

---

# Communications Policy

---

## Newcastle Community Centre

---

Version 1.2 1<sup>st</sup> December 2022

---

Approval date 14/1/2023  
Revision date 1/6/2026

---

1.Responsibility for approval of policy	<i>Chairperson</i>
2.Responsibility for implementation	<i>Board</i>
3.Responsibility for ensuring review	<i>Chairperson</i>

# Newcastle Community Centre Communications Policy

---

## 1. Policy Statement

- 1.1. Newcastle Community Centre is committed to communicating regularly and effectively ensuring that information to the Board members, Community Scheme employees, volunteers, service users and wider community is honest, open, timely, accurate and using all channels available.

## 2. Purpose

- 2.1. To clarify how the Centre will communicate information about its services both internally and externally. Our aim is to develop a range of media tools to ensure real information flow which includes newsletters, leaflet, documents, websites and newspaper articles as outlined in press releases, interviews and editorial letters.

## 3. Scope

- 3.1. This policy applies to the Board members, Community Scheme employees, volunteers, service users and wider community in relation to ensuring clear, relevant information is communicated regularly to the wider community.
- 3.2. This policy should be read in conjunction with the Data Protection Policy and Confidentiality Policy.

## 4. Principles

- 4.1. Newcastle Community Centre will endeavour to promote a consistent and positive message in regard to its services, objectives, vision and values.
- 4.2. The Centre will strive to keep its information which is in the public domain relevant and up to date, especially in relation to the service it offers, its posters, brochures, website and other materials
- 4.3. The Centre will ensure all developments and changes are communicated.
- 4.4. The Centre will endeavour to develop positive relationships with the wider community, its stakeholders and service users
- 4.5. The Centre will strive to maintain and improve current channels of communication including face to face.
- 4.6. The Centre will endeavour to keep itself informed of all feedback.
- 4.7. The Centre will communicate regularly ensuring the relevant people receive all necessary and relevant information.
- 4.8. The Centre will endeavour to develop positive relationships with the media and if relevant a Board member will be made available to comment on any issues
- 4.9. Unless otherwise agreed prior to the event the spokesperson for Newcastle Community Centre will be the Chairperson.

## 5. Roles and Responsibilities

- 5.1. Board members will be responsible for ensuring all external and internal communications are timely, accurate and transparent.
- 5.2. Newcastle Community Centres policies and procedures will be published and displayed in a prominent area.
- 5.3. The Centre's vision, values, objectives and plans will be published and visibly displayed in the Centre.
- 5.4. All Centre events will be communicated in newsletters, noticeboards, on Facebook and in drop leaflets where appropriate.
- 5.5. The Board is responsible for ensuring agreements are in place with service users clarifying obligations of all parties.
- 5.6. The Chairperson or designated Board member will undertake all media contact and approve press releases, brochures and other public information
- 5.7. The Board, volunteers, Community Scheme employees and users have a responsibility to direct all media requests to the Chairperson or designated Board member.

## 6. Managing Request for Media Interviews

Invitations to speak on behalf of the Centre may only be accepted with prior permission of the Chairperson. No volunteers, Community Scheme Employees can give information to the media without the permission of the Chairperson.

If there is a phone request from a journalist, they should be told the Chairperson will get back to them and request the following information:

- What publication or show?
- What topic?
- Who should be contacted?

Volunteers, Community Scheme Employees should be careful not to get drawn into dialogue with the journalist as they are trained to source quotes from general conversation and may not make this explicit in their conversation.

Volunteers, Community Scheme Employees should be aware of saying they cannot comment, as this may be recorded as a "no comment" from the Centre. This is particularly relevant where the conversation relates to a controversial interview and a "no comment" response in the media would reflect badly on the Centre. The journalist should be told that the Chairperson will get back to them in due course.

Volunteers, Community Scheme Employees may not permit a member of the media into the organisation's premises or to take photos without the permission of the Chairperson.

## 7 Maintaining Service Information on the Internet

7.1 The process for updating the services website is:

Volunteers and service users will inform the board member with responsible for communications of any information that needs to be updated on the website. Once there are a number of changes to be made on the website the board member will contact the website administrator to request that changes are made.

## 8 Managing Information on Facebook

8.1 Board members can publish items of information on Facebook page.

## 9 Review

This policy will be reviewed in three years or sooner if circumstances changed.

Signed:  
Chairperson

Signed  
Secretary

Date

Date

Signed version of policy kept in NCC Centre