



Fís Éireann  
Screen Ireland

# Customer Action Plan

2020 - 2022

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## Introduction to Fís Éireann/Screen Ireland

Fís Éireann/Screen Ireland is the development agency for the Irish film, television and animation industry. Screen Ireland's mission is to support and promote Irish film, television and animation through fostering Irish artistic vision and our diverse creative and production talent, growing audiences, and attracting filmmakers and investment into the country.

You can find out more about Screen Ireland and the Irish film industry on our website ([ScreenIreland.ie](http://ScreenIreland.ie)) along with a range of publications and data including our annual report and latest statistics.

Screen Ireland also includes Screen Skills Ireland which designs, develops and delivers industry-focused skills development initiatives for the screen sector in Ireland, encompassing film, TV, animation, games and VFX, for all roles from new entrants to company leaders.

Screen Ireland is committed to providing a professional, efficient and courteous service to all its stakeholders and clients, providing and delivering the highest quality of service in accordance with the Principles of Quality Customer Service. Stakeholders and clients include

- The Minister for Department of Culture, Heritage and the Gaeltacht and Department Officials
- The Local and International Film Industry
- The General Public
- Sister State Agency Personnel
- The Press
- Suppliers and service providers

The purpose of this Customer Action Plan, and the Customer Charter which accompanies it, is to set out in clear and unambiguous terms how we intend to ensure that we can continue to provide all our customers with the highest possible level of service.

Our targets, as set out in this Customer Service Action Plan, follow the SMART (Specific, Measurable, Achievable, Relevant, Time-bound) model. They do not however, create any legal rights for customers.

## Principles of Quality Customer Service

Fís Éireann/Screen Ireland is committed to providing the highest levels of service to all our customers in accordance with the 12 Guiding Principles for Quality Customer Service:

1. Quality Service Standards
2. Equality/Diversity
3. Physical Access
4. Information
5. Timeliness and Courtesy
6. Complaints
7. Appeals
8. Consultation and Evaluation
9. Choice
10. Official Languages Equality
11. Better Co-ordination
12. Internal Customer

In respect of each principle, we set out below our implementation strategy over the next three years, including key actions.

## 1. Quality Service Standards

Screen Ireland is committed to

- Publishing a Customer Action Plan and Customer Charter every three years which outline the nature and quality of service which our customers can expect.
  - Customer Charters and Customer Action Plans are available on Screen Ireland and Screen Skills Ireland's websites and available to customers in hard copy upon request.
- Keeping the Quality of Service delivered to our customers under review on an ongoing basis and addressing any issues that may arise as appropriate.
  - Customer service reviews conducted annually and feedback is monitored. A feedback form can be found on Screen Ireland's website.
  - Invite feedback from our customers on our website ([www.screenireland.ie](http://www.screenireland.ie))
- Promoting and increasing awareness of the 12 principles of quality customer service among Screen Ireland staff members and customers
  - Customer service guidance and training is provided to staff.
- Reporting on progress achieved in relation to customer service in Screen Ireland's annual report
  - Progress reported in annual report
- Providing funding decisions that are fair, effective and independent
  - Board members and staff declare any conflicts of interest.

## 2. Equality/Diversity

Screen Ireland is committed to

- Equality of opportunity and to eliminating any forms of discrimination, particularly those which are defined under the terms of the Employment Equality Acts 1998 to 2004 and the Equal Status Act 2000.

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- Identify and work to eliminate barriers to services for people experiencing poverty, social exclusion and for those facing geographic barriers.
- Improve the quality of information about different services and funding programmes available in regards to forms of access available.
- Ensure the provision of equal opportunities to all applicants
- Implementing equal opportunities in all its policies, practices and procedures without discrimination.
  - We will review and update our Equal opportunity, Gender and Diversity and disability policy regularly.
  - Engage Screen Ireland staff and Board members in equality and diversity training, access auditing and policy development.
- Enhancing access and participation of minority cultural and ethnic communities both internally and across all areas of Screen Ireland's work
  - Ensure that our funding programmes and awards are accessible to all groups covered by equality legislation and that the appropriate level of service is available
- Representing a contemporary Ireland with all of its uniqueness, originality of voice and cultural diversity
  - For the purpose of our five year strategic plan, ensuring a diversity of voices in Irish film and filmmaking, our main focus will be on gender.
- Addressing the issue of gender inequality in Irish film and screen content
  - Collect, publish and monitor data on gender inequality
  - Engage with production companies and representative organisations to raise awareness of gender imbalance and work with them in education and training initiatives highlighting unconscious bias in creative decision making
  - Enhance the skills and capacities of creative decision makers in relation to diversity and equality issues in the creative decision-making process
  - Continue training and mentorship initiatives through Screen Training Ireland
  - Support education initiatives in schools and colleges in the area of Irish culture

