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## External Complaints Procedure

Updated: Feb 2025  
For Review: Feb 2026

### Introduction

Rural Media is committed to working in an open and accountable way that builds the trust and respect of all our stakeholders. We also want to ensure the highest standards of ethics and performance across all areas of our organisation. One of the ways in which we can continue to improve our service is by listening and responding to the views of our stakeholders, and in particular by responding positively to complaints regarding our employees or our services, and finding a suitable resolution.

We take complaints very seriously and we treat them as an opportunity to develop.

This is why we are always very grateful to hear from people who are willing to take the time to help us improve and who contact us about their problems, concerns or worries.

### How to lodge a complaint

You can make a complaint in whatever form is the most convenient to you. You can telephone and speak to the appropriate member of staff or, alternatively you can write or email:

Post  
Rural Media  
Packers House  
25 West Street  
Hereford  
HR4 0BX

By email  
[info@ruralmedia.co.uk](mailto:info@ruralmedia.co.uk)

By telephone 01432 344039

If you telephone us the complaint will be logged. Whoever takes your call will try to resolve the issue or connect you to the right person. If you are not satisfied with the response you receive at this stage you can submit a formal complaint in writing or via email.

If your complaint is in writing (including email) we will acknowledge it as soon as possible and pass it to the appropriate member of staff for action. If your complaint cannot be resolved by the person initially dealing with it, it will be directed to the relevant senior member of staff. It is our intention that complaints will be responded to within seven working days. If a full response cannot be given within seven working days (e.g. when a matter is very complex, where we have to consult a third party on the matter or the relevant member of staff is on leave) you will be informed of the progress being made with your complaint.

In all cases we will treat your correspondence in strict confidence, with fairness and objectivity.

What to do if you are still unhappy

If you feel your complaint has not been satisfactorily dealt with you have the option to put your concerns directly in writing to the Chief Executive of Rural Media:

Mr Nic Millington  
Chief Executive  
Rural Media  
Packers House  
25 West Street  
Hereford  
HR4 0BX

The Chief Executive will then respond to you within twenty working days of receipt of your letter.

If you are not content with the outcome you may raise your concern with the Board of Trustees by writing directly to:

Mr David Holdsworth (Chair of The Board of Trustees)  
C/o Rural Media  
Packers House  
25 West Street  
Hereford  
HR4 0BX