

Customer Panel

Terms of Reference

What is the Customer Panel?

The Customer Panel is a group consisting of members of the public, businesses, local interest groups and service providers who volunteer to provide feedback about Somerset Council and its services.

Customer Panel members will be asked to take part in research that will help us:

- Understand the needs and preferences of our customers.
- Ensure our services are easy to access and use.
- Identify how and where we as a Council can improve.

Membership

Anyone can become a Customer Panel member, providing they agree to participate in accordance with these Terms of Reference.

Our aim is to ensure that membership is representative of the people of Somerset. This means that when signing up to the Panel we will ask our members about their personal characteristics, such as their age, marital status or religion. This helps us understand our members, ensuring we create the true representation of Somerset. Members are however under no obligation to provide this information.

Customer Panel members are volunteers of Somerset Council who will work alongside the Council to services. The Customer Panel will therefore operate in accordance with Somerset Council's Approach to Volunteering Policy.

Panel members can opt out of membership at any point.

What is expected of me?

As a Panel member we would like you to:

Contribute to at least 3 research topics each year.

- Provide honest and constructive feedback.
- Respect and value our other panel members' comments and opinion.
- Bring your knowledge and experience to the task.

The Customer Panel will be asked to contribute regularly on a wide variety of topics and across a range of contact methods such as:

- Focus groups.
- One to One interview.
- Surveys.
- User Acceptance Testing (UAT).

If you represent another local group or service, we would like you to:

- Promote and encourage Panel membership.
- Ask your service users or group members to contribute to research.

What can I expect from you?

- If you have a question or need support, we will respond to your enquiries within two working days.
 - Any personal information held by Somerset Council relating to the Customer Panel will be managed in line with the Volunteering Privacy Notice available at [Privacy Notice – Volunteering \(somerset.gov.uk\)](https://www.somerset.gov.uk/privacy-notice-volunteering).
 - We understand how important it is for you to understand how your feedback has helped shape our services. We will publish the outcomes of our research, what has been learnt and what action is being taken.
 - We will keep things simple – we will avoid using jargon and ensure that the Panel and its activities are easy to access and use.
 - If you have specific needs to enable you to take part, we will support you to access our activities.
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