



The Sowerby Group Limited

Our 2012 Quality Policy

Quality Assurance through Continuous Improvement

As a proactive, innovative, forward-thinking advertising, design and marketing agency The Sowerby Group and its operating divisions aims to provide its clients with high quality services that meet and exceed their expectations, time after time. As most of our work is attained by referral and recommendation or the tendering process, the management team and its employees are committed to a policy of Quality Assurance throughout all company activities, ensuring that the quality of professional service satisfies the specific requirements of all types of clients – large, medium or small, private or public sector, charity, voluntary and not for profit. It is our policy to deliver professional and creative services of a quality that will merit and gain client satisfaction for performing services reliably, efficiently and cost-effectively.

This means:

- We ensure best practice solutions to suit the needs of our clients
- We not only meet, but aim to surpass clients' expectations from inception through completion of any project we work on
- Every project is thoroughly supervised
- We are open and transparent about costs, timescales and delivery of service.

Our staff are trained in the use of the tools required to do the best job they can. They are aware of our quality policy throughout their time with us, and we are continuously refining, enhancing and streamlining communications, control procedures and training methods for all staff. This guarantees a greater level of quality assurance throughout the Group.

The nature of our activities places great emphasis and demands on the experience and expertise of our staff. High levels of responsibility and reliability are associated with all aspects of our work and a commitment to continuous professional development and training exists to ensure all staff are equipped and qualified to meet these requirements.

We are committed to creating good practice in advertising, marketing and design based on mutual respect for all stakeholders we come into contact with. Our intention is always to reach the wider audience regardless of age, sex, colour, ability or religion by the use of acceptable text, graphics and imagery.

In order to manage quality, we satisfy the requirements of relevant laws and regulations and continually strive to improve the efficiency and effectiveness of our management systems. We do this through the annual setting and regular review of relevant objectives and targets, audits, analysis of data, corrective and preventative actions and the use of trained and competent personnel and adequate resources to deliver them.

Sue Sowerby

Managing Director, The Sowerby Group Limited – January 2012

www.sowerbygroup.co.uk