



## Communication Policy

**Updated: November 2015**

**Next revision date: November 2016**

### 1. Objectives

- 1.1. To achieve efficiency, high productivity and a harmonious working environment.

### 2. Scope

- 2.1. To cover all activities carried out by Develop.

### 3. Key Principles

- 3.1. The flow of information around the company is vital to its smooth and effective functioning and every effort will be made to ensure that communications are carried out appropriately, in a timely manner and effectively
- 3.2. Communication to external customers is paramount to the service offered by Develop. This should be informative, timely and appropriate for the customer involved
- 3.3. A communications forum will meet regularly to address any communication issues that arise and how best to deal with them. These recommendations will be communicated to managers at their monthly meeting
- 3.4. Each of the three company teams will meet monthly to discuss general issues arising and these issues will be communicated to the managers
- 3.5. Managers will meet monthly in order to discuss company strategy and operational issues and these meetings' minutes will be communicated to all staff
- 3.6. CEO and the two area directors will meet at least bi-monthly to discuss strategy and communications from these meetings will be fed into managers meetings
- 3.7. Board meetings are held at quarterly and relevant issues will be communicated to managers and staff
- 3.8. The company website is key to communication and must be kept updated and interesting

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Communication Policy		\\developserver\Data\Company\Policies\Policies 2015-16	
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Mark Pike	01/12/2015		Mark Pike

- 3.9. The company Virtual Learning Environment (VLE) is key to the two-way communication with customers - particularly learners. It must be maintained and relevant
- 3.10. Facebook and Twitter are new communication media to the company and will be trialled to measure effectiveness and learner security. They are seen as key to reaching certain audiences - particularly young learners

#### 4. Job Related Information

- a. Line Managers are responsible for ensuring that all staff are provided with all the information they need to perform their duties satisfactorily and safely. Any queries staff may have relating to the work should be raised with their Line Manager.
- b. Roles & Responsibilities documents will be used to clearly communicate expectations to all staff. These should be updated at least annually.
- c. All staff are encouraged to make suggestions which they believe may assist in improving efficiency and promote job satisfaction. This should be done informally with the line manager or at the monthly team meetings
- d. All staff who need to leave the office for meetings or other tasks are required to keep their electronic diary up to date in order to inform colleagues of their whereabouts

#### 5. Internal Communications

- 5.1. Internal communications will be by the following means:
- conversation - both formal and informal
  - telephone - both land line and mobile where appropriate. Mobile phones will be provided to staff who are expected to work away from the office on a regular basis
  - notice boards
  - email
  - use of the intranet
  - website
  - VLE
  - formal letters where circumstance requires (e.g. offer letter, salary change, change of conditions, disciplinary procedure etc)
  - newsletters and updates

#### 6. External Communication

- 6.1. External communication will be by the following means:

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- conversation both formal and informal
- telephone
- email
- website
- VLE
- Twitter and Facebook
- letter or invitation
- newsletter
- updates

**4. Staff Responsibility**

- 4.1. All individuals involved with the learning programmes, e.g. staff, volunteers, employers, consultants and learners.
- 4.2. CEO has overall and final responsibility for all matters relating to complaints.
- 4.3. The day to day management of Develop’s Communication Policy remains with the CEO who will ensure that:-
  - a. Adequate resources are made available to implement this policy.
  - b. Adequate arrangements are made to bring this policy to the notice of all staff, individuals, sub contractors and visitors.
  - c. The effectiveness of the policy and its arrangements are reviewed annually during the relevant Strategy Group meeting or more frequently if deemed necessary.

**5. Monitoring and Evaluation**

- 5.1. Monitoring of the effectiveness of this policy will be carried out through the Communications Forum, team meetings and managers meetings
- 5.2. This policy is liable to full equality impact assessment annually.

**6. Supporting Documents**

- 6.1. This policy should be read in conjunction with the following policies and procedures:
  - Data Protection Policy
  - Equality & Diversity Policy
  - Health and Safety Policy
  - Information Communication Technology Policy
  - Quality Policy
  - Marketing Policy

Policy signed by CEO: *Mark Pike* Date: 23/11/2015

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