



Quality Policy

A controlled approach to creative quality, delivery, approvals and continuous improvement.

Document reference	BC-POL-003
Version	2.0
Status	Approved for publication
Approval date	08 August 2026
Next review	08 August 2027

Legal entity: Becks & Clates Ltd | Company number: 15821561
Registered office: 320 Firecrest Court, Centre Park, Warrington, WA1 1RG
Approved by: Director, Becks & Clates Ltd

Document control

Document title	Quality Policy
Reference	BC-POL-003
Owner	Director
Approved by	Director, Becks & Clates Ltd
Version	2.0
Effective date	08 August 2026
Review cycle	At least annually and following material legal, operational or organisational change

Document status: public. Printed copies are uncontrolled. The version published by Becks & Clates is the current controlled version.

Contents

1. Quality commitment
2. Client and project requirements
3. Production controls
4. Technical quality and file management
5. Suppliers and freelancers
6. Non-conformance, complaints and corrective action
7. Quality measures
8. Governance and continual improvement

Quality commitment

Becks & Clates aims to deliver creative and marketing work that is fit for purpose, technically sound, on brief, legally and ethically appropriate, and delivered in accordance with agreed requirements.

Quality is managed through clear briefs, competent people, controlled production, review and approval, version management and learning from feedback.

Client and project requirements

- Confirm scope, deliverables, formats, milestones, responsibilities and commercial assumptions before material work begins.
- Identify unusual legal, brand, accessibility, security, site or approval requirements early.
- Record changes to scope and seek approval where they affect cost, timing or deliverables.
- Avoid promising outcomes, access, licences or approvals that are outside Becks & Clates control.

Production controls

Pre-production

- Use appropriate briefs, treatments, scripts, schedules, call sheets, shot lists, access plans and technical checks.
- Confirm contributors, locations, permissions and client brand requirements as relevant.

Production

- Use competent crew and suitable equipment for the agreed creative and technical standard.
- Capture redundant or alternative material where proportionate to production risk.
- Protect client property, confidential information and original media.

Post-production

- Maintain identifiable project versions and avoid uncontrolled overwriting of approved masters.
- Check picture, sound, spelling, names, captions, logos, brand treatment and export specifications before client review.
- Obtain required client approval before final publication or delivery where approval is part of the agreed workflow.

Technical quality and file management

- Use file naming and folder structures suitable to the project.
- Maintain working copies/backups proportionate to project value and delivery risk.
- Export masters and derivatives to agreed specifications.
- Keep source assets and licences identifiable where client rights or third-party restrictions apply.
- Use secure transfer methods appropriate to file sensitivity and size.

Suppliers and freelancers

External crew, editors, designers, voice artists, animators and other suppliers are selected according to competence, availability, quality, confidentiality, safety and the needs of the project.

- Material outsourced work remains subject to Becks & Clates review before delivery to the client.
- Confidentiality, intellectual-property and data-protection obligations are flowed down where required.

Non-conformance, complaints and corrective action

If work does not meet agreed requirements, Becks & Clates will assess the issue promptly, contain its impact, agree appropriate correction and identify whether a process change is needed.

- Complaints are acknowledged and assigned to an accountable person.
- Serious or recurring issues are reviewed for root causes.
- Corrective actions may include revised checklists, supplier changes, additional review, training or workflow improvements.

Quality measures

Measure	How monitored
On-time delivery	Project milestone and delivery records
Client satisfaction	Feedback, repeat work, complaints and references
Rework	Material avoidable revisions caused by internal error
Technical defects	QC findings before/after delivery
Supplier performance	Project review and reliability
Process improvement	Actions completed from reviews

Quality metrics are interpreted in context; creative revision requested by a client is not automatically treated as a defect.

Governance and continual improvement

- The Director is accountable for the quality management approach.
- Project leads apply the controls appropriate to project complexity.
- Lessons from completed work, client feedback and supplier performance are used to improve templates and processes.

This policy is informed by quality-management principles but does not claim certification to ISO 9001 unless and until certification is independently obtained.