

EAST WORLINGTON PARISH HALL MANAGEMENT COMMITTEE

COMMUNICATION STRATEGY

(This Communication Strategy should be read in conjunction with our Marketing and Promotion Strategy)

Strategy Aim

As a Parish Hall Committee we have developed a Communication Strategy to support the effectiveness and efficiency of our work in securing the purpose and function of the Parish Hall as a vital and critical infrastructural facility within our Community, now and in the future.

We aim to achieve an effective and efficient flow of information between Committee members and in a two way process between the Committee and the Community.

Strategy Outcomes

- Committee members are planning and monitoring effectively, making well-informed decisions, and promoting the use of the Parish Hall
- Services and facilities provision and development is well informed by community needs.
- The broader community are well-informed about the management, running, facilities and activities associated with the Parish Hall.

Communication Culture

We recognise that communication is about systems and processes and skills. It is also about the culture that exists both with the Committee and within the Community. We aim to support, develop and promote a culture where relationships are good and encourage and contribute to effective and open communication. Communication is a two-way process and is better achieved when the communicator has the confidence to communicate and respected and valued for their contributions and for the receiver to be a good 'listener' and have empathy and understanding.

Who are the Community?

- Existing Community Organisations – PCC; School; Parish Council; Parish Hall Committee
- Existing Community Groups – W.I.; Photography Group; Craft Group; U3A
- Children and Young People
- Social networks
- Visitors
- People living in isolated places
- People who live alone or who feel isolated
- People living in villages
- New residents
- Wider community (beyond the parish)
- Farmers
- Parents
- Older people
- Extended Family
- Others with sense of affiliation

Communication:	Purpose	How (currently – August 2011)	Future additional approaches
<ul style="list-style-type: none"> • within the Committee 	<ul style="list-style-type: none"> • To ensure we can promote our vision, mission and aims • To ensure we meet legal and good practice requirements • To support effective and informed decision making • To support effective and efficient strategic and business planning • To monitor implementation of decisions and policies 	<ul style="list-style-type: none"> • Meetings • Incidental meetings • Telephone • Email (for those that have it) • Chair's Update • Agenda Setting • Paper – agenda/minutes/ etc. 	<ul style="list-style-type: none"> • Website 'password protected zone' • Written documents for guidance and reference • Improved use of email and other electronic communication
<ul style="list-style-type: none"> • from the Committee to the Community 	<ul style="list-style-type: none"> • To secure public accountability • To achieve community 'ownership' and engagement • To ensure and secure knowledge and understanding in the community about the Parish Hall, including its history, role in the community and business and management requirements. • To promote use • To articulate vision and ambition • To support the achievement of our strategic business objectives • To provide information about booking • To provide information about activities 	<ul style="list-style-type: none"> • Parish Newsletter • Community Website Pages • Incidental meetings • Community Noticeboards • Community Organisation membership on the Committee 	<ul style="list-style-type: none"> • Parish Hall Noticeboard • Parish Hall Newsletter • Brochure/s • Fliers • Parish Hall Website • E-communication • Facebook • Twitter • YouTube • House to house 'mail' drops • Displays and presentations • DACB Website • Attend meetings of other groups and organisations as required • Attend community events

Communication:	Purpose	How (currently – August 2011)	Future additional approaches
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<ul style="list-style-type: none"> • from the Community to the Committee 	<ul style="list-style-type: none"> • To inform about needs and expectations • To provide feedback, compliments and complaints • To book the facilities • To enable the facilitation of information-sharing and community development activities 	<ul style="list-style-type: none"> • Incidental meetings • Community Organisation membership on the Committee • Booking through telephone and personal contact 	<ul style="list-style-type: none"> • Attend meetings of other groups and organisations as required • Attend community events • Email address • On-line contact facility • Facebook • Twitter • Surveys • Feedback and comment facility for users • Evaluation and feedback for hirers
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Monitoring and Review

To ensure we achieve the Aim and outcomes of this strategy we will

a) monitor:

- through checking out with users, hirers, and community members as a regular element of our role in the community,
- at regular Committee meeting and feedback from Committee members
- through more formal feedback and comments from users and hirers
- through community surveys (as appropriate)

b) review

- this strategy annually and make any necessary changes and improvements.