

Communication Policy

Policy Statement

This Communication Policy takes into account the limited resources available to the Trust, both in terms of funding and the availability of members, whose input is entirely voluntary. Nevertheless it is key to the Trust’s desired outcomes that all interested parties be kept informed and up-to-date with the Trust’s needs, activities and progress. It therefore falls to the Trustees and Management Committee members collectively to implement the policy. It is intended to:

- help explain how communications will support the Trust’s objectives, and which strategic choices have been taken and why;
- build common understanding of audiences and priorities within the Trust;
- create continuity in communications activity over an extended period;
- articulate objectives and measures of success when building a case for resources or evaluating performance.

Authority for communication

The board of trustees oversees and is responsible for all communications but delegates some specific communication to the management committee, as noted below. The management committee will make decisions over communication as a group or via its own delegation within the committee, as it decides.

Target Audience	Message	Tools/Communication Channels	Who by / Frequency
Local residents (as defined by geographical area)	<ul style="list-style-type: none"> ▪ The whole community has a stake in the future of Collings Park 	General Newsletters	Management Ct / Quarterly (seasonal)
Local Politicians (MP, PCPs, City Councillors)	<ul style="list-style-type: none"> ▪ Encourage/promote involvement in activities 	Special Bulletins	Board / As and when required
City Council Officers	<ul style="list-style-type: none"> ▪ Promote future vision for the Park 	General Introductory/Info Leaflet	Management Ct / Review annually

Target Audience	Message	Tools/Communication Channels	Who by / Frequency
Partner Agencies	<ul style="list-style-type: none"> Continual need for voluntary effort 	Meeting agendas, minutes, reports	Management Ct / Monthly
Local Media	<ul style="list-style-type: none"> Describe progress and new developments 	Media statements	Board / As and when required
Trustees	<ul style="list-style-type: none"> Management Committee proposals, plans and progress reports 	E-mail correspondence by Management Committee, meetings	Management Ct / Annually and as and when required
Management Committee	<ul style="list-style-type: none"> Board of Trustees' definition of Policy and priorities, decisions on proposals and associated funding 	E-mail correspondence by Trustees, meetings	Board / As and when required
Members	<ul style="list-style-type: none"> Describe progress and new developments 	Newsletters, website, social media, events for awareness-raising and/or fundraising	Management Ct / As and when required
Other interested parties	<ul style="list-style-type: none"> Describe progress and new developments 	Web-based platforms (incl. social media)	Management Ct / Continuous
Plymouth City Council	<ul style="list-style-type: none"> Statement of Community Benefit 	Written statement	Board / Annual
Donors / Funding Organisations	<ul style="list-style-type: none"> Community benefit accrued through their funding, continual need for funding. 	Annual Report (incl. Statement of Community Benefit)	Board / Annually
Charities Commission	<ul style="list-style-type: none"> Alignment with Charitable Objectives and on-going financial viability 	Annual return and accounts	Board / Annually