

## **Improving the image of the court**

### **Purpose**

Support for the court's activities in the field of improving aesthetics.

### **Assumptions**

1. The basic assumption of the practice is the thesis that in the area of the justice system in Poland, it is necessary to systematically and coherently act to improve the operational image of courts, more effective communication with clients in the court, as well as to introduce unified guidelines in the field of visual identification, information for the client and the division of functional zones in the court space.
2. A coherent graphic and functional image of the court is one of the elements increasing the global efficiency of the court's activity as a public institution.

### **Create a tool**

1. The key element of the implementation of good practice is the diagnosis of the current standard of image and information solutions functioning in the court and proposing optimization improvements in the target logic of solutions that make up the desired and coherent system of visual identification, information for the client and the division of functional zones in the court space.
2. The tools for implementing the practice will be:

**Tool 1.** Diagnosis of the current standard of visual identification, information for the client and the division of functional zones in the court space (expert method – text document).

**Tool 2.** Development of framework guidelines for the target logic of image solutions that make up the desired and coherent system of visual identification, information for the client and the division of functional zones in the court space (text document). The tool proposes to include 3 perspectives:

**IWS** (visual identification of the court)

**SIS** (Court Information System), including:

- Furniture and information guidelines
- guidelines for employees in the field of providing information to the public.

**ESF** (Visual Enhancement of Functional Zones)

**Tool 3.** Development of a questionnaire to measure customer satisfaction with the service provided by the BOI.

**Tool 4.** Conducting a moderated session aimed at disseminating knowledge in the field of management techniques in the area of visual identification, information for the public and the division of functional zones in the court space among the Court Board, Branch Managers, Heads of Secretariats and Chairmen of Departments and selected employees (Report).

**Tool 5.** Conducting a discussion among the management (in the form of moderated workshops) on possible modifications of the current state of affairs in terms of the court's image solutions (Report).

**Tool 6.** Agreeing on a list of initiatives in the area of visual identification, information for the client and the division of functional zones in the court space with a framework description (Text document).

**Tool 7.** Development of a framework schedule of activities in the field of image in the court space in the years 2014 – 2017 (Planning document).

**Tool 8.** Consulting service in the scope of the existing (in formalized or informal form) document defining the standards of visual enhancement of the building (Report).

### **Description of the functioning of the practice**

1. Development of guidelines and policy principles in the field of visual identification, information for the client and the division of functional zones in the court space.
2. Determining the level of advancement of the court in the field of the offered good practice.

### **Benefits**

1. Increasing knowledge and awareness of the optimal court policy in the field of visual identification, information for the client and the division of functional zones in the court space.
2. The ability to define, define guidelines and systematize the approach to managing the court's image in the future.
3. The developed solutions will prepare the court for an increase in the effectiveness of investment outlays on information and image infrastructure. The direct effects of the improvements will be mainly qualitative, but it should be noted that these improvements will also indirectly contribute to the improvement of quantitative indicators (m.in. by improving communication with stakeholders).
4. In addition to the benefits mentioned so far, activities for the optimal organization of the court space in the field of aestheticization, communication and image tools also bring benefits in many other areas of the court's operation, including mainly improving the level of knowledge about the court, structures and processes, thus improving customer service and reducing financial costs.

### **Cost of implementation**

The cost of implementation depends on the choice of the degree (level) of advancement of the implemented solutions.

### **Other necessary expenditures/activities**

1. Advisory support in the form of developing a set of tools adequate to the initial level of advancement of the court in the field in question is advisable.

2. The above activities should be supported by the service of external experts.