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# QUALITY POLICY

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iDEA aim to provide a high quality professional service to our clients, working within agreed guidelines and specifications. The company will achieve this by operating the ISO 9001:2015 Quality Management System (QMS). Effective application of the QMS will ensure customer satisfaction is continually enhanced and show our commitment to the continual improvement of the system.

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To ensure that staff are aware of the Quality Management System all staff will have access to the Quality and Environmental Manual, which can be found on Rapport and any revisions to the manual will be announced at the weekly staff meetings. This policy will be reviewed as a whole on an annual basis. For details on the Studio's process of reviewing the QMS please refer to Internal Quality and Environmental Audits Procedure 014.

In the increasingly competitive commercial environment in which we operate our ability to differentiate ourselves from our competitors plays a huge part in whether or not we win a new client or contract. To retain a client we must ensure that the service we provide always offers something extra – service quality. This can include accessibility, timeliness, turnaround time, attention to detail, flexibility and courtesy.

For this concentration on service quality to be an effective part of what we do at iDEA standard Key Performance Indicators, as listed below, have been identified and will be measured, reported on and reviewed as part of the company Performance Management Review:

1. All Fee Proposals, Tenders and Pre Qualification Questionnaires, will be sent out on form SF166 to ensure consistency of content an agreed target success rate to perform against this KPI will be measured. This is only applicable if the project demands suit form SF166. A more graphical proposal can be used if more relevant and PQQ's normally have to follow clients formats.
2. Timesheets will be completed on time, results to be communicated weekly to the team. An agreed target success rate to perform against this KPI will be measured.
3. Issue sheets will be filled in for any documentation issued to the client. This will achieve an agreed target success rate to perform against this KPI will be measured.
4. How many completed projects produce new business, an agreed target success rate to perform against this KPI will be measured.

5. Actual v Estimated Revenue received from projects will be monitored an agreed target success rate to perform against this KPI will be measured.
6. Drawings will be checked against iDEA drawing guidelines , an agreed target success rate to perform against this KPI will be measured.
7. Holiday requests will be checked against iDEA holiday guidelines, an agreed target success rate to perform against this KPI will be measured.
8. Software upgrades will be checked to ensure all required upgrades have been completed, an agreed target success rate to perform against this KPI will be measured.

We believe that communication and active participation by all interested parties is the key to successful project delivery and client service. For this to happen we must ensure a dynamic and can do attitude, that is responsive and unhindered, and be proud and enthusiastic about the diversity and quality of what we produce.

The Managing Director is responsible for the Policy and will ensure that we manage our quality objectives through regular Management meetings and internal audits and will undertake a full review at least annually. This policy will be communicated to staff at induction and is available on Rapport and to the public through our website.

If you have any questions or suggestions for improving the System please talk to the Management Representative.



***This policy is endorsed by iDEA Managing Director William Dunne.***