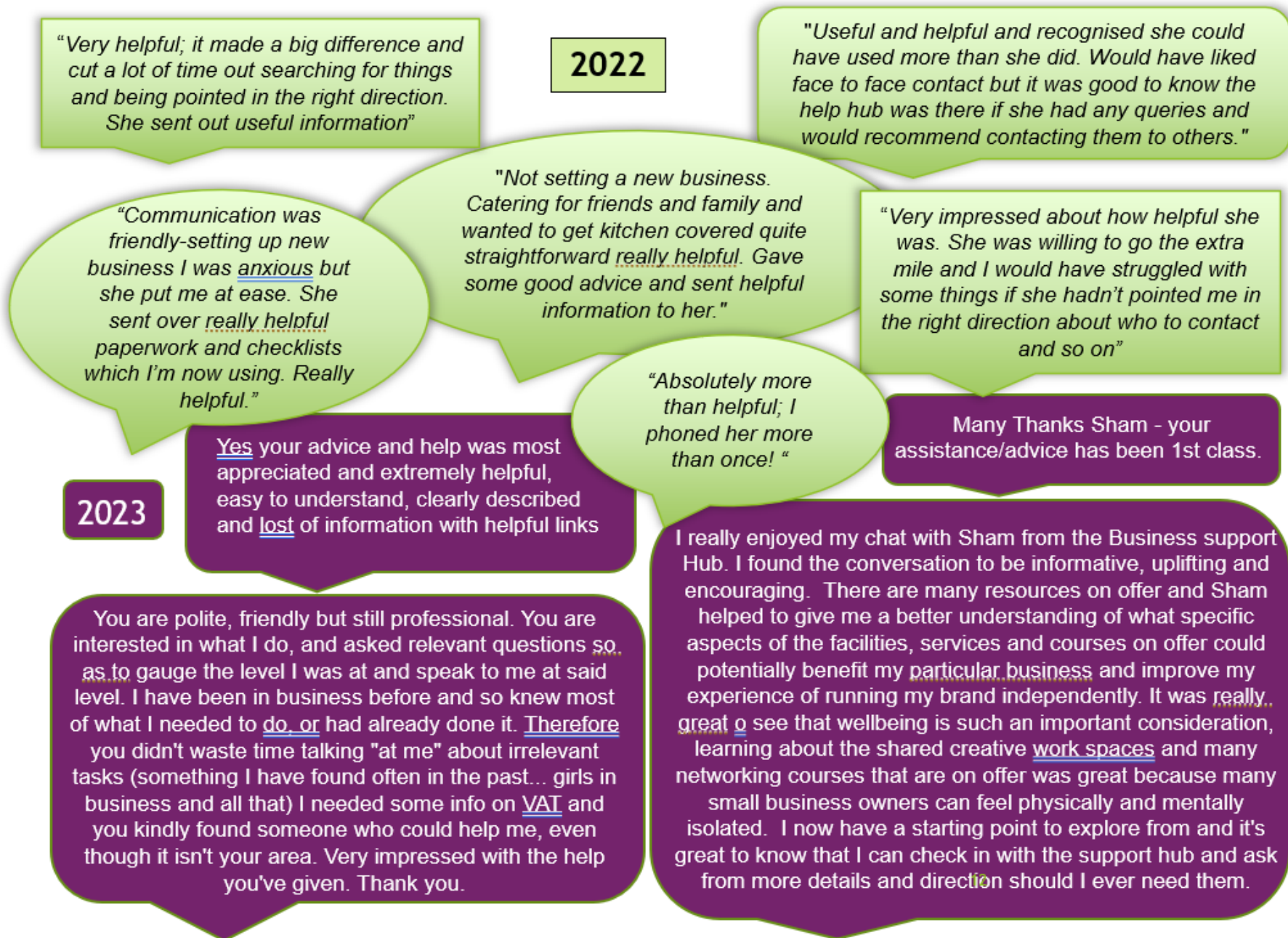


## Appendix 4 – Customer Feedback Comments (verbatim text, as provided)



I've just been out on a visit with Sham to a pub in Thurton that is struggling and looking to diversify to generate some income. I just wanted to say how impressed I was with Sham's approach, extremely customer focussed/friendly, had done some really good research on positive things the business can do in terms of their marketing, put across his suggestions without appearing critical to how they currently operate. The publicans were extremely appreciative. I haven't invited Sham to any meetings before but after seeing what value he offers I will certainly invite him along again in the future.

*From Amanda Cox (Licensing & Enforcement Officer) following a joint visit*

Today I called the support hub as I am looking to set up a curly hair business within the community. I have been slightly anxious about making this next step as I thought I might be shut down straightaway! This absolutely wasn't the case. Sham you were knowledgeable, friendly and you understood what I'm trying to achieve. You also gave me all the relevant information and signposted me to the relevant departments within the council that I need to contact in order to progress. It's daunting setting up a business especially when you're doing it by yourself. Now I don't feel quite so alone so I really appreciate your guidance and knowing you're only a phone call away if I need some help! Please keep this service available for small start ups like me!!! My only feedback is to keep doing what you're doing. I'm really excited for this journey and even more so now I know there's some help out there.

## Internal and External Feedback

November & December 2023

Thank you so much Sham – this is great news. You have been so helpful and informative – from answering the phone quickly to keeping me up to date on your efforts to find the information I required – I really appreciate this level of support and thank you again.

As the newly installed Environmental Enforcement Officer, one of my key aims is to devise strategy and bring it to life regarding the criminal offence of fly tipping. Sham has been instrumental in the bringing together of the initial PREVENT part of the strategy. This phase focussed on working with business to remind them of their legal duty to dispose of commercial waste within the law. Sham created a detailed map of business clusters, which enabled me to identify areas where a lot of businesses could be visited in a time effective way. He also produced a letter template which was sent out to 1000 businesses in these areas, with information and guidance on waste compliance. His assistance here has been first class and is helping the business area reach its goals.

*From Russell Watkins  
Environmental Enforcement Officer*

I found your service extremely helpful and you were super friendly. After our initial conversation, you said you'd discuss it with a colleague and get back to me and you did! That was massively appreciated as this isn't always done by most services. Although the purpose of our call wasn't met at this time, useful information, advice and alternatives were provided. Thank you so much



It was good to speak with you the other day and the links you gave me were helpful. Thank you.