



for disabled children
and young people in Sussex

Amaze Customer Charter

1. Policy statement and purpose

The purpose of this Customer Charter is to outline Amaze's commitment to providing high quality information, advice, and support services to our community. It serves as a guiding document that defines our values, standards of service, and the rights and responsibilities of the parent carers and children and young people with special educational needs and disabilities (SEND) that we serve.

By establishing clear expectations, we aim to be transparent, build trust, and ensure that all interactions with Amaze are respectful, responsive, and empowering. The scope of this charter encompasses all aspects of our services, from the initial point of contact through to the delivery of ongoing support, ensuring that individuals receive timely, relevant, and quality services, tailored to their needs.

Through this charter, we reiterate our commitment to continuous improvement and feedback, encouraging the families we support to share their experiences, to help us enhance what we do and the impact it has.

This charter will be publicly available on our website and shared widely, with paper copies being available at Amaze events and on noticeboards in the Amaze offices.

2. Introduction to Amaze

Our Vision

An inclusive community where disabled people, and their families, belong and flourish.

Our mission

Amaze guides children, young people and families through the complex world of special educational needs and disabilities (SEND). We help them know their rights, feel less alone and get the support they need.

Our values

Listening is at the heart of all we do – on our advice line, in our benefits advice and peer support work, and in how we plan and develop our services according to what families tell us they need. The word itself captures our values perfectly.

- **Local and Lived Experience** – we understand how to support disabled people and their families in our community
- **Independent** – we are an independent charity. The information and advice we provide is impartial and non-judgemental
- **Supportive** – we are inclusive, honest and welcome everybody
- **Together** – the needs of disabled children, young people, parent carers and their families are at the heart of all that we do. We work together with families and partners to improve services
- **Excellence and Expertise** – we strive for excellence, are experts in SEND and committed to learning and development



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- Nimble – we are responsive to a changing world

3. What users of Amaze’s services can expect

We want to ensure that everyone who uses Amaze’s information advice and support services has a positive experience. In addition to our values, we commit to our service users that:

- We provide a polite, friendly, helpful and professional service. We treat people fairly, with courtesy and respect. This means that we do not judge anyone or tell them what to do, nor do we treat one person more favourably than another. We are open, honest and consistent.
- We listen to and empower parent carers and children and young people with special educational needs and disabilities, enabling them to take control.
- Parent carers and young people are invited to participate in Amaze’s co-production activities, giving them a real say in the development of our services and informing how we work with other organisations providing SEND services locally.
- We treat parent carer and children and young people’s personal and confidential information with sensitivity. We collect, store and use personal and confidential information responsibly with consent. Please note that in some circumstances where we consider someone to be at risk of harm, we may be required to release information without consent. We explain this in our [Privacy Policy](#)
- We provide a parent carer or young people with access to the personal data we hold about them, when requested, in line with [GDPR](#).
- We work within appropriate legislation and the guidelines we set out in our policies and procedures which hold us to good practice in all areas.
- We ensure that Amaze-produced information is evidence-based, accurate, up-to-date and conforms to quality standards, such as those set out by the Information, Advice and Support Service Network (IASSN) for SENDIASS providers and the Advice Quality Standard (AQS).
- We are inclusive of diverse communities and provide accessible information, advice and support, where resources allow:
 - in the format or language that best suits people’s needs
 - in premises and facilities which are accessible to disabled people
 - by making reasonable adjustments which empower disabled people to access our support
- Our staff and volunteers have the right support and training they need to:
 - provide high quality, person-centred, timely and accurate information, advice and support
 - keep personal data secure
 - keep children, young people and adults at risk safe from harm
 - be inclusive in their practice
- We ensure that our staff and volunteers have appropriate checks performed by the Disclosure and Barring Service and at relevant intervals.



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- Amaze has a range of services that we can offer. We ensure that we do not overreach the limits of our own knowledge, expertise and delivery scope when dealing with enquiries. On those occasions when enquiries come to us which we cannot deal with then we will signpost or refer to other services.
- We give everyone as much time as they need and encourage families to come back into Amaze for information, advice and support as and when they need us. This means there may be a wait before speaking to one of our advisers or accessing a service, but we explain this and keep people informed of any waiting times.
- Our SENDIASS Advice Line provides information and guidance and our advisers are trained in IPSEA SEN law levels 1-3, but the service does not provide legal advice.

4. Who can access Amaze's services

- Amaze's services are primarily aimed at young people with SEND and/or parent carers.
- To get an Amaze service a parent, carer, child or young person must fall within our remit. They must meet both of the following criteria:
 - Child/young person has special educational needs or disabilities (SEND), or they or their parent or carer has reason to think that they may have SEND
 - Child/young person is under the age of 25.
- While most of our activities and events are free at the point of access, some may incur a fee. Any cost and related eligibility criteria will be clearly explained and provided to anyone using our charged-for services. Fees and charges are non-refundable except in exceptional circumstances.
- We keep up to date information about [who can use our services](#) prominent on our website.

