

EST 1892

LSBU

LSBU School of Apprentices Customer Services Charter

Our Mission:

To provide apprentices, employers, and internal stakeholders with outstanding Apprenticeship experiences that foster career development, build partnerships, and support business growth.

Our commitment:

Putting our customers first:

Ensuring apprentices and employers are at the heart of everything we do.

Supporting staff to deliver excellence in service through training and resources.

Providing a quality service that is:

Efficient – providing timely responses to enquiries within agreed service levels.

Consistent - with streamlined processes that adhere to the Apprenticeship funding rules and ensure reliability.

Accessible - offering inclusive services for all, supported by accessibility resources.

Responsive to your needs – seeking and acting on feedback to continuously improve.

Outcome-focused – ensuring apprentices and employers achieve their goals.

Providing facilities, resources, and support to succeed:

Equipping apprentices and employers with tools and knowledge to enhance success.

Seeking and acting on feedback:

Welcoming constructive input through forums, surveys, and digital feedback tools.

Sharing updates through 'You Said, We Did' initiatives.

Keeping you informed:

Communicating changes, updates, and essential information promptly and transparently.

Creating a positive learning and working environment:

Providing welcoming, safe, and well-maintained spaces.

View our official ['Find an Apprenticeship provider rating'](#)

View our ['Rate my Apprenticeship profile'](#)

You can expect our staff to:

- Be courteous, approachable and knowledgeable.
- Provide you with accurate and up-to-date information promptly.
- Be well-trained and competent in their roles.
- Provide assistance to those with additional needs.
- Be identifiable and share their name when asked.
- Handle situations with tact and professionalism.

What you can expect from our services:

- Prompt and effective responses to enquiries and concerns.
- A commitment to resolving issues with regular updates.
- Clear guidance on next steps if your concern requires escalation.

If a problem arises, we will:

- Address it promptly and keep you informed of progress.
- Offer guidance and refer your query to the appropriate person if needed.
- Provide you with details on how to escalate concerns if unresolved.
- For apprentices refer to [LSBU student complaints procedure](#) to raise concerns about your experience.
- For employers refer to [LSBU employer complaints procedure](#) to raise and resolve concerns effectively.

What we expect from you:

- Treat our staff and facilities with respect and courtesy, aligning with the [LSBU Student Charter](#).
- Provide us with clear and detailed information when raising concerns or reporting issues.

Contacting us

Our aim is to:

- Respond to your enquiries within 7 days (5 working days).
- Our target is to respond on time to at least 85% of enquiries each month with updates available on our performance page

For assistance, or to give us feedback about our services and staff:

- You can make an online enquiry: via [MyAccount](#)
- If you can't access MyAccount, you can email us: apprenticeships@lsbu.ac.uk
- Apprenticeship hotline: 020 7815 5767

LSBU Values

Our charter is guided by LSBU's core values of Excellence, Professionalism, Integrity, Inclusivity, and Creativity.

This charter reflects our dedication to apprentices, employers, and internal stakeholders and will be displayed online to ensure transparency and shared understanding of our service standards.