

Client Collaboration Framework

1. PURPOSE

This framework sets out how we work with clients throughout a project.

We believe the best outcomes come from open communication, shared understanding and mutual trust. This framework provides a clear approach to communication, feedback, decision-making and project approvals to help projects run smoothly and successfully.

2. OUR APPROACH

We see every project as a partnership.

We aim to:

- Communicate openly and honestly.
- Listen carefully and ask considered questions.
- Create space for constructive feedback.
- Provide professional guidance and recommendations.
- Keep projects moving with clarity and purpose.
- Build relationships based on trust, respect and collaboration.

Our role is not simply to deliver work, but to help clients make informed decisions and achieve meaningful outcomes.

3. COMMUNICATION

To keep projects running smoothly:

- Primary communication will normally take place via email unless otherwise agreed.
- Meetings may take place online, by telephone or in person where appropriate.
- Key decisions, approvals and project changes will be confirmed in writing.
- We aim to respond to emails within 1–2 working days wherever possible.
- We encourage clients to respond within reasonable timeframes, particularly during key project stages.

Delays in communication may affect project schedules and delivery dates.

4. PROJECT STAGES

Projects are typically delivered in agreed stages, which may include:

- Discovery and research.
- Concept development.
- Design and refinement.
- Production, build or implementation.
- Delivery and launch.

Each stage includes opportunities for review, feedback and approval before progressing to the next phase.

5. FEEDBACK & REVISIONS

Constructive feedback is an important part of the creative process.

We encourage feedback that is:

- Clear and specific.
- Honest and respectful.
- Shared in a timely manner.
- Consolidated where possible.

Where multiple stakeholders are involved, we recommend a single point of contact or consolidated response.

Project quotes and proposals will outline the number of revision rounds included.

A revision round refers to a consolidated set of feedback on a presented stage of work.

Revisions are intended to refine and improve the agreed direction rather than restart the creative process.

Additional revisions or significant changes in direction may require additional time, budget or a revised proposal.

We will always discuss this openly before proceeding.

6. APPROVALS & SIGN-OFF

Formal approval is required at key project stages before work progresses.

Once a stage has been approved:

- The work is considered signed off.
- Any subsequent changes may impact timescales and costs.
- Significant changes may require additional quotations or revised project plans.

Before final delivery, production or launch:

- Final designs, content or deliverables will be shared for approval.
- Clients are responsible for reviewing content, imagery, data and factual accuracy.
- Approval confirms the work is ready for release, production or publication.

REVIEW

This framework will be reviewed periodically and may be updated to reflect changes in legislation, best practice, organisational priorities or the way Lil Creative Studio operates.

Last reviewed: August 2026

7. MANAGING CHANGES

Projects sometimes evolve as new information emerges.

Where project requirements change, we will:

- Discuss implications openly.
- Assess the impact on scope, timeline and budget.
- Agree any changes before additional work is undertaken.

Our aim is always to maintain transparency and avoid unexpected costs or delays.

8. WORKING TOGETHER

We believe the best creative work happens in an environment of mutual respect, openness and trust.

We are committed to working in a way that is:

- Respectful.
- Collaborative.
- Inclusive.
- Supportive.
- Professional.

We ask the same of everyone we work with.

If communication becomes consistently inappropriate, unclear or significantly delayed, we may pause work while we agree the best way forward.

9. RESOLVING CHALLENGES

If challenges arise, we aim to address them early through open conversation.

Most issues can be resolved quickly through clarity, mutual understanding and a shared commitment to achieving the best outcome.

10. COMMITMENT

We aim to work as partners, not suppliers.

Through open communication, thoughtful feedback and shared ownership, we create work that is more effective, more meaningful and ultimately more successful.