**Felixstowe Youth Development Group**



**Policy Number 39**

**Communications**

**(Issue 1 – September 2022)**

**Approved by Trustees \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Registered Charity Number: 1102380**

**Registered Address: 2nd Floor, 54 Cobbold Road, Felixstowe IP11 7EL**

**FELIXSTOWE YOUTH DEVELOPMENT GROUP LEVEL TWO YOUTH PROJECT**

**COMMUNICATIONS POLICY**

August 2022

**Introduction**

Level Two, as a registered charity, recognises that consistent, effective and appropriate communications are essential to achieve the charity’s aims and objectives in meeting the health and wellbeing needs of children, young people and families in Felixstowe and the surrounding area. This document outlines how the charity’s values of integrity, passion, aspiration, resilience, accountability and respect are communicated both externally and internally and supports the charity’s credibility as a publicly accountable organisation. This document is aligned with all other policy documents.

**Scope**

The Trustees and all staff should be familiar with this Policy. The aim of the Communications Policy is to reduce the risk of damaging or ineffective communication and to ensure all staff are aware of how communications are best conducted externally and internally and who has responsibility for different aspects.

**External Communication**

These include all the messages and information that the charity presents to different audiences and stakeholders – whether directly via telephone calls, letters, e-mails, newsletters, marketing materials, social media channels, online and press releases or indirectly via word of mouth or the media. The Chair of Trustees and the Project Manager have responsibility for managing external communications, although some aspects of these may be delegated to named personnel including admin staff. External Communication also includes messages and information given to Friends of Level Two, supporters, funders and stakeholders.

**Internal Communication**

Internal Communications include all of the messages and information (verbal and/or written) shared internally between members of staff and volunteers and also between Trustees and staff. Internal communication also includes information shared with key stakeholders relating to day-to-day work of the Project.

**The benefits which good Communications should provide are:**

* improved likelihood of achieving the charity’s aims, objectives and priorities
* maintaining a positive reputation within the community
* a trusting working environment in which staff, volunteers feel they have a voice, are listened to and feel well-informed and valued
* a working environment in which all staff have easy access to information they require to carry out their day-to-day work

**General Principles**

* All communications are important and need to be considered carefully
* External and Internal Communications form part of long-term strategic planning as well as project and team appraisals as well as work with other organisations
* Effective communications play an important role in the day-to-day operations of the charity, through the consideration of the content, and the audience for any particular message or information to be disseminated
* Managers and staff at all levels are accountable for fostering good communications internally and externally
* The charity encourages a culture which encourages transparency of communication, clarity of style and the sharing of best practice and skill sharing

**Managing External Communications**

Communications have an important role in developing confidence about the charity within the community through advertising its purpose and successes effectively by:

* ensuring information about its plans, projects and programmes of activity are accessible to key supporters and stakeholders
* data is collated and used to target harder to reach participants as well as potential stakeholders and organisations

**Managing Internal Communications**

Internal Communications are achieved through active management:

* An up-to-date internal calendar ensures all staff aware of events, training, appraisal cycle, deadlines for reports/policy reviews and also social events
* Regular communication via e-mails, meetings and telephone calls are relevant, efficient and respectful
* Staff surveys are carried out regularly to assess the effectiveness of internal communications

**Responsibilities**

Trustees

* The Chair of Trustees is responsible for ensuring that the Project Manager and Trustees promote the charity’s reputation through consistent external communication
* All Trustees are expected to be familiar with the programmes and activities of the charity
* All Trustees should be aware of data protection, Safeguarding and legal requirements relating to the charity and ensure that all activities carried out by the charity are compliant

The Project Manager

* Ensures that the charity offers clear and consistent messages about its objectives, values and work
* Oversees print and digital communication from the charity supported by key Trustees, setting a standard for all external communications
* Ensuring staff have adequate notice of all key scheduled events – supported by named admin personnel
* Ensuring Trustees kept informed about any changes or aspects of the project which may impact on day-to-day or overall effectiveness of the project, particularly if changes have financial implications

Senior Leadership Team

* Should model and promote good internal communications by following high standards of clarity and integrity in all aspects of their work, as well as ensuring that members of staff follow specific guidelines when communicating with key stakeholders
* Should hold staff accountable for data protection
* Should be aware that the principles of the Freedom of Information Act is followed in all the charity’s work

Staff

* All staff are responsible for maintaining good internal and external communications, suggesting improvements and reporting breaches of the policy if this occurs, particularly relating to data protection and Safeguarding
* Meets expected customer care standards for communication

Key admin personnel

* Gives clear, consistent information when contacted by telephone
* Demonstrates good customer care standards of being polite, helpful and welcoming
* Takes responsibility for delegated day-to-day correspondence