- Work with our partners in funding film and screen content, including the public service broadcasters RTÉ and TG4, as well as the Broadcasting Authority of Ireland (BAI) Sound and Vision Scheme, so that gender equality and diversity is promoted in publicly funded screen content

### 3. Physical Access

Screen Ireland is committed to

- Providing clean accessible offices that ensure privacy, comply with occupational and safety standards and as part of this, facilitate access for people with disabilities and others with specific needs.
  - Maintain a high standard of cleanliness throughout office accommodation in Galway and Dublin
  - Ensure at all times office accommodation is conducive to maximum mobility for all staff and customers
  - Offices in Galway and Dublin are wheelchair accessible. Any new building leases in the future will be disability proofed.
- Ensuring adequate safety procedures are in place in case of emergencies that may arise.
  - Regularly update our Health and Safety Statement as staff, equipment, work methods and legislation changes.
  - Conduct regular risk assessments as required.
  - Create practical and appropriate plans to deal with any issues arising from risk assessments- design, layout, signs lighting etc. - in an effective and timely manner.
- Continuously striving to accommodate for people with special or additional needs, and complying with relevant legislation, including the Disability Act 2015.
  - Assign an Access Officer who will be responsible, where appropriate, for providing and arranging for coordinating help and guidance to people with disabilities so they can access our services.

- Ensure our website complies with disability access requirements.

#### 4. Information

Screen Ireland is committed to:

- Taking a proactive approach in providing information that is clear, timely and accurate, is available at all points of contact, and meets the requirements of people with specific needs.
  - Ensure all generally available information is obtainable in both electronic and printed formats and other accessible formats for those who may require it.
  - Use clear language in our forms, policies, information leaflets and funding applications.
  - Abide by our commitments in our Customer Charter (Appendix 3) concerning written communications.
  - Provide timely, concise and informative annual reports.
  - Continue to make efforts to simplify the application process
- Continuously developing our website ([www.screenireland.ie](http://www.screenireland.ie)) as a key information resource for our customers to increase access to a wider range of services.
  - Regularly update the website and ensure all information is easily accessible, accurate and up to date
  - Use social media to promote our services and publicise the work of Screen Ireland (Facebook: Screen Ireland, Screen Skills Ireland; Twitter: @ScreenIreland, @screenskillsire; Instagram: @screenireland)
- Complying with statutory requirements in relation to the processing of requests under the Freedom of Information act 2014.
  - Respond to FOI requests within four weeks of receipt.
  - Maintain an up to date disclosure log of FOI requests which is available. on our website
  - Updating our Freedom of information policies and ensure staff are adequately trained.
- Developing our data protection compliance procedures and policies in line with Data protection legislative frameworks applicable from May 2018 including GDPR.



## 5. Timeliness and Courtesy

Screen Ireland is committed to

- Delivering quality services with courtesy and sensitivity fostering a climate of mutual respect between Screen Ireland and our customers
  - Consistently meet the standards of service set out in our customer charter (appendix 3) and review our performance
  - Ensure staff are aware of our guidelines and recommended procedures in relation to answering phone calls and dealing with correspondence
  - All staff and Board members behave in a manner which is appropriate to the business environment and will be polite and courteous in their dealings with colleagues and customers
- Ensuring all communications are dealt with in an efficient and timely manner.
  - Acknowledge receipt of all written communications
  - Respond promptly to correspondence. If this is not possible, an interim reply will be issued.
  - Staff will provide full contact details in all email communications and utilise voicemail and out of office replies when unavailable or not in the office.
- Adherence to requirements of Prompt Payment legislation
  - Continue to reduce the amount of late payments made by Screen Ireland
  - Submit prompt payment returns quarterly which are submitted to the Department and published on our website ([www.screenireland.ie](http://www.screenireland.ie)).
- Providing an efficient, timely and punctual applications procedure
  - Processing applications in a timely manner
  - Acknowledge application submissions providing details of expected response time (8 to 10 weeks for Production Funding applications, 10-12 weeks for Development Funding).
  - Supply results and feedback to applicants as early as possible.

