



St Hugh's Community Centre Communications Policy Registered Charity No: 1132580

1. Introduction

This strategy will guide St Hugh's Community centre (SHCC) communications with everyone who comes into contact with it. It is based on the guiding principles that communication must be effective and that protocols should be followed to ensure clarity and professionalism. It should enable SHCC to tell people about what it can and does do, as well as actively listen to what people think will enhance life in the wider community, so that we can better respond to people's needs and priorities. The strategy covers both internal and external communications made by any means.

2. Aim

To be transparent in its dealings and to ensure that the trustees and all who have dealings with SHCC can communicate in a timely, appropriate and effective manner.

3. Objectives

- To effectively inform members of the public, and all those who have dealings with it, of its aims, objectives and activities.
- To build the capacity and motivation of residents to be involved with the community centre and support the trustees in their effort to improve the quality of life for those who use the facility.
- To use a variety of communication methods to ensure that the way SHCC communicates keeps everyone included and informed.
- To ensure that SHCC communication with individuals and other organisations represent the views of the committee
- To build trust by being open and transparent.

4. Stakeholders

We aim to reach everyone who has an interest in SHCC, be it that they are a user group or individual, live in the area or visit the town. It is important that we can effectively communicate with anyone who is interested and may want to become involved in influencing the future of the community centre. These people include, but are not limited to:

- Area residents
- Those hiring the hall or its facilities
- Community groups and organisations
- Local agencies and partners
- Parish and district council
- Local media

5. General Rules of Communication

It is important that all SHCC communications are effective and in so doing must be:

- Short and to the point
- Courteous
- In plain English
- Based on facts and information
- In a consistent format and style
- Clear about the action required or taken
- Informative

No communications to any external agency shall take place without the prior agreement of the committee. When this is not practical, due to urgency, the communication must be agreed, and confirmed via email/in writing, with either the Chair or Vice Chair.

6. Methods of Communication

SHCC will use a variety of methods of communication based on what reaches its intended audience most effectively and efficiently. Over 80% of the population generally use electronic communication now (Office for National Statistics), so this is SHCC's preferred method of communication. However, we recognise that not all people are able to or wish to use electronic methods of communication, so we will continue to utilise different media and approaches in order to reach our audiences. The website must be kept up to date and include information on activities and news on an ongoing basis, as well as provide details on SHCC's policies and procedures.

It is important that members of the public can easily contact a member of the committee. Contact details of the Chair and Secretary are published on noticeboards and on the website to encourage open access.

The AGM is held in November every year and provides an opportunity to communicate and discuss the committee's activities over the past year and objectives for the following year. In accordance with the governing documents, the election of officers is carried out within the first committee meeting after the AGM.

The committee, at the discretion of the Chair or Vice-Chair, reserves the right to undertake business on behalf of SHCC virtually. This includes, but is not limited to, holding committee meetings via video/audio conferencing technology. Committee meetings held in this way must still be carried out in the same format with an agenda sent to committee members in advance of the meeting.

Implemented by committee – September 2021

Review date – August 2022

Last reviewed – August 2021

Revision: Paragraph included to reflect use of virtual meetings due to COVID-19. Adopted by committee: 26.05.2020

Signed:  Daniel Position: Lay Vice Chair