

Appendix 3

**West Lothian Council**

**Corporate Communications Team Service Standards**

The Corporate Communications team is committed to providing excellent customer service. The team aims to provide creative, innovative, targeted and effective communications solutions, which provide best value for the council and citizens of West Lothian. Our service standards provide information on what our customers can expect in terms of delivery, timeliness, information, professionalism and staff attitude.

Driver to satisfaction and links	Service standard	Measure/consultation	Target	Reported on covalent
<p>Timeliness (WLAM: 6a.1, 6b.3) (CSE: 1.1.2; 1.2.2; 1.2.3; 1.3; 1.3.3; 1.3.4; 5; 5.3)</p>	<p><b>Media</b> We will respond to media enquiries within three days.  <u>Customer group:</u> Local media (journalists)</p>	<p>Survey of local journalists Meet with local journalists twice a year Conduct a detailed analysis of media activity over one sample month to report on typical performance</p>	<p>90% satisfied or very satisfied  95% of enquiries managed within timescale</p>	<p>Yearly  Yearly</p>
<p>Delivery (WLAM: 6a.2, 6b) (CSE: 2.1; 2.1.6; 4.3.3)</p> <p>Delivery (WLAM: 6a.2; 6b) (CSE: 1.1.2; 1.2.2; 1.2.3; 1.3; 1.3.3; 1.3.4; 4; 5; 5.3)</p> <p>Timeliness/Delivery/Efficiency (WLAM: 6a.1; 6a.3; 6b;9a.1b)</p>	<p><b>Corporate communications</b>  Review, update and promote the council's communications guidelines – the West Lothian Way and the Branding Guidelines</p> <p>We will agree and deliver the project or campaign to your budget and target dates. We will advise if we are not able to achieve this and agree a revised budget and/or target date. Creative design - Before work starts we will agree your creative design brief, budget and target dates. We will advise if we are not able to achieve</p>	<p>Overall customer satisfaction</p> <p>Publish updated guidelines yearly.</p> <p>Promote updated guidelines in the staff newsletter.</p> <p>Creative services are delivered within target budget.</p> <p>Creative services are delivered within target dates.</p> <p>Customer reviews (121 – insight meetings)</p>	<p>85% councillors and 100% council structure</p> <p>Publish online</p> <p>Article in Inside News</p> <p>95% of projects delivered within agreed budget.</p> <p>95% of target delivery dates achieved.</p> <p>A sample: 15 reviews per year</p>	<p>Yearly</p> <p>Quarterly</p>

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(CSE: 1.1.2; 1.2.2; 1.2.3; 1.3; 1.3.3; 1.3.4; 4; 4.2.1; 5; 5.3)T	this and agree a revised budget and/or target date. We will complete your work in the required timescales and budget. <u>Customer group:</u> Councillors & council structure			
Timeliness/Delivery/Efficiency/effectiveness (WLAM: 9b) (CSE: 4)	<b>Website</b> We will carry out a survey of key word searches.  We will carry out a survey to Citizen's panel asking for feedback on the website. <u>Customer group:</u> Citizens represented by Citizen's Panel	Monthly key word searches based on quickness/accuracy – reported on covalent.  Annual survey	85% quality  65% overall satisfaction	Monthly  Yearly
Staff attitude (WLAM: 6a.4) (CSE: 2.2)	Staff will provide a helpful, friendly service. <u>Customer group:</u> Councillors & council structure	Customer satisfaction survey	90% satisfied or very satisfied	Yearly
Professionalism (WLAM: 6a.5) (CSE: 2.2)	Staff will provide professional and knowledgeable advice on communication issues. <u>Customer group:</u> Councillors & council structure	Customer satisfaction survey  Customer reviews (121 – insight meetings)	90% satisfied or very satisfied  A sample: 15 reviews per year	Yearly
Information (WLAM: 6a.10) (CSE: 3.4.3; 5)	Council publishing provides information about council services. <u>Customer group:</u> Councillors & council structure, Citizens represented by Citizen's Panel	Publication surveys, inc Citizen's Panel survey re Bulletin  Customer reviews (121 – insight meetings)	74% satisfied or very satisfied  A sample: 15 reviews per year	Yearly

