



COMPLAINTS RESOLUTION PROCEDURE

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1 Procedure Statement

Across all North West Air Ambulance's services and activities, we aim to provide the highest possible quality service to those individuals and organisations interacting in any way with the charity.

However, we acknowledge that there may be occasions when things go wrong, or you are dissatisfied with us and may wish to make an official complaint. We will take complaints seriously and learn from them in order to consistently improve the quality of our services and activities.

The following complaints procedure aims to provide a swift, effective, and honest resolution to your complaint and to guide improvements in our future work.

2 Procedure Detail

North West Air Ambulance has a two-stage complaints procedure. The response to all complaints received at the charity will be coordinated by the Supporter Engagement team. The Supporter Engagement Manager is accountable for all complaint responses and will involve relevant staff in the organisation as needed.

2.1 Formal Complaint: Stage 1

- Contact North West Air Ambulance with your problem or concern through one of the following methods, clearly stating that you have a formal complaint:
- Write to: Complaints Manager, North West Air Ambulance Charity, North Mersey Business Centre, Woodward Road, Knowsley, L33 7UY
- Email: supporterservices@nwairambulance.org.uk
- Call: 0151 547 7830 and ask to be referred to the Supporter Engagement Manager

We will investigate and attempt to resolve your problem or concern within 7 working days of receipt. You will receive a letter/email/phone call explaining how your complaint was/is being followed up and/or what has been actioned as a result. If there is any delay in dealing with your concerns, we will keep you informed of our progress by communicating with you at regular intervals. All details will be entered into our internal complaints log at this point.

If the problem or concern has been dealt with satisfactorily at this stage, at your request, we will formally record the details.

2.2 Formal Complaint: Stage 2

If you remain unhappy with the resolution of your problem or concern, please request that your issue be formally escalated to stage 2 of the process. Please ensure that you provide us with a clear explanation as to why you feel your complaint was not resolved at stage 1.

A stage 2 complaint must be forwarded to the Supporter Engagement Manager, who will ensure that the complaint is recorded, acknowledged in writing, within one working day, advising the complainant of the name of the investigating team and the response timescale (15 working days).

Please note, if a full response is not possible within the 15-working-day deadline, the complainant should be sent an interim response (within this timescale) informing them of the reasons for the delay and an anticipated response date. The complainant should be given further updates in writing periodically until the investigation is completed.

2.3 Formal Complaint: Stage 3

If, after stages 1 and 2, you feel that a satisfactory resolution has not been achieved or cannot be resolved internally, then the matter can be referred by either party to the relevant body for arbitration.

For complaints relating to Fundraising:

The Fundraising Regulator

Eagle House,
167 City Road,
London
ECV1 1AW

Email: admin@fundraisingregulator.org.uk

Website: <https://www.fundraisingregulator.org.uk/>

Telephone: 0300 999 3407

The Fundraising Regulator will act as impartial adjudicators in any disputes that have not been able to be resolved by North West Air Ambulance.

North West Air Ambulance will regard The Fundraising Regulator's decision as binding.

For complaints relating to the Friends of North West Air Ambulance Lottery:

The Independent Betting and Adjudication Service (IBAS)
PO Box 62639
London
EC3P 3AS

Tel: 020 7347 5883

Email: adjudication@ibas-uk.com

IBAS will act as impartial adjudicators in any disputes that have not been able to be resolved by North West Air Ambulance.

North West Air Ambulance will regard IBAS's decision as binding.

If your complaint falls outside of Fundraising or Lottery, please request contact details for escalation by emailing supporterservices@nwairambulance.org.uk also providing a reference point/item agenda to allow the correct person to respond to your concern.

3 Document Review, Control and Approval

Version	Review Date	Reviewed by	Role	Description of Change	Approved By	Date of Issue	Next Review
2.1	Dec 2019	SMT		Email address			
2.2	Nov 2020	Head of SE&DI		Updated procedure and aligned with revised internal complaints policy			
2.3	Nov 2021	Head of SE&DI					
2.4	Nov 2022	Head of SE&DI					
2.5	Nov 2023	Head of SE&DI					
3	Oct 2024	Meg Nolan	Head of Supporter Experience	Updated email address. Updated addresses. Throughout document updated 'Supporter Engagement Team Leader' to 'Supporter Engagement Manager'		Oct 2024	Oct 2025
4	Nov 2025	Meg Nolan	Head of Supporter Experience	Minor amends to job titles		Nov 2025	Nov 2026