

Communications Policy

1.0 PURPOSE AND AIMS

1.1.1 Maintaining good internal and external communications is particularly important during a climate of change. Effective communication at this time will help staff and other stakeholders to understand the CPC's mission, values, objectives, developments and issues.

1.2 Planned communication aims to:

- 1.2.1 provide stakeholders with timely information regarding matters of interest or concern to them;
- 1.2.2 ensure that key stakeholders are engaged on a regular basis in order to provide information, receive feedback and act on this as appropriate;
- 1.2.3 enhance the commitment of all staff to CPC's performance;
- 1.2.4 inform stakeholders (as appropriate) of the financial, economic, and environmental factors affecting the performance of CPC;
- 1.2.5 raise awareness of CPC and its achievements;
- 1.2.6 promote and enhance the reputation of CPC;

2.0 POLICY STATEMENT

2.1 CPC is committed to the following clear communication principles for staff, and all other stakeholders.

2.2 All communications activity should:-

- 2.2.1 Be accessible to all in line with CPC's commitment to equality legislation, including, where practical, the provision of material in alternative formats and languages on request;
- 2.2.2 Reflect a commitment to using plain English;
- 2.2.3 Be open and honest;
- 2.2.4 Be relevant, accurate, sensitive and timely;
- 2.2.5 Enable meaningful engagement with stakeholders;
- 2.2.6 Recognise the importance and value of engaging with constituents;
- 2.2.7 Ensure that CPC listens to stakeholders, acts on information received when appropriate and provides feedback;
- 2.2.8 Reflect the principles of confidentiality, Data Protection, Freedom of Information and other relevant legislation.

3.0 POLICY OBJECTIVES

Internal

- 3.1.0 To ensure that robust systems of communications are in place
- 3.1.1 To ensure that all staff are made aware of and participate in the implementation of the Communications Policy.

External

- 3.2.0 To develop effective two- way communications channels between CPC and all key stakeholders.
- 3.2.0 To ensure timely communication of changes and developments
- 3.2.1 To build and maintain confidence in CPC.
- 3.2.2 To develop and sustain positive relationships with key external stakeholders.

4.0 ENSURING GOOD COMMUNICATION

- 4.1 Systems for communicating will include the following: staff/team meetings and publications (digital or otherwise). It is CPC's aim to implement, maintain and monitor these systems to ensure that the information reaches all village members.
- 4.2 CPC will appoint a Councillor as the CPC Communication Officer to ensure this policy is properly implemented and maintained. The Communication Officer will work closely with the Chairman and Parish Clerks to deliver this policy on a consistent basis.

5.0 EXTERNAL COMMUNICATION

- 5.1 CPC recognises the importance of engaging with key stakeholders about key developments in a timely manner.
- 5.2 CPC will achieve this by:-
 - 5.2.1 The development of CPC's Communication Strategy
 - 5.2.2 Ensuring there is awareness amongst stakeholders of relevant information regarding CPC's business and services.
 - 5.2.3 Promoting a positive corporate identity.
 - 5.2.4 Maintaining and monitoring methods of external communication such as:-
 - 5.2.4.1 Media relations
 - 5.2.4.2 CPC website
 - 5.2.4.3 Publications
 - 5.2.4.4 Social Media
 - 5.2.4.5 Presentations
 - 5.2.4.6 Direct and indirect personal contacts
 - 5.2.5 Taking reasonable steps to ensure that communication is accessible to all by ensuring that information is made available upon request.

6 ROLES AND RESPONSIBILITIES

- 6.2 Lead responsibility for the policy lies with the Chairman.
 - 6.2.1 Responsibility for implementation, monitoring and review of the policy lies with the Communications Officer and CPC Clerks