation Route

Staff members should seek to resolve concerns through the appropriate internal channels in a structured manner:

Stage	Escalation Point	Responsibility	Response Time
Stage 1	Line Manager	The staff member should initially raise their concern with their direct line manager.	Within 5 working days

Stage 2	Head of Department	The concern can be escalated to the relevant Head of Department if unresolved.	Within 5 working days
Stage 3	Chief Operating Officer (COO)	If the issue remains unresolved, the COO and HR department will review and investigate it.	Within 10 working days

All staff complaints will be handled confidentially and in line with Primary Goal's HR policies and procedures.

3. Partner Complaints Escalation Route

External partners, including employers and third-party organisations, should follow the process below:

Stage	Escalation Point	Responsibility	Response Time
Stage 1	Chief Operating Officer (COO)	Partners must submit complaints in writing to the COO.	Within 10 working days

Written complaints should be emailed to: complaints@primarygoal.ac.uk or by post to the Primary Goal Head Office. All correspondence should include the partner's full contact details and the nature of the complaint.

Monitoring and Review

All escalated complaints are logged centrally and reviewed regularly by the Senior Leadership Team to ensure compliance, fairness, and continuous improvement in complaint handling.