



Gateway to  
the history  
of Shropshire  
and Telford

## SHROPSHIRE ARCHIVES STANDARDS OF SERVICE MARKETING AND CONSULTATION

### **MARKETING AND PR**

The Service's marketing strategy will be reviewed annually.

### **Leaflets, information guides and publications**

- All leaflets and source guides will be reviewed at least annually.
- Publications will be designed to ensure easy transfer to the Service's website if appropriate.
- Publications will be available in alternative formats and languages as appropriate. Advice will be sought from the Equal Access Panel of Shropshire Library Services and other relevant groups.
- All publications will include the current logos of Shropshire Council and The Borough of Telford & Wrekin and will use current house styles.
- Copies of all leaflets will be circulated to an agreed list of services and organisations. This list will be reviewed at least annually to ensure currency.

### **Press releases**

- Press releases will be compiled on a regular basis to ensure at least 40 press and media items per year for the Service, covering a geographic spread of the county. Targeting will be based on a 6 month review carried out by the Service's team.
- All press releases will be compiled using the template provided by Shropshire Council's press office.
- All press releases must be approved by the County Archivist and the Head of Arts and Heritage, before being sent to the press office for release.
- For further details please refer to Shropshire Council's Media and Corporate Communications Handbook.



## ***CONSULTATION***

### **Users of the Service**

- Surveys of users of Shropshire Archives will be conducted annually.
- Feedback forms will be completed by those attending courses and events held both at Shropshire Archives and elsewhere, including events organised by the Friends.
- User Forums will meet annually and will include representatives of user groups in both Shropshire and Telford & Wrekin.
- Users will be encouraged to make comments using Shropshire Council's written system or informally to staff. A comments book is provided at reception for staff to record such comments. Feedback will also be encouraged on the Service's web site.
- Before any significant change is introduced to the Service, for example opening hours, users will be consulted and the results of that consultation published.
- Feedback from user consultations will be included in the quarterly reports provided to Telford & Wrekin staff.
- Quarterly returns of complaints and compliments are made to the Complaints and Scrutiny team.

### **Non users of the Service**

- The Shropshire People's Panel and Telford & Wrekin's Community Panel have been used as effective methods of non user consultation in the recent past.
- Developing an effective method of non user consultation is a current priority for Shropshire's Leisure and Cultural Services.

## ***MONITORING AND EVALUATION***

- For details of the monitoring and evaluation of this Service please see the Service Standard on Statistical and performance monitoring.

If you have any comments about these standards please contact:

Shropshire Archives, Castle Gates, Shrewsbury SY1 2AQ,

tel 01743 255350, fax 01743 255355,

e-mail: [archives@shropshire.gov.uk](mailto:archives@shropshire.gov.uk), web site: [www.shropshirearchives.org.uk](http://www.shropshirearchives.org.uk)

### **Supporting Documents**

- Marketing strategy and action plan
- Circulation list for leaflets
- House style for leaflets and posters
- Copies of press releases and press items

- Feedback forms
- Annual user survey
- Shropshire Council Media and Corporate Communications Handbook