- Full details of how to apply for funding and how applications are assessed are available on our website.

## 6. Complaints

Screen Ireland is committed to:

- Maintaining a well-publicised, accessible, transparent and simple-to-use system of dealing with complaints about the quality of service provided
  - Publish our complaints procedure on our website (Appendix 2)
  - Monitor all written complaints received from the public and the Ombudsman Office
  - Raise awareness of customer complaints procedure among staff and Board Members
  - Address all complaints made in writing (or equivalent) in accordance with procedures set out in our Customer Charter (Appendix 3).
  - Prepare management information reports on complaints made to contribute to the future development of Screen Ireland services.
  - Deal with complaints promptly, in an open, accountable and sympathetic manner.

## 7. Appeals

Screen Ireland is committed to:

- Maintaining a formalised, well publicised, accessible, transparent, and simple-to-use system of appeal/review for customers who are unhappy with decisions in relation to applications\*.
  - Publish the appeals procedure on our website (Appendix 2)
  - Monitor the number of appeals received from applicants

- Raise awareness of the appeals procedure among staff and Board Members
- Address all appeals/reviews made in writing (or equivalent) in accordance with the procedures set out in our Customer Charter (Appendix 3)
- Ensure a minimum delay when dealing with customers who are dissatisfied with decisions.
- Appeals are dealt with in an open, accountable and fair manner.

\*Appeals/Reviews on application decisions should be in regards to procedure rather than creative judgement. Procedural complaints will be taken very seriously and investigated fully by the Chief Executive of Screen Ireland.

## 8. Consultation & Evaluation

Screen Ireland is committed to

- Providing a structured approach to meaning consultation with, and participation by, the customer and stakeholders in relation to the development, delivery and review of services
  - Work with a range of stakeholders within Screen Ireland, and in the wider Screen Content production sector, in respect of their views of what Screen Ireland's future strategy should look like
  - Consult with our stakeholders to promote feedback about our services and how they might be improved
  - Act on feedback from our customers and all our various stakeholders
  - Publish stakeholder reports in our annual report and implement the outcomes in our strategic plans
- Ensuring meaningful evaluation of service delivery
  - Evaluate the level of achievement of all commitments on a quarterly basis to ensure accountability and to facilitate learning and continuous improvement
  - Build internal and external consultation into process improvement for all new schemes and awards when the opportunity arises

- Ensure commitments in this action plan are adequately reflected in Screen Ireland's Strategic Plan and in our future goals and objectives

## 9. Choice

Screen Ireland is committed to:

- Providing choice, where feasible, in service delivery including payment methods, location of contact points, opening hours, delivery times and methods.
  - Screen Ireland staff are dedicated to meeting clients expectations in terms of being available for meetings in house (in either Galway or Dublin offices), meetings out of office too suit clients and conference or video calls as required.
  - Production and development staff are available to attend meetings with clients at film festivals, markets and trade fairs as required
  - Staff will do their best to attend urgent meetings out of office hours as required
  - Ensure publications are available, upon request, in a format appropriate to the customer, for example, Braille.
  - Payments are made by electronic transfer.
  - Provide flexibility in our drawdown schedule of payments.
- Using available and emerging technologies to ensure maximum access and choice, and quality of delivery
  - Examine new technology in order to develop convenient and alternative ways of interacting with customers.
  - Continue to provide an online application for funding programmes
  - Continue the development of our website to provide additional electronic services
  - Continue the development of our social media presence to provide information and to interact with customers and clients where possible.

## 10. Official Languages Equality

The primary objective of the Official Languages Act 2003 is to ensure better availability and a higher standard of public services through Irish.

Screen Ireland is committed to

- Fulfilling our obligations under the Official Languages Act 2003
  - Encourage customers to exercise their right to choose to be dealt with through Irish, English or bilingually if preferred
  - Ensure all correspondence received in Irish is responded to in Irish
- Providing quality services through Irish and/or bilingually
  - Continue to develop our website and provide information online for our customers in Irish
  - Make information booklets and other corporate publications available to our customers in both official languages where requested
  - Develop our online application system and make application forms available in both official languages. Applications for any screen Ireland funding may be made for projects through Irish at any time
  - Continue to encourage and support staff in developing or improving their Irish skills.

