



# BSI Kitemark™ for Inclusive Service

Creating fair, flexible and inclusive services for all

We can all become vulnerable at any time. This can be through disability, ill health, financial hardship, mental health problems, or life events such as relationship breakdown. Yet, with the right practices in place, being in a vulnerable situation doesn't mean it has to be more difficult to make smart, informed choices.

To help consumers to have confidence in trusted services when they need them most, and to allow businesses to showcase their best inclusive service practices, BSI has created a Kitemark scheme, formulated using the best practice from BS ISO 22458 (formerly BS 18477) and the requirements of some of the UK's leading regulatory bodies.

## What are the benefits of the BSI Kitemark for Inclusive Service?

### 1 Increased accessibility

The Kitemark certification program encourages organizations to focus on how services can be accessible to all. Whether it be an emphasis on using clear, concise language to help those with literacy/cognitive problems, or providing communication options for different needs. Implementing these positive changes helps to improve customer satisfaction, helping you to retain long-term business.

### 2 Compliance

The Kitemark certification program is aligned with key sector regulators. Consequently, the requirements align to their guidance, licencing rules and codes of practice for the fair treatment of customers in vulnerable situations. This includes the FCA Consumer Duty, as well as the key regulatory requirements of Ofgem, Ofwat and Utility Regulator NI.

### 3 Strengthen skills

No business wants to cause its customers' needless distress or difficulty. Being inclusive can help staff morale and improve their skill levels, enabling them to be more confident in supporting your customers.

### 4 Brand protection and trust

Reassure key stakeholders about your position for protecting people in vulnerable situations. The procedures could reduce the likelihood of negative publicity or regulatory fines as a result of causing customer harm. You will also be provided with a Kitemark branding toolkit, enabling your practices to stand out and gain a competitive advantage in your marketplace.

## What sectors can use the BSI Inclusive Service Kitemark?



### Energy sector

Aligned with the requirements of Ofgem



### Water sector

Aligned with the requirements of Ofwat



### Finance sector

Aligned with the requirements of the FCA



### Open to all

No specified regulator

## How do I achieve the BSI Kitemark for Inclusive Service?

To achieve the Kitemark certification, you will be assessed by one of our expert auditors against the requirements of the scheme, which includes BS ISO 22458 standard and a series of test measures.

Before certification begins, BSI offers an optional gap analysis day. This will allow you to understand how your business aligns to the Kitemark's standards, and identify areas of non-compliance to improve before assessment. Following this, the certification process includes a two-part assessment, reviewing strategies, processes and procedures. This ensures they are accessible and inclusive to all and treat customers fairly.

Organizations must demonstrate from top level management to front line staff, that inclusivity is at the heart of their decision making and not putting customers at risk of harm. This ensures the business is building a positive culture and strategy to support people who may be in vulnerable situations.

Following a successful recommendation, you'll be issued a certificate to demonstrate that your services are fair and accessible to all, helping to showcase your credentials to your customers and leading the way in your marketplace as an inclusive organization.

## Who is already using the BSI Kitemark for Inclusive Service?

In January 2023 BSI was proud to welcome the first nine organizations to the Inclusive Service Kitemark. Through Kitemark certification their 38 million customers will benefit greatly, as the companies have demonstrated they design and deliver their service inclusively to vulnerable consumers.



### Contact our BSI Kitemark for Inclusive Service experts



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