For more detailed information on eligibility, service criteria and decision-making about the level of service offered, please see our Level of Service Policy.

5. Continuous Improvement

We are committed to providing excellent services and working in an open and accountable way that builds trust and respect within our community. We value the opinions and views of people using Amaze and welcome and encourage feedback, both good and bad, in any format. We are committed to using this feedback to review and improve what we do and how we do it. It helps us to appreciate the things we are good at and to work out what still needs to improve.

- We routinely ask for feedback when a service has been provided and in different ways, e.g. via a survey, on the phone or in person.
- Anyone can comment on our services via [this form](#) on our website
- Our [complaints policy](#) explains the process we follow when anyone wants to complain about a service they have received or any aspect of our work.

6. Getting in touch with Amaze

We try to make it as easy as possible to access our services through diverse channels including telephone and digital.



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- First contact may be through our Advice Line (via phone, email or online form) or directly with a member of the team.
- We attend to queries as quickly as we can and commit to the following standards:
 - The Advice Line will acknowledge a voice/text/email message within 2 working days of the first contact and aim to get back to people with our response within 7 working days. Where a query is complex and requires more time to respond to, we will contact the individual within 7 days to advise them of this and provide an estimated timescale for response.
 - We aim to reply to all other phone messages and emails within 7 working days, unless an out-of-office reply explains otherwise e.g. this will be used to explain if a staff member is on leave and their response may be delayed.
 - Please note that most of our staff work on a part-time basis and that may have an impact on speed of response, especially where someone needs or prefers to speak to a particular member of staff.
 - We do not operate an 'out of hours' service (i.e. one that operates outside of usual business hours) but have designed our website to give parent carers and young people instant access to the information they are most likely to need.
- To help us to respond to a query or direct a query to the right team, we ask that individuals try to explain their concerns and circumstances clearly and concisely. Using our [online registration form](#) helps us to help you by making sure we have the right details from the start. There is a [version for young people](#).

7. What we ask of parent carers and young people accessing Amaze services

- We ask that people behave in a way which is sensitive and respectful of the needs of other families and our team.
- We ask that people help us to understand their needs so that we can give the best possible service. This includes being as open as possible in their enquiry or when asked for further information, so we can provide the most accurate advice and support available. People should also tell us if there are changes that we should know about, for example, changes to their contact details.
- We try to contact parent carers and young people three times, where possible using different methods i.e. email, phone, text, leaving messages. If we don't hear back after three attempts, then we will close an enquiry. Anyone is welcome to come back to us at any time to resume contact.
- We ask that people attend appointments and events they book with us or let us know in good time when this is impossible. But we recognise the challenges and complications of our users' lives and will not take a failure to attend to mean that someone does not want or need our service. However, should an individual or family consistently not attend booked appointments, we may open a conversation with them about the way that we can best support them whilst also making sure we maximise the availability of our resources for all families who might need help.
- We require that parent carers and young people who join groups, activities, events, workshops and social media channels follow the group agreement for that group or event or social media channel to ensure we can offer a safe and welcoming environment for all.



- If behaviour is unreasonable or breaks a group agreement, we discuss this with an individual and we may ask them to change the method by which they engage with Amaze, to leave a specific activity or group. In some circumstances, we may make the decision to stop working with them for a period or indefinitely: this is always an option of 'last resort' and is only used in situations where there has been a careful assessment that there is considerable risk of harm to either the service user or to others, including other attendees or Amaze staff and volunteers.

8. Responsibilities and Breach of Policy

Everyone is responsible for their own compliance with this policy. For staff, breaches of policy may incur disciplinary action, depending on the severity of the issue. Please refer to our **Disciplinary Policy** for further information on disciplinary procedures. Staff who are unsure about whether something they propose to do might breach this policy, should seek advice from their manager or the policy owner.

9. Communication of the Policy

This policy is available to the public on our website, for staff in the policies folder and hard copies are available on request. New staff and volunteers are made aware of the policy during their induction. Training is available on request. Reminders are given at staff meetings.

10. Related Policies

Please also see the following related policies:

- Disciplinary Policy
- Complaints Policy
- Level of Service Policy
- Data Protection and Confidentiality Policy
- Staff Recruitment and Selection Policy
- Equalities Policy
- Primacy Policy
- Staff Code of Conduct

VERSION CONTROL / RECORD OF CHANGES

Review date	Version	Section	Changes/Comments
March 2026	1	All	First version of the Charter