



## SERVICE STANDARD WEST LOTHIAN COUNCIL'S DEER ATTRACTION

### **Description of our Service:-**

Manage a breeding herd of red deer, to a standard set by the MAFF Product Certification Scheme administered by the British Deer Farmers Association, as an attraction within Beecraigs Country Park.

### **Our Customers are:**

Visitors to Beecraigs Country Park who enjoy observing the deer herd on an informal basis. Purchasers of quality farmed venison and other deer outlets purchasing live Beecraigs stock. Educational establishments and members of the public who have arranged a Ranger-led visit to the deer attraction.

### **Our Business Addresses are:-**

Beecraigs Country Park, The Park Centre, Near Linlithgow, West Lothian EH49 6PL

Tel: 01506 844516 Fax: 01506 846256 E-mail: [mail@beecraigs.com](mailto:mail@beecraigs.com) www.beecraigs.com

### **Opening Hours Deer Attraction:-**

Open all year for access along the Sutherland Way walk for informal visitors, subject to operational requirements. Ranger-led walks for pre-booked groups. Venison sales from the Beecraigs Park Centre during opening hours.

### **We will:-**

- Adhere to the standards set-out in Countryside Section's Customer Service Commitments document.
- Provide clear and accurate information to all customers using the service.
- Comply with all relevant statutory obligations and local licensing requirements relating to the business.
- Manage the deer herd in line with current animal welfare best practice based on a natural products feeding regime containing no growth promoters or other artificial additives.
- Adhere to the Biosecurity Code, as recommended by the Scottish Executive, to reduce the possibility for the introduction or spread of disease-causing organisms into and between animal sites.
- Provide a range of quality venison cuts for our customers at competitive prices, aiming to provide the Beecraigs Park Centre with fresh venison the first weekend of every month, providing an explanation to our customers should we fail to do so.
- Maintain an online service, enabling customers to both order and pay online prior to collection.
- Working with the Ranger Service, provide educational groups with a conducted tour of the deer attraction on request, by prior arrangement.
- Continue to conduct land management improvements and investigate other sources of grant funding and partnership opportunities.
- Ensure that all buildings, premises and equipment are maintained in sound condition, fit for intended purpose and maintained to a high standard of cleanliness and hygiene.
- Provide customers with the opportunity to comment on our service and facilities, regularly evaluating and reviewing performance and making the results available.
- Adhere to the standards set within Countryside Section's complaints procedure.
- Aim to achieve an overall customer satisfaction target of 80%.