## 11. Better Coordination

Screen Ireland is committed to

- Fostering a more coordinated and integrated approach to delivery of public services
  - Develop our partnerships with other agencies and organisations within and beyond the Screen Content Production sector
  - Work with relevant stakeholders to encourage a more coordinated and coherent approach to promoting and supporting Irish film, television and animation; fostering Irish artistic vision and diverse creative and production

talent, growing audiences and attracting filmmakers and investment into the country.

- Improving internal coordination within Screen Ireland in delivering its broad mandate
  - Screen Ireland is a leadership organisation advocating for a vibrant, creative and sustainable Irish film, television and animation industry, with diverse voices, talent and opportunities, which speaks to and connects Irish film culture with audiences at home and abroad.

## 12. Internal Customer

Screen Ireland is committed to

- Ensuring staff are recognised as internal customers and that they are properly supported and consulted with regard to service delivery issues
  - Maintain up to date corporate and staff policies that comply with employment legislation and best practice and communicate these to staff
  - Continue to develop our internal communications functions
  - Ensure staff are given appropriate supports including training and development to ensure quality customer service is delivered
  - Recognise the critical role staff have in contributing to Screen Ireland's success in terms of delivering a quality service to all our customers
- Cultivating a safe workplace environment based on inclusion, openness, respect and duty of care
  - Treatment of staff will be marked by courtesy, professionalism, friendliness, mutual respect, approachability and teamwork.
  - Screen Ireland's work environment will reflect the values contained in our Dignity at Work policy
  - Our staff can raise issues or concerns absent from fear of penalisation or other consequences in accordance with our Disciplinary and Grievance procedure policy
  - Respect the rights of employees to be a member of a trade union

## Monitoring & Reporting

Continuous improvement is important to Screen Ireland. We are not happy to just operate under a set of standards. We will push for continuous improvement to ensure we provide the best service possible to our clients and stakeholders. We will monitor and evaluate our performance against the standards outlined in this Action Plan to ensure we are achieving them, and take action if we are not.

## Review of Customer Action Plan

Fís Éireann/Screen Ireland will monitor and review the Customer Action Plan on a regular basis and welcomes feedback from its customers.

## Customer Responsibilities

In order to ensure that Screen Ireland can provide a quality customer service to all of its customers, customers should be aware that they also have responsibilities in this regard.

All customers are obliged to treat staff in a respectful manner and are expected to respect the right of the individual to dignity in their working life. Any form of harassment or discrimination will not be tolerated.

Applicants must not knowingly or recklessly provide false information, canvass any person with or without inducements, or interfere with or compromise an application/selection process in any way.

We would be grateful if applicants could:

- Familiarise themselves with the information provided in the “Important Information” section of our website ([www.screenireland.ie/funding](http://www.screenireland.ie/funding)) in advance of making a submission.
- Read carefully all supporting documentation relating to the application process prior to making an application ([www.screenireland.ie/making-an-application](http://www.screenireland.ie/making-an-application))
- Allow ample time to prepare, upload and submit an application as incomplete applications will not be accepted once the deadline has passed.
- Quote application codes and pin reference numbers in all correspondence and communication with Screen Ireland
- Treat the Screen Ireland staff with dignity and respect

## Appendix 1: Fís Éireann/Screen Ireland Contact Details

### **Galway**

Queensgate,  
23 Dock Road,  
Galway  
H91 CR33  
Telephone: +353-91-561398  
Fax: +353-91-561405  
Email: [info@screenireland.ie](mailto:info@screenireland.ie)

### **Dublin**

14-16 Lord Edward Street,  
Dublin 2  
D02 YC63  
Telephone: +353-91-561398  
Fax: +353-1-6451546  
Email: [info@screenireland.ie](mailto:info@screenireland.ie)  
Twitter: @ScreenIreland  
Facebook: Screen Ireland  
Instagram: @screenireland

### **Screen Skills Ireland**

14-16 Lord Edward Street,  
Dublin 2  
D02 YC63  
Tel: 01 – 679 8040  
Email: [info@screenskillsireland.ie](mailto:info@screenskillsireland.ie)  
Twitter: @ScreenTrainingIre  
Facebook: Screen Skills Ireland



## Appendix 2: Complaints and Appeals Procedure

If you are unhappy with the quality of service you received or you are dissatisfied with the way in which an application was processed you can make a formal complaint and appeal by writing to the head of the department that your complaint is with or writing to the Chief Executive of Screen Ireland:

Désirée Finnegan  
CEO  
Fís Éireann,  
Queensgate,  
23 Dock Road,  
Galway,  
Ireland  
Tel: + 353 91 561398  
Fax: + 353 91 561405

- The letter should set out clearly the grounds for complaint or appeal, giving as much detail as possible.
- Please note that complaints may be made only on grounds of procedure, not of creative judgment.
- Procedural complaints will be taken very seriously and investigated fully by the Chief Executive.
- He/she will acknowledge receipt of the complaint and inform you that we will get back to you within 14 days, where practicable.

