

BARNSELY ASSOCIATION OF COMMUNITY PARTNERSHIPS

COMMUNICATIONS POLICY

Introduction

BACP is committed to continually improve communications both internally with staff and externally with our customers and other partnerships. We understand the importance of clear, honest, timely and relevant communications and are committed to understanding our customers needs. We will formulate a planned approach to communications in order to support the delivery of the organisations core business of providing membership led services. The Communications Policy will assist in managing the reputation of the organisation and will reflect BACP's aims and values and mission statement.

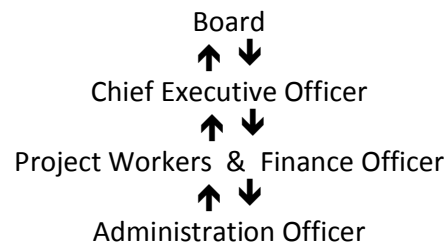
Aims of the Communications Policy

To ensure that customers, other community partnerships and staff are aware of what the policy stands for, the services BACP provides while keeping staff informed and encourage the sharing of knowledge.

Objectives of the Communications Policy

1. To provide clear, concise and timely communications with all partnerships and customers either in writing, electronically or verbally
2. To encourage the exchange of relevant and up-to-date information
3. To review our Customer Compliments, Complaints and Comments forms highlighting any changes in customers needs and act upon them
4. To build a collective team who can assist customers and build a reliable reputation from this
5. To ensure that all contact data is updated electronically at least once a month (or at the point of contact) and to ensure all databases are correct
6. To promote open, honest and trusted internal communication that flows downwards, upwards and sideways

Internal Communication Process



In order to promote successful internal communications the above groups should filter information upwards and downwards

Methods of Communication

External

Website – external contacts list
 Mailouts
 Attendance at events for example the Lord Mayors Parade
 Email
 Newsletters
 Flyers
 Agendas, Minutes, Reports
 Customer Complaints, Compliments and Comments Questionnaire
 Local Press

Internal

Notice board
 Emails
 Team Meetings
 Customer Record Sheet
 Databases

Principles of the Communications Policy

- Avoiding the use of jargon or acronyms unless they are explained first and the individual understands the purpose of use
- Being aware of body language, actively listening and holding eye contact when involved in face to face communication
- Recognising that people find it difficult to absorb new information and therefore giving them the opportunity to ask questions
- Creating an environment where people feel comfortable about telling people they do not understand what is said/written
- Consider who we are communicating with and how best they wish to receive information

- Ensure staff know what is expected of them and who is responsible for making information accessible and updating this
- We will use funders logos in line with their specific requirements
- If we are unable to provide the service required we will endeavour to put customers in contact with organisations we believe to the best of our knowledge would be able to assist

How we will review our Communication

- We will review opportunities and threats in the community/business environment and feedback on these
- We will review how to target the right customers and the best way of communicating with them for example one to one work, workshops or evaluation forms
- We will continually review our customer service as part of our Customer First accreditation

If we are unable to provide the service required by the organisation we will endeavour to put that organisation into contact with an organisation that can.

Disclaimer

Every effort is made by the Association of Community Partnerships (BACP) to ensure that all information provided is accurate and not misleading but the BACP cannot accept responsibility for any loss or liability perceived.