## Complaints Procedure

If you are unhappy with the quality of service you received you can make a formal complaint.

- We will deal with your complaint properly, fairly and impartially:
- We acknowledge complaints within 3 working days of receipt
- We deal with complaints within 15 working days, where practicable or where this is not possible, an interim response will be issued

If you are dissatisfied with the way in which an application was processed, you should:

- Write to the Chief Executive of Screen Ireland.
- The letter should set out clearly the grounds for complaint, giving as much detail as possible.
- Please note that complaints may be made only on grounds of procedure, not of creative judgment.
- Procedural complaints will be taken very seriously and investigated fully by the Chief Executive.
- He/She will acknowledge receipt of the complaint and inform you that we will get back to you within 14 days, where practicable.

## How to Contact Us

### Galway

Queensgate,  
23 Dock Road,  
Galway  
H91 CR33

Telephone: +353-91-561398  
Fax: +353-91-561405  
Email: [info@screenireland.ie](mailto:info@screenireland.ie)

### Dublin

14-16 Lord Edward Street,  
Dublin 2  
D02 YC63

Telephone: +353-91-561398  
Fax: +353-1-6451546  
Email: [info@screenireland.ie](mailto:info@screenireland.ie)  
Twitter: @ScreenIreland  
Facebook: Screen Ireland  
Instagram: @screenireland

### Screen Skills Ireland

14-16 Lord Edward Street,  
Dublin 2  
D02 YC63

Tel: 01 – 679 8040  
Email: [info@screenskillsireland.ie](mailto:info@screenskillsireland.ie)  
Twitter: @Screenskillsire  
Facebook: Screen Skills Ireland



Fís Éireann  
Screen Ireland

# CUSTOMER CHARTER

2019

Screen Ireland / Fís Éireann

The development agency for the Irish film, television  
and animation industry.

*This Customer Charter sets out the level of service customers can expect when dealing with the Agency. The Customer Action Plan, which is available on our website [www.screenireland.ie](http://www.screenireland.ie), sets this out in more detail.*



## What to Expect When You Contact Us

### Customer Commitments

#### Level of service to expect to expect when contacting Screen Ireland:

If you write, email, telephone or visit, we will:

- Treat you equally, with courtesy and respect.
- Inform you of your rights, entitlements and responsibilities.
- Protect your information.
- Respect your right to privacy.
- Ensure our services are fully accessible, providing translation services to sign language as required
- Conduct business through Irish, where requested.
- Provide redress when you have a complaint.

#### Our information:

- We provide clear, accurate and comprehensive information on all our policies, schemes and services.
- We ensure that material on our website [www.ScreenIreland.ie](http://www.ScreenIreland.ie) is up-to-date and accessible.
- We use clear simple language in our application forms, information leaflets and communications.

#### When you contact us by letter/email:

- Acknowledge receipt of your correspondence
- Where a response is required, reply to you within 20 working days of receipt
- Use clear language
- Include full contact details on all our outgoing correspondence
- Reply to e-mails by e-mail subject to privacy considerations

#### When you contact us by phone:

- Answer your call quickly and politely
- Identify ourselves to you by name
- Take your number and call you back quickly if we can't answer your query immediately
- When transferring a call, tell you to whom you are being transferred

#### Trade Suppliers/ Consultants:

- Screen Ireland operates within the Department of Finance Public Procurement Guidelines which set out the parameters for tendering. (Version 2 published January 2019)
- Screen Ireland is compliant with prompt payment legislation and as such suppliers are paid within 15 days of receipt of a valid invoice.

### Customer Responsibilities

- Register online at [applications.screenireland.ie](http://applications.screenireland.ie) to make an application
- Consult application guidelines in the 'Making an Application' section of our website prior to making an application.
- **Production or Distribution** funding applicants must consult with a Project Manager **at least three weeks** prior to making an application (**NOTE: this is not required for Development funding**)